AMA Winter Academic Conference 2025

Marketing in Service of Nature and Humanity

AMA Educators Proceedings Volume 36

Online 10 February 2025

Phoenix, Arizona, USA 14 - 16 February 2025

Part 1 of 2

ISBN: 979-8-3313-1542-9

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© (2025) by American Marketing Association All rights reserved.

Printed with permission by Curran Associates, Inc. (2025)

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

Table of Contents

Artificial Intelligence and Technology

Al Failures and Fixes: Unveiling Error Types and Strategic Communication Approaches Ms Mahak Raswant (Department Of Management Studies, Indian Institute Of Technology Madras), Dr Varisha Rehman (Department Of Management Studies, Indian Institute Of Technology Madras)	2
AI Meets Consumer: Predicting Purchasing Decisions Using Large Language Models Mr Stefan Herytash (LMU Munich)	7
Alexa, Are You a Human? Investigating Consumers' perceptions of Smart Speakers and Relational Outcomes Dr Zhan Wang (St. Cloud State University), Dr Garth Harris (St. Cloud State University)	10
AUGMENTED REALITY IN RETAIL: THE ROLE OF EXPERIENTIAL VALUE Dr Zahra Pourabedin (Shepherd University), Dr Vahid Biglari (Shepherd University)	15
Consumer AI Aversion and Expectations in Human-AI Communications Dr Donald Gaffney (Vanderbilt University), Dr Bryan Buechner (Xavier University), Prof Susan Powell Mantel (University of Cincinnati), Mr Y. David Wu (Vanderbilt University), Ms Catherine Touchton (Vanderbilt University), Dr Emma Sittenauer (University of Kansas), Prof Steven Posavac (Vanderbilt University), Prof Frank Kardes (University of Cincinnati)	19
Customer Orientation of IT Employees in the Age of Artificial Intelligence Dr Ceyhan Kilic (Tarleton State University), Dr Turkan Dursun (West Texas A&M University)	22
Deceptively Helpful: The Rise in Online Fake Reviews and How ChatGPT Can Increase their Helpfulness Ms Katharina Lohmann (University of Pittsburgh), Dr Jeff Inman (University of Pittsburgh), Dr Mina Ameri (University of Pittsburgh)	26
Enhancing chatbots' emotional effectiveness in e-commerce: A perspective of positive emotional intensity Ms Hao Wu (Harbin Institute of Technology), Ms Yiqi Wang (Harbin Institute of Technology), Prof Guoxin Li (Harbin Institute of Technology)	30
Examining the Relationship Between the Anthropomorphisation of Chatbots, Customer Disengagement, and Service Failure Recovery Experiences Prof Wilson Ozuem (University for the Creative Arts), Prof Silvia Ranfagni (University of Florence), Dr Michelle Willis (London Metropolitan University), Prof Kerry Howell (Northumbria University), Dr Giada Salvietti (University of Parma), Prof Cindy Millman (University for the Creative Arts)	33
EXPLORING THE DRIVERS OF CRYPTOCURRENCY TRADING PLATFORM ADOPTION FROM THE PERSPECTIVE OF VALENCE THEORY	35

Mr Jia-Hui Liu (National Taipei University), Prof Ling-Yen Pan (National Taipei University)

