Winter Marketing Academic Conference 2017

Better Marketing for a Better World

AMA Educators Proceedings Volume 28

Orlando, Florida, USA 17-19 February 2017

Editors:

Rajesh Chandy Christine Moorman **Jeffrey Inman**

ISBN: 978-1-5108-4406-3

Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2017) by American Marketing Association All rights reserved.

Printed by Curran Associates, Inc. (2017)

For permission requests, please contact American Marketing Association at the address below.

American Marketing Association 130 E. Randolph St. 22nd Floor Chicago, IL 60601 USA

Phone: (800)AMA-1150 or (312)542-9000

Fax: (312)542-9001

www.ama.org

Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA

Phone: 845-758-0400 Fax: 845-758-2633

Email: curran@proceedings.com Web: www.proceedings.com

Contents

Preface and Acknowledgments Awards	xviii xx
List of Reviewers	xxi
Part A: Better Food, Health, and Nutrition	
Moderators of Food Consumption	
When and How Do Thin Human-Like Shapes Influence Spending? Marisabel Romero, Adam W. Craig	A-2
How Food Craving Drives Consumption of Healthy Foods: A Theoretical Framework Based on the Elaborated Intrusion Theory Elmira Shahriari, Hamid Abbasi Hosseini	A-3
Eat Me, Eat Me Not: Cute Food and the Consumer Disposition Hsiao-Ching Lee, Chun-Tuan Chang, Yu-Shian Huang, Yu-Hsuan Chen	A-12
A Moderated Mediation Model of Eating Patterns and the Subjective Well-Being of Chinese Teenagers Hongyan Yu, Ann Veeck, Hongli Zhang, Hong Zhu	A-14
Drivers of Food Choice	
Co-optation of Veganism Outi Lundahl, Alexander Henkel	A-15
Improving the Efficacy of Posted Calorie Information Through the Strategic Use of Provincial Norms Ashley S. Otto, Brennan Davis, Kirk Wakefield, J. Jeffrey Inman, Joshua J. Clarkson	A-16
Choosing Fast and Slow: Processing Mode and Consumer Response to FOP Nutrition Label Formats Setareh Sanjari, Steffen Jahn, Yasemin Boztug	A-18
Exploring Food Waste: The Role of Health Motivation Marit Drijfhout, Jenny van Doorn, Koert van Ittersum	A-20
Healthy Food Choice	
Exploring WIC Participants' Fruits and Vegetables Redemption Behavior: An Empirical Examination of Virginia's Electronic Benefit Transfer (EBT) Transaction Data Junzhou Zhang, Chuanyi Tang, Qi Zhang	A-22
Not All Organic Food Is Created Equal: The Role of Product Type, Perceived Authenticity, and Construal Level <i>Hua Chang, Lingling Zhang, Jung-Sook Lee</i>	A-26
Marketing Mix	
Brand Celebrification in a Nascent Market Pierre-Yann Dolbec, Eileen Fischer	A-28
The Influence of Product Package Stories on Perceived Value *Adam J. Mills, Richard Hanna*	A-30
Greening the Consumption Process Through Values, Beliefs, and Norms: A Moral Focus Perspective Naz Onel, Avinandan Mukherjee	A-31

Part B: Change and Dynamics in Marketing

Cause Marketing II	
Is Cash Always King? Bundling Product-Cause Fit and Product Type in Cause-Related Marketing Chun-Tuan Chang, Yi-Feng Huang, Pei-Chi Chen, Xing-Yu Chu	B-3
Can Government-Sponsored Museum Exhibitions Influence Art Market? An Empirical Investigation in Art Auction Market Yu-Hsi Liu, Chi-Jung Lu, Chien-Yuan Sher	B-5
"Rising by Sin": Consumer Evaluation of Social Cause-Brand Alliances in Stigmatized and Nonstigmatized Industries Jaywant Singh, Tao Xue, Ali Dehghanpour Farashah	B-9
The Role of Message Specificity in Cause Portfolio Communication Stefanie Robinson, Meike Eilert	B-11
Resources, Capabilities, and Learning in Marketing	
Servitization and Organizational Performance: Is Organizational Learning Ambidexterity a Missing Link? Dong Liu, Gavin Jiayun Wu, Yapu Zhao, Wenhong Zhang	B-12
Big Data Resources, Marketing Capabilities, and Firm Performance Samppa Suoniemi, Lars Meyer-Waarden, Andreas Munzel	B-14
Development Processes for Business Model Innovations: Same, Same or Different? Laura Herbst, Monika C. Schuhmacher, Sabine Kuester	B-16
The Marketing Concept and Dynamic Capabilities: A New Scale Jared Hansen, Robert McDonald, Stan Slater	B-18
New Frontiers Marketing Research	
Impact of Reward Type on Survey Response Rate and Quality *Archana Narayanan*	B-22
Customer Information Elicitation (CIE): The Impact of Privacy Assurance, Personalization, and Monetary Incentives Yiping Song, Guiyang Xiong, Fue Zeng, Xueming Luo	B-28
A Four-Nation Exploration of the Effectiveness of Three Listening Strategies Charles M. Wood, Theo Lynn, Artemisa Jaramillo, Yuhui Gao	B-30
Does Context Matter? An Investigation of the Contextual Interpretation of Predictive Analytics on Consumer Marketing Effectiveness Obinna Okechukwu, Shane Hunt	B-32
Dynamics and Biases in Pricing and Competition	
Comparing Apples With Oranges: The Impact of Dynamic Bundling on Price Fairness Perceptions Wenjing Li, David M. Hardesty, Adam W. Craig	B-34
Cognitive Biases as a Challenge to Value-Based Pricing in Business Markets Mario Kienzler	B-36
Contingency Selling Under Product Uncertainty and Service Capacity Constraint: A New Pricing Model with Applications to Sports Events Peng Wang, Bikram Ghosh, Yong Liu	B-37
Dynamic Customer Behavior	
An Investigation of Consumer Search and Choice Efficiency in the Automobile Industry Aidin Namin, Brian T. Ratchford	B-38

A Framework to Segment Life Events Using Customer Transaction Data William Darler, James Goulding, Andrew Smith, Deborah Roberts	B-39
Modeling Product Diffusion Across Generations: The Effect of Product Consistency Yu Chang, Tao Zhang, Zhe Wang, Xinchun Wang	B-41
Part C: Communities and Collaborations with Customers and Partne	ers
Social Mechanisms in Collaborative Marketing Activities	
Consumer Greed and Marketplace Activity Jan F. Klein, Xueming Luo, Jaakko Aspara, Xiaoyi Wang	C-3
Thriving in Innovation Ecosystems: Towards a Collaborative Market Orientation Bastian Kindermann, Torsten-Oliver Salge, Daniel Wentzel	C-5
Enhancement and Control Mechanisms for Multidimensional Cross-National Distances in International Alliance <i>Yoojin Oh, Jongkuk Lee</i>	C-6
The Impact of Social Identity Boost on Marketing Outcomes Miriam McGowan, Edward Shiu, Louise May Hassan	C-8
Networks and Franchise Management in Marketing	
The Generative Mechanisms of Network Resources: An Empirical Investigation Kamran Razmdoost, Leila Alinaghian	C-10
Regional Clustering, Matching Governance Mechanisms, and Performance Implications in Franchising Li Ji, Xu Zheng, Haibo Pan	C-12
Double-Edged Effects of Incentives in Distribution Channels Flora F. Gu, Danny T. Wang	C-13
When It Is Good to Be Vague: The Strategic Use of Contract Ambiguity in Franchise Relationship Management Xu Zheng, Ling Ge, Uri Benoliel	C-15
Marketing Through Alliances and Interorganizational Relationships	
Shaking Hands but Not Sharing Gains: How Relationships Facilitate Dynamic Marketing Capabilities Development in an Emerging Economy Hangjun Xu, Huiling Guo, Jing Zhang, Anh Dang	C-16
Identification Transfer in a Service Alliance Jeremy Wolter, Simon Brach, Myles Landers, F. Cronin	C-18
A Fresh Look at Familiar Constructs: Power-Based Behaviors and Relational Satisfaction Ismail Gölgeci, William H. Murphy, David A. Johnston	C-20
Key Customer Relationship Effectiveness: When Do Relational Resources Contribute to Firms' Competitive Advantage? Alexander Haas, Nina Stuebiger	C-22
Customer Engagement	
Context Management: The Effects of Different Dimensions of Context-Based Messaging on Consumer Engagement Omar Rodriguez-Vila, Myoung-Jin Chae, Sundar Bharadwaj	C-24
Strategic Customer Engagement: A Decision-Making Framework Agarzelim Alvarez-Milán, Reto Felix	C-26
A Resource-Investment-Based Analysis About Customer Engagement Behaviors Xianfang Zeng, James Agarwal, Mehdi Mourali	C-28

The Effect of Customers' Knowledge Provision During NPD on Their Positive WOM Intention of New Products Xianfang Zeng, James Agarwal, Mehdi Mourali	C-29
Creating and Collaborating Consumers	
Brand Cocreation in Web 2.0: When Perceived Ability to Influence Plays a Role Eric Kennedy, Francisco Guzman	C-30
Value Creation Through Participation in Mass Customization: Cognitive, Social, Situational, and Cultural Influences Gavin Jiayun Wu, Dong Liu, Lei Song	C-32
Consumption as Self-Presentation: Empirical Evidence from Extreme Sports Community Junhong Min, Sungmin Ryu, Debi P. Mishra	C-33
Part D: Connecting for Good: Mobile, Digital, Social	
Online Customer Engagement	
In Blogs We Trust: The Interplay of Blogger, Blog Post, and Campaign Characteristics on Social Media Engagement	D-4
Vanitha Swaminathan, Christian Hughes, Gillian Brooks	
The Interplay of Consumer Engagement in Social Media and Brand Favorability Maximilian G. Hausmann, Johanna E. Eberhardt, Sascha Raithel, Manfred Schwaiger	D-5
You Can Increase Consumer Engagement and Self-Referencing on Social Networking Sites Ryan E. Cruz, James M. Leonhardt	D-7
The Impact of Perceived Value on Satisfaction and Trust in the Context of Online Shopping: Moderating Effect of Online Word-of-Mouth <i>Mujahid Mohiuddin Babu</i>	D-8
Online Word of Mouth	
Current Research on Electronic Word-of-Mouth Communication: Literature Analysis and Further Research Directions	D-10
Alexander Rossmann, Tim Wilke, Hüseyin Kabaoglu Effect of WOM Message Initiator Position in Social Networks on Consumers' Promotional Deal Evaluation Hongbum (Anthony) Kim, Scott A. Thompson	D-20
Perceived Tie Strength and Temporal Distance on Social Media: What Kind of Messages Do Consumers Like to Share?	D-21
Yung Kyun Choi, Yuri Seo, Sukki Yoon Role of Felt Emotions in Marketplace Rumormongering Subin Sudhir, Anandakuttan B. Unnithan	D-22
Managing Mobile Consumers	
To Abandon or Not to Abandon a Mobile Shopping Cart: The Role of Ambivalence Guei-Hua Huang, Nikolaos Korfiatis	D-24
It's Not About the Color but Color Contrast: An Experimental Study of the Influence of Color Contrast Between Mobile Games and In-Game Advertising Rober Rollin, Sascha Steinmann, Hanna Schramm-Klein	D-26
Understanding In-Store Mobile Phone Usage and Retail Sales Carl-Philip Ahlbom, Lauren Beitelspacher, Dhruv Grewal, Stephanie M. Noble, Jens Nordfält	D-28
Mobile Consumer Segments' Perception and Usage of Location-Based In-Store Mobile Shopper Marketing Thomas Wozniak, Dorothea Schaffner, Katarina Stanoevska-Slabeva, Vera Lenz-Kesekamp	D-30