From isolation to connection: Neuralink's Artificial Intelligence breakthrough for Brain Computer interaction is a ray of hope for Quadriplegic patients! Prof Ajay Chhabra (Woxsen School of Business)	39
GENERATIVE-AI HEALTHCARE CHATBOTS: BALANCING PROBLEM- AND EMOTIONAL-FOCUSED COPING STRATEGIES TO EMPOWER PATIENTS WITH CHRONIC DISEASES Prof Ling-Yen Pan (National Taipei University), Mr Chih-Ping Yuan (National Taiwan University), Prof Heng-Chiang Huang (National Taiwan University)	51
Harnessing Artificial Intelligence (AI) for Achieving Sustainable Development Goals: An Inductive Grounded Theory Approach Dr Tanveer Kajla (NALSAR University of Law), Dr Sahil Raj (Punjabi University), Dr Abdullah Almashayekhi (King Fahd University of Petroleum and Minerals), Prof Zafar Ahmed (King Fahd University of Petroleum and Minerals)	55
HOW CREATIVITY, EMOTIONAL AROUSAL, AND COGNITIVE ABSORPTION INFLUENCE AI USER BEHAVIOR Mr Jiacheng Zhao (Kookmin University), Prof JING ZHANG (Kookmin University)	61
How Dataveillance Messaging Strategies Shape User Intentions in Video Recommender Systems: Balancing Skepticism and Credibility Ms Jooyoung Kim (Korea Advanced Institute of Science and Technology), Dr Hangjung Zo (Korea Advanced Institute of Science and Technology)	62
IMPLEMENTING GENERATIVE AI TO LEVERAGE TACIT KNOWLEDGE IN OUTSOURCING: CONCEPTUAL MODEL AND RESEARCH PROPOSITIONS Prof K Sivakumar (Lehigh University), Prof Subroto Roy (University of New Haven)	66
Logos Ex Machina: Consumer Engagement with AI-driven products Dr Nandita Roy (Indian Institute of Management Calcutta), Dr Moutusi Maity (Southeast Missouri State University), Mr Vinish Kathuria (Venture Partner, SenseAI)	68
Militarized Marketing^(AI) Dr Justin Pelletier (Rochester Institute of Technology), Dr Neil Hair (Rochester Institute of Technology), Dr Christopher Schwartz (Rochester Institute of Technology), Dr Andrea Hickerson (The University of Mississippi)	69
Notice and Choice Framework for Managing Customer Privacy: Experimental Evidence Ms Qiyao Pu (Case Western Reserve University), Dr Jagdip Singh (Case Western Reserve University), Dr Robert Widing (Case Western Reserve University)	73
PARADOX OF AI-BASED SERVICE ROBOTS IN THE HOSPITALITY SETTING: A REVIEW AND CONCEPTUAL FRAMEWORK ON ROBOTIC INNOVATIVENESS AND ADOPTION INTENTION Mr Muhammad Haroon Shoukat (COMSATS University Islamabad), Dr Fei Hao (School of Hotel and Tourism Management, The Hong Kong Polytechnic University)	77
PERSUASIVE POWER OF AI RECOMMENDATIONS TARGETING TEENAGERS - FROM THE PERSUASION KNOWL- EDGE LENS Dr Shasha Wang (Queensland University of Technology)	82
Recovering True Customer Preferences Through Varying Realization Probabilities Mr Zijing Hu (Texas A&M University)	86

SERVICE ROBOT LED BY MR. JOHN: THE MERE DISCLOSURE HUMAN LEADER EFFECT	89
Prof Dong Hong Zhu (Huazhong University of Science and Technology), Dr Wen Qi Zhang (Huazhong University of Science and Technology)	
The Effect of GenAI Proactivity on Perceived Costs and Benefits	93
Mr Jeta Majumder (The University of Texas Rio Grande Valley), Dr Xiaojing Sheng (The University of Texas Rio Grande Valley), Dr Seth Ketron (University of St. Thomas)	
The Role of AI in Advancing Sustainability and Social Responsibility in the Beauty Industry: A Case Study of AR Virtual Try-Ons and AI-Powered Recommendations	97
Dr Wayne Liu (University of Southern California), Mr Nathan Liu (Case Western Reserve University)	
The Role of Future Time Perspective in Resistance to Medical AI Adoption	100
Mr Tofazzal Hossain (Florida International University), Ms Maria M. Garcia (Florida International University)	
Venturing into the metaverse: lessons learned from companies exploring virtual worlds for branding pur-	102
poses Mr Francesco Di Paolo (Politecnico di Milano), Mr Michele Di Dalmazi (Politecnico di Milano), Prof Lucio Lamberti (Politecnico di Milano)	102
What Kind of AI Assistant Can Satisfy Consumers' Need in Virtual Reality: A Self-Determination Theory Perspective	106
Prof Dong Hong Zhu (Huazhong University of Science and Technology), Ms Huichao Guo (Huazhong University of Science and Technology)	100
WHEN AI SPEAKS FOR THE HEART: CONSUMER GUILT IN EMOTIONALLY LADEN MESSAGES Ms Danielle Hass (West Virginia University), Dr Colleen Kirk (New York Institute of Technology), Dr Julian Givi (West Virginia University)	110
Why You Should Not Make Smart Objects Too "Smart" - Using the Interpersonal Circumplex Model to Understand the Implications of Smart Objects' Agency Dr Mohammed Hakimi (University of Prince Mugrin), Prof Pierre Valette-Florence (International University of Monaco)	114
You Win Some, You Lose Some: Performing a Cognitive Task in Virtual Reality Increases Task Enjoyment but Decreases Task Performance Prof Jonas Heller (Maastricht University), Prof Sören Köcher (TU Dortmund University), Prof Robert Ciuchita (Hanken School of Economics), Prof Sarah Köcher (Kiel University)	117
Branding and Marketing Communications	
A BIBLIOMETRIC STUDY OF THE LITERATURE ON ADVERTISING ETHICS	121
Ms Jyothis Maria Franklin (IFMR Graduate School of Business, Krea University), Dr Jayasankar Ramanathan (IFMR Graduate School of Business, Krea University)	
Artificial Intelligence or Human? The Impact of Recommendation Type and Message Focus on Brand Engagement	125
Ms Huangjie Zheng (East China Normal University), Prof Feifei Yang (East China Normal University), Prof Miles Yang (Macquarie University), Ms Shijing FU (East China Normal University)	