Brands and Social Media

Measuring the Success of Social Media Activities: Brand Page Attachment as a Prebehavioral Construct Rico Piehler, Michael Schade, Barbara Kleine-Kalmer, Christoph Burmann	D-32
Decoding Convergent Products, Its Effect on Consumer-Based Brand Equity: Customer Experience as a Mediator <i>Amit Tiwari</i> , <i>Anirban Chakraborty</i>	D-34
Tweets, Retweets, and Brand Positioning of the 2016 U.S. Presidential Candidates Eric Koeck, David Schuff, Susan Mudambi	D-42
Does Perceived Personalization Necessarily Enhance Customer Brand Relationship? A Partial Least Squares Path Modeling Approach <i>Trang P. Tran</i>	D-44
Digital Consumer Traits and Behaviors	
A Data-Driven Approach to Understand Online Shopping Types and Purchase Behavior by Gender Daniel Schellong, Jan Kemper, Malte Brettel	D-46
An Individual-Level Examination of the Antecedents and Consequences of Social Media Use Serwaa Karikari, Nana Owusu-Frimpong, Kofi Osei-Frimpong	D-47
From Mobile to Mo-Angry: Consumer Mobile Device Usage and Impulsive and Aggressive Trait Behaviors Jared Hansen	D-49
Synergies, Complementarities, and Competition in Online Marketing	
Competitive Versus Complementary Effects in Online Social Networks and News Consumption: A Natural Experiment Catarina Sismeiro, Ammara Mahmood	D-51
Is the Best Always Desired the Most? Attribute-Based Choices in the Context of Complimentary Products Suman Basuroy, Carlos Bauer, Richard Gretz	D-53
The Synergy and Dis-Synergy of TV Advertising on Social Media Sentiment Phi Cong Hoang, Scott Thompson	D-55
What's the Big Deal? How Sales Promotions Displayed in Social Media Can Enhance Both Online and Offline Purchase Intentions Kashef A. Majid, Michel Laroche	D-57
Crowdsourcing and Cocreation in Online Markets	
Crowdfunding Technological Innovations: First Impression Matters! Haisu Zhang, Weizhi Chen	D-58
An Old Wick in a New Lamp: Slacktivism and Perceived Critical Mass in Online Crowdfunded Donation Campaigns Yashar Dehdashti, Lawrence B. Chonko, Brian T. Ratchford	D-60
Consumer Cocreation of Counterfeit Risk Reduction in an Online Marketplace Nina (Ni) Huang, Susan Mudambi	D-61
Does Crowd Wisdom Bring Wealth? The Impact of Crowdsourcing on Firm Performance Zixia Cao, Hui Feng	D-62
Social Media and Brands	
Consumers' Social Media Advocacy Behaviors of Luxury Brands: An Explanatory Framework Eunseon Kwon, S. Ratneshwar, Eunjin (Anna) Kim	D-63
Incentivizing Consumer Sharing in Social Media: The Role of Brand Personality Yueming Zou, Yuping Liu-Thompkins	D-64
The Influence of Other Brands on the Brand-Related Online Social Interactions in Multichannel Context Jikyung (Jeanne) Kim, Sanghwa Kim, Jeonghye Choi	D-65

Popularity of Digital Products in Online Social Tagging Systems Jurui Zhang, Raymond Liu	D-66
Interactive Customer Behavior	
Future of Shopping: Augmented Reality and Shopping Experience Atieh Poushneh, Arturo Vasquez	D-68
You Can't Touch This: Understanding the Role of Possessions in Access-Based Consumption Martin Paul Fritze, Andreas B. Eisingerich, Martin Benkenstein	D-69
Online Broadcasters: How Do They Maintain Influence When Audiences Know They Are Paid to Influence Mikolaj Piskorski, Gillian Brooks	D-70
I Am That @Brand: How Self-Brand Connection and Narcissism Influence Social Media Interactivity and Purchase Intent Shannon McCarthy	D-81
Advertising, Promotion, and Personalization	
Customization in Service Pricing: How Assembling the Service Tariff Impacts Consumer Perceptions, Behavior, and Firm Profits	D-83
Sabine Moser, Jan H. Schumann, Florian von Wangenheim How Do Personalized Ads Change Customer Attitude Toward Ads in Social Media? A Mediation Analysis	D-85
Trang P. Tran Targeted Promotions and Cross-Category Spillover Effects	D-87
Nathan Fong, Yuchi Zhang, Xueming Luo, Xiaoyi Wang Optimal Time Limits for Online Promotions: Balancing Customer Awareness and Urgency Scott Swain, Richard Hanna	D-88
Part E: Driving Positive Consumer Welfare	
Cause Marketing I	
"Too Bad to Be True": The Effect of Guilt Appeal Intensity in Cause-Related Marketing Jaywant Singh, Benedetta Crisafulli, Paurav Shukla	E-3
The Effect of Cause-Related Marketing from the Perspective of Consumer Comments Examined Using Text Mining Anita Luo, Krishna Prasad Pulipati	E-5
Winning Customers' Hearts and Minds with Cause Marketing, but What About Their Wallets? Heath McCullough, Neeraj Bharadwaj, Michel Ballings	E-7
You Share, We Donate! An Exploratory Study on an Emerging Cause-Related Marketing Phenomenon Shinhye Kim, Tuba Yilmaz, Xiaohan Wen, Melanie Bowen	E-8
Corporate Social Responsibility and Marketing	
Effectiveness of Corporate Social Responsibility Communication: The Roles of Ethical Labels, Prior CSR Record, and Consumer Skepticism Valerie Swaen, Catherine Janssen, Shuili Du	E-10
Do Companies Really Have to Emphasize the Triple Bottom Line? Analyzing the Effect of Competing Sustainable Market Orientations Hürrem Becker-Özçamlica, Isabel Teβmer, Nancy V. Wünderlich	E-12
Consumer Perceptions of Corporate Sustainability Intentions: Should Nonenvironmental Motives Be Acknowledged? Anne-Marie van Prooijen, Jos Bartels	E-13

Can Hard Discounters Wash Away Their Sins? How Retailers' Low Price Image and Corporate Social Reputation Shape Customers' Price Fairness Judgments Philipp Leinsle, Dirk Totzek	E-15
Doing Well by Doing Good	
Dominium Terrae: A Multilevel Analysis on the Relationship Between Religiousness and Environmental Concern <i>Reto Felix, Chris Hinsch, Philipp Rauschnabel</i>	E-17
S-D Logic and Value Cocreation: Scheme for Enhancing Educational Quality and Effectiveness Samaneh Torkzadeh, Mohammadali Zolfagharian	E-19
Investing in Descendants: The Positive Impact of Legacy Motivation on Prosocial Behavior Lin Wang, Zengxiang Chen, Xingbo Li	E-21
Marketing Communications Effectiveness	
Driving Green Lifestyle Adoption Through Social Media Communication Agnieszka Chwialkowska	E-23
Costly Price Discounts and Costless Advertising Appeal for Consumer Purchases of Embarrassing Products: A Field Experiment Yiping Song, Guiyang Xiong, Xueming Luo, Cheng Zhang	E-25
Linking Consumer Life Satisfaction to Brand Financial Value Luke Kachersky, Marcia Flicker, Dawn Lerman	E-27
Overcoming Consumer Skepticism José Mauro da Costa Hernandez	E-29
The Path to Persuasion	
The Right to Persuade? Ethics of Gamification as a Marketing Tool Andrea Thorpe, Stephen Roper	E-31
To Sponsor or Not to Sponsor: Transgressions Are Not Equally Detrimental Joseph W. Chang	E-32
The Rise of the Complex Brand: Brand Complexity's Impact on Product Liking and Consumers' Sense of Self <i>Maria A. Rodas, Carlos J. Torelli</i>	E-34
This Is Wholesome, or Is It? An Exploratory Examination of Perceptions of Diverse Families in Advertising Elise Johansen Harvey	E-36
Responsible Consumers	
A Value-Based Model for Ethical Purchase Decision Making Victoria-Sophie Osburg, Pervaiz Akhtar, Vignesh Yoganathan	E-38
How Does Consumer Mindfulness Curb Overconsumption? Sabrina V. Helm, Brintha Subramaniam	E-40
The Price of Delegating Decisions: Effects on Individual Responsibility and Future Decisions Veselina Milanova, Peter Maas	E-42
Green Marketing Orientation: Scale Development and Validation Karolos-Konstantinos Papadas, George J. Avlonitis	E-44
Vulnerable Consumers	
The Influencers of Time Perspective, Personality, and Cognitive Age on Sustainability Behaviors for Older Americans Jacqueline K. Eastman, Sianne Gordon-Wilson, Pratik Modi	E-46