BEYOND CONTROVERSY: EXPLORING HOW VIRTUAL INFLUENCERS AFFECT CREDIBILITY AND ENGAGE- MENT IN PERSUASIVE COMMUNICATION 12 Ms Yu-Chi Su (National Taipei University), Prof Ling-Yen Pan (National Taipei University)
Brand Authenticity: A Proposed Short Scale As Sara Ibrahim (Justus-Liebig-University Giessen), Dr Alex Haas (Justus-Liebig-University Giessen)
Brand Compassion: The Concept and a Framework for Brand Crisis Management 13 15 17 18 18 19 19 19 19 19 19 19 19
Brand Mentions in Rap and Hip-Hop Music: Lifestyle, Identity, and Adverse Perceptions 14 15 16 17 18 18 19 19 19 19 19 19 19 19
Branding with Controversial Socialpolitical Issues? How Brand Support for Abortion Rights Affects Con- umer Spending 14 Mr Mansour Shahhosseini (Temple University), Dr Xueming Luo (Temple University)
CONSUMER RESPONSE TO ORGANIZATIONAL JUSTICE Or Lana Waschka (Elon University), Dr Marcus Cunha Jr. (University of Georgia)
Treating a Socially Responsible Brand through Digital Communication of Corporate Social Initiatives 15 Is Jyoti Patel (Institute of Management Studies Banaras Hindu University Varanasi), Dr Arun Kumar Deshmukh (Intitute of Management Studies, Banaras Hindu University Varanasi)
DEVELOPMENT AND VALIDATION OF A NEW MEASURE OF EMPLOYEE-BASED BRAND EQUITY 15 Is Nikita Matta (IIM Ahmedabad), Dr Yukti Ahuja (Jagan Institute of Management Studies, Rohini), Dr Subhadip Roy IIM Ahmedabad)
Exploring Innovative UGC as a branding tactic in the digital era Ar Otmane Yessouf (Southampton Business School, University of Southampton), Dr Daisy Lyu (Lecturer in Marketing, Southampton Business School, University of Southampton)
Exploring the Effectiveness of Cartoonlike vs. Realistic Styles in Marketing Communications Prof Stefania Farace (University of Bologna)
From Feedback to Forefront: Crafting Smartwatch Brand Positioning Through Consumer Voices Ar Rajeev Kumar Ray (School of Management and Entrepreneurship, IIT Jodhpur), Dr Amit Singh (Amrut Mody School of Management, Ahmedabad University), Dr Devi Prasad Dash (School of Management and Entrepreneurship, IIT Jodhpur) Output Devi Prasad Dash (School of Management and Entrepreneurship, IIT Jodhpur)
Green way or the highway: Unveiling the effects of green motives on greenwashing, environmental reputation, and purchase intention 17 17 18 18 19 19 19 19 19 19 10 10 11 12 13 14 15 15 16 17 17 17 18 18 18 19 19 19 19 19 19 19