Pennie Frow, Adrian Payne, Janet McColl-Kennedy, Rahul Govind	E-47
One Size Does Not Fit All: A Typology of Financial Consumer Vulnerability Veselina Milanova, Florian Schreiber	E-48
Arguing for Policy Change: Vision-Impaired Consumers' Antifirm Reaction to Accessibility-Related Service Failures in the Online Marketplace Alex H. Cohen, Jorge E. Fresneda, Rolph E. Anderson	E-50
Prosocial Firms and Consumers	
The Role of Mind- and Heart-Based Nonprofit Associations: The Development and Validation for Enhancement of Nonprofit Donation Kristopher Floyd	E-52
Group Licenses: Why Moral Consumers Do Not Always Run with Their (Moral) Herd Wassili Lasarov, Stefan Hoffmann, Robert Mai	E-57
Let's Pin It Down: The Role of Displayed Donations in Corporate Philanthropy Anh Dang, Olga Butenko-Moseley, Hangjun Xu	E-59
Kiran Karande, Old Dominion University	
Top Dog vs. Underdog Positioning: Which Is More Effective for Charitable Contributions? Mahesh Gopinath, Myron Glassman, Aaron Arndt	E-61
Managing Customer Experience The Effects of Media Dispersion on Brand Purchase: A Large-Scale Experience Tracking Study Tomas Falk, Jan F. Klein, Yuchi Zhang, Jaakko Aspara, Xueming Luo Events as a Customer Touchpoint in Student Life: Creating Valuable Experiences and Lasting Impressions Florian Neus, Hanna Schramm-Klein, Gunnar Mau, Frederic Nimmermann	F-3
A Longitudinal Investigation of Customer Compliance: The Role of Appraisal Toward Compliance Behaviors <i>Junzhou Zhang, Chuanyi Tang, Lin Guo, Hangjun Xu</i>	F-7
A Longitudinal Investigation of Customer Compliance: The Role of Appraisal Toward Compliance Behaviors	
A Longitudinal Investigation of Customer Compliance: The Role of Appraisal Toward Compliance Behaviors Junzhou Zhang, Chuanyi Tang, Lin Guo, Hangjun Xu Brand Evangelist: A Powerful Brand Choice Influencer	F-7
A Longitudinal Investigation of Customer Compliance: The Role of Appraisal Toward Compliance Behaviors Junzhou Zhang, Chuanyi Tang, Lin Guo, Hangjun Xu Brand Evangelist: A Powerful Brand Choice Influencer Mohammadali Zolfagharian, Fuad Hasan	F-7
A Longitudinal Investigation of Customer Compliance: The Role of Appraisal Toward Compliance Behaviors Junzhou Zhang, Chuanyi Tang, Lin Guo, Hangjun Xu Brand Evangelist: A Powerful Brand Choice Influencer Mohammadali Zolfagharian, Fuad Hasan Patronage Decisions The Loyalty Effect of Gift Purchases	F-7 F-9
A Longitudinal Investigation of Customer Compliance: The Role of Appraisal Toward Compliance Behaviors Junzhou Zhang, Chuanyi Tang, Lin Guo, Hangjun Xu Brand Evangelist: A Powerful Brand Choice Influencer Mohammadali Zolfagharian, Fuad Hasan Patronage Decisions The Loyalty Effect of Gift Purchases Andreas Eggert, Lena Steinhoff, Carina Witte Hedonic Experience: Applying System Dynamics to Explore Customer Repatronizing Intention	F-7 F-9 F-10
A Longitudinal Investigation of Customer Compliance: The Role of Appraisal Toward Compliance Behaviors Junzhou Zhang, Chuanyi Tang, Lin Guo, Hangjun Xu Brand Evangelist: A Powerful Brand Choice Influencer Mohammadali Zolfagharian, Fuad Hasan Patronage Decisions The Loyalty Effect of Gift Purchases Andreas Eggert, Lena Steinhoff, Carina Witte Hedonic Experience: Applying System Dynamics to Explore Customer Repatronizing Intention Wei-Lun Chang When Service Recovery Actions Backfire	F-7 F-9 F-10 F-11
A Longitudinal Investigation of Customer Compliance: The Role of Appraisal Toward Compliance Behaviors Junzhou Zhang, Chuanyi Tang, Lin Guo, Hangjun Xu Brand Evangelist: A Powerful Brand Choice Influencer Mohammadali Zolfagharian, Fuad Hasan Patronage Decisions The Loyalty Effect of Gift Purchases Andreas Eggert, Lena Steinhoff, Carina Witte Hedonic Experience: Applying System Dynamics to Explore Customer Repatronizing Intention Wei-Lun Chang When Service Recovery Actions Backfire Wolfgang Weitzl, Sabine Einwiller Two Linguistic Determinants of Switching Behavior in Cross-Cultural Encounters: Conversation Initiation Language and Bilinguality	F-7 F-9 F-10 F-11 F-13
A Longitudinal Investigation of Customer Compliance: The Role of Appraisal Toward Compliance Behaviors Junzhou Zhang, Chuanyi Tang, Lin Guo, Hangjun Xu Brand Evangelist: A Powerful Brand Choice Influencer Mohammadali Zolfagharian, Fuad Hasan Patronage Decisions The Loyalty Effect of Gift Purchases Andreas Eggert, Lena Steinhoff, Carina Witte Hedonic Experience: Applying System Dynamics to Explore Customer Repatronizing Intention Wei-Lun Chang When Service Recovery Actions Backfire Wolfgang Weitzl, Sabine Einwiller Two Linguistic Determinants of Switching Behavior in Cross-Cultural Encounters: Conversation Initiation Language and Bilinguality Mohammadali Zolfagharian, Fuad Hasan	F-7 F-9 F-10 F-11 F-13

Service Awards: Do They Help or Hurt in Case of Service Failure? Christina Cramer, Eva Boehm, Andreas Eggert	F-18
CSR and Service Recovery Efforts: The Role of Social Connectedness Scott A. Wright, Sarah Alhouti	F-19
Eye for an Eye? Service Employee Reactions to Customer Incivility *Regina Frey, Meike Eilert*	F-20
Purchase Drivers	
The Impact of Emotional Brand Attachment on Brand Extension Success Daniel Heinrich, David E. Sprott, Carmen-Maria Albrecht	F-21
Analyzing Drivers of Consumers' Acceptance of Mobile Proximity Payment Frank Haelsig, Gerhard Wagner, Hanna Schramm-Klein	F-23
Understanding Communication and Message Features in Omnichannel Communication Strategies Stephen A. Samaha, Jordan W. Moffett, Irina Kozlenkova, Robert W. Palmatier	F-24
From "Add to Cart" to "Call to Action": Is Your Button in the Right Color and Place? Zhen Yang, Yanliu Huang	F-26
Product Returns	
Restrictive Product Return Policies: Understanding the Impact of Consumers' Expectation of Control on Consumer Reactance and Reactance-Related Outcomes Lynn C. Dailey, M. Ali Ülkü	F-28
Managing the Necessary Evil: Can Payment Methods Reduce Product Returns? Ina Garnefeld, Eva Boehm, Lena Feider	F-30
Caution: How Product Returns Can Detour Omnichannel Strategies Jennifer A. Espinosa, Donna F. Davis	F-32
Product Use and Sharing	
Value in Use of Customer Solutions: The Customer's Perspective in the Context of Electric Mobility Jennifer Lerch, Gertrud Schmitz	F-34
How Aesthetic Designs Shape Consumers' Product Usage Behavior Annika Wiecek, Daniel Wentzel	F-41
The Augmented Value-Creation Logic in Product Service Systems Payam Akbar, Stefan Hoffmann	F-42
To Share Desirability or Feasibility? Examining the Effects and Mechanism of Direct and Indirect Use Experiences on Sharing <i>Jifei Wu, Hongyan Yu, Xiang Fang</i>	F-44
Managing Services and Service Recovery	
Does Delivery Time Moderate the Effects of Vivid Product Images in Online Stores? Gunnar Mau, Frederic Nimmermann, Hanna Schramm-Klein, Sascha Steinmann, Gerhard Wagner	F-46
Donations as a Service Recovery Strategy Sarah Alhouti, Scott A. Wright, Tom Baker	F-48
Service Failure and Customer Loyalty: Testing the Boundary Conditions of the Service Recovery Paradox Christian Brock, Markus Blut, Heiner Evanschitzky, Clay Voorhees	F-49
Too Much of a Good Thing? Examining Customer Response to Manufacturer-Brand Representatives in Retail Service Settings Andrea Godfrey Flynn, Aarti S. Ivanic	F-51

Part G: Innovation for Good: Impact, Sustainability, and Scale

Making Innovation Decisions	
Is There No Time Like the Present? An Investigation of Hold Decisions in the Innovation Process Dominik Reinartz, Sabine Kuester, Monika C. Schuhmacher	G-3
Driving Organizational Unit Innovation: Antecedents and Outcomes of Ambidextrous Innovation Leadership Carmen Sabrina Lukoschek, Gisela Gerlach, Ruth Maria Stock, Katherine Xin	G-5
From Managerial Cognition to Innovation Success: The Role of Market Knowledge Sharing and Its Accuracy Yihui (Elina) Tang, Detelina Marinova	G-6
Expertise and Innovation: An Experimental Study with Senior Executives in Marketing-Oriented Organizations Sharon Sanger, Jagdip Singh	G-8
Driving Innovation Adoption	
Initial Trust as an Informational Feeling for the Adoption of Digital Innovations Elisa Konya-Baumbach, Monika C. Schuhmacher, Sabine Kuester	G-18
Sustainable Identity: Effects of Front of Package Cues, Brand Concept, and Product Quality Rama K. Jayanti	G-20
The Role of Online Customer Engagement in New Product Launch Success Hang Nguyen, Malika Chaudhuri, Roger Calantone, Clay Voorhees	G-22
How Identity-Related Goals Moderate the Role of Attributes in Product Evaluation Na Xiao	G-23
Managing New Products and Innovation	
Influencing Factors of Product Diversification and Innovation: An Exploration of Geographic Clustering and Product Breadth Pamela J. Harper	G-25
Consumer Adoption of Radically New Products: The Role of Expected Learning Opportunities Ajmal Hafeez, Marit Engeset, Fred Selnes, Radu Dimitriu	G-26
The Effect of Brand Attachment on the Perceived Risk of Really New Products Khaled Aboulnasr, Gina Tran	G-28
A New Product Taxonomy: Value Cocreation from Product to Brand by Enculturation Conformance David W. Pan, Alan J. Pan	G-29
Going Green	
"Thank You for Already Using Our Green Products": The Spill-Off Effect of Green Category-Level Advertising Appeal on Category Puchasing Xueming Luo, Kristina Wittkowski, Jaakko Aspara, Xiaoyi Wang	G-38
How Motivated Reasoning Impairs Environmentally Motivated Consumption Reduction: A Multicountry Study Wassili Lasarov, Nieves García de Frutos, Robert Mai, José Manuel Ortega Egea, Stefan Hoffmann	G-40
Going Green Feeling Guilty Yoon-Na Cho, Yohan Kim, Charles R. Taylor	G-42
Exploring Consumer Perceptions of Environmental Packaging in the Context of an Emerging Market Anh Thu Nguyen	G-43