Ingredient Narratives: The Commodification of Immunity in Plant-Based Herbal Healthcare Products Mr Rakesh Nair (Indian Institute of Technology Roorke), Prof VINAY SHARMA (Indian Institute of Technology Roorkee)	184
INVESTIGATING TWO DECADES OF SCIENTIFIC RESEARCH ON BRAND TRANSGRESSION: A BIBLIOMETRIC APPROACH Ms Anna-Marie Klütz (MSB Münster School of Business, FH Münster)	196
Loyalty Runs Deeper than Blood: Investigating Consumer related Antecedents and Contingent Factor of Oppositional Brand Loyalty Ms Mehwish Ejaz (Air University, Islamabad), Dr Muhammad Sheeraz (Bahauddin Zakariya University, Multan, Pakistan.), Dr Nadeem Iqbal (National Skills University Islamabad)	211
Meme marketing: A bibliometric and thematic analysis Dr Yukti Ahuja (Jagan Institute of Management Studies)	212
Overconfident CEOs and Corporate trademarking Dr Ray HUANG (Southwestern University of Finance and Economics), Prof Dianna Chang (Singapore University of Social Sciences), Prof Xin Chang (Nanyang Technological University), Prof Wenrui Zhang (Colorado State University)	224
Students are Customers. Higher Education is a Service. Relationship Marketing Strategies to Increase Student Retention. Dr Shirin Khosravian (Purdue Global University)	227
Sustainable Brand Personality: An Exploratory Study Ms Elisa Adam (University of Portsmouth)	233
The best for everybody? Consequences of the Activation of a Maximizing Mindset Through Comparative Advertising Mr Timo Kienzler (Pforzheim University & University of Hohenheim), Prof Ulrich Foehl (Pforzheim University)	246
THE EFFECT OF BRAND ATTACHMENT ON CONSUMER RESPONSES TO MONETARY RETURN POLICIES IN FASHION E-RETAIL Ms Anna-Marie Klütz (MSB Münster School of Business, FH Münster), Prof Carmen-Maria Albrecht (MSB Münster School of Business, FH Münster)	250
The Impacts of Brand Diversity, Brand Similarity, and Extension Typicality on Adverse Extension Effects Prof Joseph W. Chang (University of Massachusetts Dartmouth)	253
The presence of brand ambassadors in e-commerce communications: The case of a dermo-cosmetic brand Ms Priscila Espinheira Ferraz Lima (FGV EAESP), Dr Henrique Campos Junior (FGV EAESP), Ms Francine Zanin Bagatini (FGV EAESP)	256
The Value Media Approach in Service of Nature and Humanity: Integrating Value Triality for Sustainable Marketing and Media Planning Prof Lisa-Charlotte Wolter (IU International University of Applied Sciences), Dr Sylvia Chan-Olmsted (University of Florida), Dr Tino Meitz (Universität Münster)	260
Tourism Branding Challenges and Opportunities: A Literature Based Review Mr Eliyas Ebrahim Aman (University of Sopron), Dr Árpád Ferenc Papp-Váry (University of Sopron)	264

Toward the Measurement of Nation Branding: Scale Development and Validation Ms Reem Ahmed Alshehri (University of North Texas), Prof Charles Blankson (University of North Texas)	268
"I was not Harmed for Your Pleasure": The Role of Anthropomorphism in Attenuating Consumer Speciesism's Effect on Purchase Behavior for Cruelty-Free Products Ms Anwesha Bandopadhyay (PhD Student, IIM Ahmedabad), Dr Soumya Mukhopadhyay (Assistant Professor, Marketing, IIM Ahmedabad), Dr Tanvi Gupta (Assistant Professor, Marketing, IIM Ahmedabad)	271
Consumer Behavior	
A House Divided: How Political Orientation Influences Extreme Consumer Ratings Ms Sahar Rashidyravary (University of Massachusetts Amherst), Prof Matthew Thomson (University of Massachusetts Amherst), Prof Erick M. Mas (Indiana University)	276
ALTRUISM OVER EGOISM: UNVEILING THE MOST EFFECTIVE ADVERTISING APPEAL IN GREEN MARKETING. Dr Nayyer Naseem (Johnson C. Smith University), Dr Lucinda Blue (Johnson C. Smith University), Dr Bryan Patterson (Johnson C. Smith University), Dr Swati Verma (Lawrence Technological Unoversity), Dr Abhijit Biswas (Wayne State University)	281
Are People More Likely to Spend Cash in a Cashless Society? Ms Xin Zhou (Arizona State University), Dr Freeman Wu (Vanderbilt University), Dr Adriana Samper (Arizona State University), Dr Andrea Morales (Arizona State University)	289
ARE THE REJECTED APPLICANTS UNIMPORTANT? THE IMPACT OF JOB REJECTION ON PURCHASE INTENTION AND SOLUTIONS Prof Dong Hong Zhu (Huazhong University of Science and Technology), Dr Wen Qi Zhang (Huazhong University of Science and Technology), Dr Zihe Chen (Fudan University)	293
Are You a Dog or Cat Person? The Association between Pet and Self-construal Mr Jaeyoung Oh (Korea University)	297
Can Physical Products Connect with Reality? The Impact of Virtual Reality Experiences on Product Decision Prof Dong Hong Zhu (Huazhong University of Science and Technology), Ms Huichao Guo (Huazhong University of Science and Technology), Ms Peiyao Wang (Huazhong University of Science and Technology)	302
COMPUTER ASSISTED VOICE ANALYSIS FOR MEASUREMENT OF EMOTIONS IN CONSUMER RESEARCH Dr Anil Mathur (Hofstra University), Dr Li Huang (Hofstra University), Dr Songpol Kulviwat (Hofstra University)	306
Customer Inertia: A systematic literature review and research agenda Mr Saptarshi Majumder (IIT Roorkee), Prof Zillur Rahman (IIT Roorkee)	310
Disruptive role of parallel communications in technology consumption experience. Impacts of distractions and time pressure Dr Abdul Waheed Siyal (School of Digital Economy and management, Wuxi University, Wuxi 214105, Jiangsu, China)	314
Does AI help self-service technologies? A three-country study Prof Altaf Merchant (University of Washington), Prof Varsha Jain (MICA), Ms Nandini Venkatesh Adhini (BITS Pilani), Prof Jochen Wirtz (National University of Singapore)	318