Part H: Managing Human Capital for Better Marketing and Sales

Building Human Capital	
Flipping the Classroom with Trade Tales: Creative Nonfiction Writing and Theatre Productions of Customer-Marketer Interactions	H-3
Rouxelle de Villiers, Arch G. Woodside, Po-Ju Chen, Carol M. Megehee	
Distributor Stewardship in Channel Relationships *Baljeet Singh**	H-4
Grafting the Knowledge of Chief Marketing Officers (CMOs): The Key to CMO Impact on Firm Performance? Sreedhar Madhavaram, Vishag Badrinarayanan, Robert E. McDonald	H-6
Evaluating the Human Capital Requirements for Graduate-Level Marketing Roles Daniela Rosenstreich	H-8
New Insights on Human Capital in Sales and Marketing I	
Momentum in Sales Performance Michael Ahearne, Irene Y. Nahm, Seshadri Tirunillai, Nick Lee	H-14
The Specialist Referral Effect: Referring Customers to Competitors to Increase Deal Acceptance Simon J. Blanchard, Mahima Hada, Kurt A. Carlson	H-16
Why Helping Peers Does Not Always Make You Poor: The Contingent Role of Common and Unique Position Within the Sales Unit Michel Van der Borgh, Ad de Jong, Ed Nijssen	H-18
The Influence of Brand and Organizational Identification on Sales Employees' Responses to Rebranding: Implications for Sales Employees' Motivation and Performance Richie L. Liu, Jeff Joireman, Babu John Mariadoss, Eric R. Spangenberg	H-19
New Insights on Human Capital in Sales and Marketing II	
Brand Leadership: Driving Market Orientation Roy Gifford, Casey E. Newmeyer	H-20
Understanding the Internal Customer Mindset of Indian B2B Salespeople Rajesh Iyer, Mark C. Johlke	H-21
Examining the Critical Role of Human Capital Management in Sales Outcomes Dana E. Harrison, Stefan Sleep, Kelly R. Hall, Brian N. Rutherford	H-22
How Motivation, Opportunity, and Ability Drive Service Improvement Idea Generation Kemefasu Ifie	H-24
Marketing Decisions and Firm Performance	
Relative Value of Sales and Marketing Appointment Announcements: Quasiexperimental Evidence on Nature and Moderating Conditions Shashank (Sash) Vaid, Michael Ahearne	H-26
Building Innovation Capability: The Role of Top Management Innovativeness and Relative-Exploration Orientation Xinchun Wang, Mayukh Dass	H-28
Is Data Driving Cooperation in the C-Suite? The Evolving Relationship Between the CMO and CIO Stefan Sleep, John Hulland	H-29
Do Firms Burn Their Muscle While Cutting the Fat? The Influence of Sales Force Downsizing Decision on Firm-Idiosyncratic Risk and the Role of Screening and Signaling Processes	H-30

New Frontiers in Salesforce Management Research	
Mobile Technology Use Among Salespeople and Its Influence on Role Stress and Job Satisfaction Rocío Rodríguez, Sergio Román	H-32
Self-Selected Incentives: Evidence from Two Field Experiments on How to Customize Sales Force Incentivizing Raghu Ram Bommaraju, Sebastian Hohenberg	H-33
Managing Inexperienced Salespeople's Confidence in Uncertain Environment: The Effect of Luck on Locus of Control, Motivation, and Performance Joël Le Bon	H-34
Does Building an Ambidextrous Sales Force Pay-Off? Balancing Customer- and Supplier-Centricity for Improved Performance Nikolaos G. Panagopoulos, Michael A. Pimentel	H-36
Marketing Scandals and Ethics	
A Stock Market Perspective on Firm Responses to Celebrity Endorser Scandals Stefan J. Hock, Sascha Raithel	H-37
Consumers' Response to Brand Transgressions: An Emerging Perspective on Religious Consumption Simran Kaur, Pervaiz K. Ahmed, Chong Yit Sean, Md. Yunus Ali	H-38
Alleviating Negative Spillover of a Brand-Harm Crisis: Sensegiving vs. Sensehiding in a Competitor's Denial Response Strategy Fang (Grace) Yu, Lianxi Zhou	H-40
How Does Brand Age Influence Consumer Attitudes Toward a Firm's Unethical Behavior? Chi Zhang, Saim Kashmiri, Melissa Cinelli	H-42
Employee Engagement and Brands	
Investigating the Determinants of Brand Performance: The Key Role of Internal Branding Pramod Iyer, Arezoo Davari	H-43
Perceived Value of Service Interactions and Employee Intentions to Deliver Brand Messages Andy Reinaker, Anthony Di Benedetto	H-45
Influence of Consumer Vanity on Employment of Impression Management Tactics and Their Consequences on Conspicuous Consumption Orientation Paurav Shukla, Keyoor Purani, Jaywant Singh	H-47
Engaging Customers and Employees: The Real Recipe for Success? A Longitudinal Study of S&P 500 Firms <i>Melania Mateias, Malte Brettel</i>	H-49
Part I: Marketing to and Around the World	
New Insights on Marketing to the World	
Reverse Innovation: How to Use Emerging Markets as a Source of Corporate Competitive Advantage Sergej von Janda, Monika C. Schuhmacher, Sabine Kuester	I-3
Assessing Consumer Preferences for Foreign and Domestic Products Before and During an Economic Crisis: A Longitudinal Examination James Reardon, Donata Vianelli, Vilte Auruskeviciene	I-5
Product's Characteristics as Drivers of Trickle-Down and Reverse Innovation: Evidence from the Food Industry Verdiana Giannetti, Gaia Rubera	I-7
Design Newness, Product Innovativeness, and the Role of Emerging Country of Origin Anshu Saxena Arora, Amit Arora	I-9