Does Cuteness Lead to Sweet Choice? How Cute Stimuli Impact Sweet Food Decisions Prof Hsiao-Ching Lee (National Kaohsiung University of Science and Technology), Prof Shu-Fang Liu (National Kaohsiung University of Science and Technology), Mr Jia-Hong Shih (National Kaohsiung University of Science and Technology)	321
DON'T TELL ME WHAT TO DO: How Different Messaging Strategies in Shopping Reduction Campaigns Trigger Psychological Reactance among Consumers Dr Jasmine Mohsen (University of Leeds Business School)	324
DON'T CANCEL ME: Investigating How Perceived Luxury Safeguards Brands from Cancellation Movements Dr Jasmine Mohsen (University of Leeds Business School), Dr Alessandro Biraglia (University of Leeds Business School), Dr Maximilian Gerrath (University of Leeds Business School), Dr Aulona Ulqinaku (University of Leeds Business School)	336
Eating Healthier: How Minimalism Changes Food Consumption Behaviors? Dr Sumit Malik (University of Liverpool Management School (ULMS), University of Liverpool), Dr Eda Sayin (IE Business School, IE University)	348
EFFECT OF CONSUMER EXPERTISE ON CONSUMER EFFICIENCY Prof Astha Singhal (FLAME University), Prof Praveen Sugathan (Indian Institute of Management Kozhikode)	351
EFFECT OF CONSUMER EXPERTISE ON CONSUMPTION VALUES Prof Astha Singhal (FLAME University), Prof Praveen Sugathan (Indian Institute of Management Kozhikode)	354
EFFECT OF LIFESTYLE ADVERTISING VS. FUNCTIONAL ADVERTISING ON CONSUMER'S WILLINGNESS TO BUY LUXURY PRODUCTS THROUGH ONLINE PLATFORMS Ms Jiahui Guo (Harbin Institute of Technology Shenzhen), Mr Duo DU (Harbin Institute of Technology Shenzhen), Dr Jiaoju Ge (Harbin Institute of Technology Shenzhen)	357
EFFECTIVENESS OF EMPATHETIC AI IN HEALTH MANAGEMENT ON CONSUMERS' ADVICE ADHERENCE: THE MODERATING ROLES OF DIGITAL DEVICES AND HEALTH CONDITIONS Ms Shuqin Liu (Tianjin University), Prof Chundong Zheng (Tianjin University)	361
Enhancing Brand Tribalism as An Effective Strategy for Promoting Customer Reciprocity Dr Saeed Shobeiri (Université TÉLUQ), Mr Jean-Luc Bernard (Université du Québec à Trois-Rivières)	366
Financial Literacy as a Catalyst for Promoting Sustainable Life Insurance Consumption Dr Ritika Bhatia (BITS Pilani), Prof Anil Bhat (BITS Pilani), Prof Jyoti Tikoria (BITS Pilani)	370
From Serendipity to Selectivity Dr Ryall Carroll (St. John's University), Dr Fabienne Cadet-Laborde (Nova Southeastern University), Dr Luke Kachersky (Fordham)	374
Green Consumption Orientation Among Marginalized People: Understanding Attitude-Behaviour Dynamics and Key Influences Across Different Demographic and Geographic Segments Ms Bente Fatema (Queen Mary University of London), Mrs Chisom Okafor (Queen Mary University of London)	378
How does AI affect consumer decision-making? A three-country study Prof Altaf Merchant (University of Washington), Prof Varsha Jain (MICA), Ms Nandini Venkatesh Adhini (BITS Pilani), Prof Jacqueline Eastman (Florida Gulf Coast University)	390

How Does Hardship Affect Merit-based Decisions? Ms Ziwei Wei (Arizona State University), Dr Adriana Samper (Arizona State University), Dr Evan Weingarten (University of Southern California)	393
Influence of AI label on Consumer Attitude for AI solutions Ms Bente Fatema (queen mary university of london)	397
INVESTIGATING THE INEXTRICABLE MATERIALITY OF PRODUCTS IN SOCIAL PRACTICE BUNDLES: A STUDY OF BEEF CONSUMPTION Ms Monique Matsuda dos Santos (University of Wyoming)	409
Is it Inclusive Enough? An Investigation of Consumer Responses to Inclusive Product Lines Dr Deepika Naidu (University of Nevada, Reno), Ms Anabella Donnadieu Borquez (Washington State University)	413
Past, Present, And Future Purchases: Understanding Product Longevity with the Copernican Principle Dr Matthew Fisher (Southern Methodist University), Dr Adam Smiley (Belmont University), Mr Justin Kasser (Southern Methodist University)	416
Performance it is! Democrat versus Republican Maximizers (and Satisficers) Navigating through Brand Transgressions Mr Kyle Cook (Independent Consultant), Mr Zaheer Munshi (University of Chicago), Mr Evan Petronis (Independent Consultant), Mr Shaurya Sood (Independent Consultant), Dr Tilottama Ghosh Chowdhury (Quinnipiac University)	421
Perspective Taking Promotes Sustainable Shipping Choices in E-Commerce Ms Lian Wang (University of California, San Diego), Prof Travis Tae Oh (Yeshiva University)	424
Political Identity Influences Health-Threatening Behavior Dr Qin Wang (University of Alabama), Dr Monika Lisjak (Arizona State University), Dr Julie Irwin (University of Oregon)	427
Promoting Sustainable Practices in Life Insurance: A Model for Understanding Policyholders' Lapse Behavio Dr Ritika Bhatia (Birla Institute of Technology and Science Pilani), Prof Anil Bhat (BITS Pilani), Prof Jyoti Tikoria (BITS Pilani)	r430
Role of retrieval of Information Exchange and Emotions among the Virtual community members leading to Mindful Consumption Prof Amrita Chakraborty (ISB & M, India), Prof Varsha Jain (MICA), Dr Russell Belk (York University)	434
Shaping Sustainable Behavior in Zoomers: The Interplay of Values, Perceptions, and Local Activities Dr Soniya Billore (Linnaeus University), Dr Setayesh Sattari (California Lutheran University)	437
Shopping in the shadow of negative affective states: How emotions during a shopping trip relate to compulsive buying Mrs Lisa Christen (DHGS Deutsche Hochschule für Gesundheit und Sport), Prof Gunnar Mau (Hochschule Magdeburg-Stendal)	441
The Effect of 3D-Printed Food Creativity on Consumer Indulgence Prof Pubali Chatterjee (National Dong Hwa University), Prof Mohammad Shadab Khalil (National Dong Hwa University)	445