International Marketing Strategy	
Cultural Distance and Its Impact on Cross-Country Innovation Launch Patterns: Insights from the Food Industry Verdiana Giannetti	I-10
Friends or Enemies? The Dynamic Impact of Foreign Products on Domestic Counterparts in Emerging Markets Jingcun Cao, Shibo Li	I-12
How Schwartz Values Influence Responses to Differently Framed Charity Appeals Nathalie Dens, Sarah De Meulenaer, Patrick De Pelsmacker	I-14
Environmental Scanning and Global Marketing Strategy: A Multitheoretical Normative Conceptual Framework <i>Philip J. Boutin Jr.</i>	I-16
Consumer Behavior Around the World	
Global Consumer Behavior: A Synthesis and Managerial Implications of Interpretivist Studies Zahra Sharifonnasabi, Fleura Bardhi, Marius K. Luedicke	I-18
Product Ethnicity: Comparing Its Impacts on Product Evaluation in Developed Versus Emerging Countries Jieun Park	I-20
Fate and Bias: The Effect of Belief in Fate on Hope and Perceived Ad Credibility: Between and Within Cultural Analysis Samer Sarofim, Aimee Drolet Rossi	I-21
Customer Behavior Around the World	
National Stereotypes and Corporate Social Irresponsibility: The Effects of Country-of-Origin Competence and Warmth on Consumer Responses to Company Misconduct Camilla Barbarossa, Patrick De Pelsmacker, Ingrid Moons	I-22
Consumers' Benefit and Risk Perceptions of Cross-Border E-Commerce Gerhard Wagner, Hanna Schramm-Klein, Frederic Nimmermann	I-24
Exploring the Effects of Perceived Cultural Intelligence on Customer Trust, Commitment, and Loyalty Nicholas G. Paparoidamis, Thi Thanh Huong Tran	I-26
Do Differences in Online Shopping Types Exist? A Cross-Cultural Empirical Comparison in Fashion E-Commerce Daniel Schellong, Jan Kemper, Malte Brettel	I-28
Country-of-Origin Effects	
Attention to Country-of-Origin Information: An Eye-Tracking Approach Johanna Palcu, Arnd Florack, Adamantios Diamantopoulos, Georgios Halkias	I-29
Trust in International Business Relationships: Chinese Businesses Perceived in Africa Esi A. Elliot, Zhen Zhu, Fei-Ling Wang	I-31
Country-of-Origin Effects and Perceived Quality of E-Services: A Categorization Approach Zhuofan Zhang, Shuang Yang, Fernando R. Jiménez	I-32
Influence of Local and Foreign Visual Aesthetics and Personality Traits on Chinese Consumers' Luxury Purchase Intentions Paurav Shukla, Jaywant Singh, Francesca Dall'Olmo Riley	I-34
Purchase Intentions	I-34

How Insider Trading Adds Confidence to Firm Product Innovation

Simone Wies, Jeroen Derwall, Arvid O.I. Hoffmann, Joost M.E. Pennings

J-3

Managing Corporate Reputation: The Impact of Mass Media News About Corporate Attributes on Public Opinion Johanna E. Eberhardt, Manfred Schwaiger	J-4
Does the Presence of a Customer on the Board Matter? Raghu Ram Bommaraju, Michael Ahearne, Seshadri Tirunillai	J-6
Myopic Management: Stakeholder Antecedents and Asymmetric Responses Atanas Nikolov, Sundar Bharadwaj, Anindita Chakravarty	J-7
Information, Knowledge, and Adaptive Capabilities in Marketing	
Is Information Breach Always Costly for the Firm? An Event Study Analysis Shahin Rasoulian, Renaud Legoux, Sylvain Senecal, Yany Grégoire	J-9
Marketing Strategy After Meeting Wall Street: The Role of Information Asymmetry Minghui Ma, Michaël Dewally, Jian Huang	J-10
A Resource-Based View of Competitive Marketing Advantage Glenn B. Voss, Zannie Giraud Voss	J-11
Brand and Relationship Metrics	
Perceived Brand Age: Item Generation and Initial Validation Boris Bartikowski, Heiner Evanschitzky, Sharon E. Beatty	J-13
Resource Premium as an Outcome Measure of Retail Brand Equity Chi Zhang, Douglas W. Vorhies	J-14
Interdependence of Acquisition and Transaction Value: The Role of Quality Siddharth Bhatt, Srinivasan Swaminathan, Rajneesh Suri	J-15
Question-Behavior Effect: The Role of Relationship Dynamics Sebastian A. Klein, Maik Hammerschmidt, Hauke A. Wetzel	J-17
Marketing and Firm Value	
What Do You Expect? Expectations and Stock Market Response in the Motion Picture Industry Junhee Kim, Hyokjin Kwak, Reo Song, Wooseong Kang	J-19
Flow of Customer Satisfaction Information: Impact on Management Earnings Forecasts and Financial Market Jenny (Jiyeon) Lee, Youngdeok Lim, Hyung Il Oh	J-21
The Impact of Corporate Reputation on Corporate Risk Benjamin Pfister, Manfred Schwaiger	J-24
Effects of Service Productivity, Customer Satisfaction and Employee Satisfaction on Services Firm Value Dongjun Rew, Xiaojing Sheng	J-25
Buzz and Influence Dynamics	
What Makes a Video Go Viral? Five-Act Dramatic Form Impacts Viral Marketing Video Shares and Views Keith A. Quesenberry, Michael K. Coolsen	J-27
Brand Interventions and Emotional Dynamics in Online Consumer-to-Consumer Conversations: An Empirical Investigation Chedia Dhaoui, Cynthia Marie Webster, Lay Peng Tan	J-29
Who Are More Influential in a Virtual World? Sang-Uk Jung, Yuri Seo	J-31
Signals from the Echoverse: The Informational Value of Brand Buzz Dispersion Stefan F. Fischer Maik Hammerschmidt Welf H. Weiger	J-32

Customer Metrics

Creatures of Habit and Creatures of Context. Mining Customers' Shopping Regularities via Nonnegative Matrix Factorization	J-34
What Is in a Scale? How Different Measurement Scales Lead to Different Progress? Timucin Ozcan, Kunter Gunasti	J-36
Virtual Identity vs. Actual Identity: Measurement Chia-Wei Joy Lin, Yinlong Zhang	J-38
Is Customer Satisfaction a Relevant Metric for Short Sellers? Christopher Miller, Douglas Vorhies, Todd Griffith	J-40
Author Index	AI-1