The Effect of Cross-Modal Correspondence between Ambient Lighting and Music on Consumer Indulgence Prof Mohammad Shadab Khalil (National Dong Hwa University), Prof PUBALI CHATTERJEE (National Dong Hwa University)	448
The Effect of Disasters on Consumer Behavior Ms Yan Huo (Monash University), Prof Hean Tat Keh (Monash University), Dr Pingping Qiu (Monash University)	451
The Empowering Effect of Inclusive Sizing Dr Deepika Naidu (University of Nevada, Reno)	456
The Eye of the Beholder: How consumers' maximizing tendencies affect cognitive load Mr Timo Kienzler (Pforzheim University & University of Hohenheim), Ms Carolina Castello Branco Widuch (Pforzheim University), Ms Romy Brunner (Pforzheim University)	459
The Image of Thrifting: Observer Reactions to Frugal Shopping Tactics Ms Jocelyn Grabke (Northwestern University), Dr Neal Roese (Northwestern University)	463
THE IMPACT OF CHILDHOOD SOCIOECONOMIC STATUS ON LIQUID CONSUMPTION Ms Anni Cheng (Monash University), Prof Hean Tat Keh (Monash University), Ms Jiemiao Chen (Monash University)	466
The impact of regulatory focus on the choice of compensatory consumption strategies Prof Yi-Wen Chien (National Taiwan University), Ms Shian-ko Liu (National Taiwan University), Prof Chia-Wei Joy Lin (National Taiwan University), Prof Chung-Chiang Hsiao (National Taiwan Normal University)	468
The Sequencing of Emotional Appeals and Donations Over Time Mr Thinh Nguyen (UTRGV Robert C. Vackar College of Business and Entrepreneurship), Dr Sunaina Chugani (UTRGV Robert C. Vackar College of Business and Entrepreneurship), Dr Peter Magnusson (UTRGV Robert C. Vackar College of Business and Entrepreneurship)	470
The Time Lens - Investigating the Link between Temporal Orientation and Happiness, Meaning, and Product Preferences Dr Aditya Gupta (Illinois State University)	473
The Zero Partitioning Effect: Why Would \$1088 Elicit Greater Pain of Paying than \$1188? Dr Wei Li (Huazhong University of Science and Technology), Prof Yaping Chang (Huazhong University of Science and Technology)	477
THIRD-/FIRST-PERSON EFFECT: ASYMMETRICAL RESPONSE TO EMOTIONAL VS. RATIONAL NON-PROFIT ADS Dr Lada Kurpis (Gonzaga University)	478
Turning Free Trials into Treasures: The influence of free trial on psychological ownership of digital products Dr Yushi Song (Harbin Institute of Technology), Dr Yunzhijun Yu (University of New Brunswick), Prof Guoxin Li (Harbin Institute of Technology)	482
Uncovering The Materiality Behind Luck Perception: An Ethnographic Analysis of Kerala Lotteries Mr Shivrinder Pal (Indian Institute of Management Kozhikode), Prof Praveen Sugathan (Indian Institute of Management Kozhikode)	486

Understanding the adoption and resistance towards generative AI for travel planning: The role of inertia, privacy concern and generative AI benefit. Mr Saptarshi Majumder (IIT Roorkee), Prof Zillur Rahman (IIT Roorkee)	490
Understanding the modern Indian women's attitudes to gold jewellery Mr Satish Pai (Indian Institute of Management, Kozhikode), Prof Joshy Joseph (Indian Institute of Management, Kozhikode)	495
Vicarious Consumption in the Digital Age Dr Josh Lundberg (North Carolina Central University), Dr John Peloza (University of Kentucky), Dr Andrew Edelblum (University of Dayton)	499
WHEN AFFECT TRUMPS COGNITION: RECENCY EFFECT IN THE EMOTIONAL RESPONSE CATEGORIZATION OF A NEW OFFERING Dr Chris Houliez (ESGCI)	501
"GIVING TOGETHER": HOW DOES DISCLOSING OTHER DONORS' INFORMATION INFLUENCE DONATION IN- TENTIONS? Mr Hojin Choo (Cornell University), Prof Sue Hyun Lee (Dongguk University)	504
"They Can – What About You?": How Converts' Enhanced Attainability Drives Behavioral Change Dr Elze Uzdavinyte (Center for Economic Expertise, Vilnius University), Prof Justina Barsyte (Center for Economic Expertise, Vilnius University), Prof Bob M. Fennis (Department of Marketing, University of Groningen), Dr Michail D. Kokkoris (School of Business and Economics, Vrije Universiteit Amsterdam), Dr Ruta Ruzeviciute (University of Tennessee Knoxville)	50 7
Digital and Social Media Marketing	
BEHIND THE SCROLL: HOW INFLUENCERS SHAPE PURCHASES THROUGH SHORT-FORM VIDEOS Ms Shikha Gupta (School of Management and Entrepreneurship, IIT Jodhpur), Dr Amit Singh (Amrut Mody School of Management, Ahmedabad University), Dr Anuj Kapoor (Indian Institute of Technology Jodhpur)	510
COMPARING THE IMPACT OF SKIPPABLE ADS, NON-SKIPPABLE ADS, AND BRAND PLACEMENTS ON BRAND RECALL Dr Davit Davtyan (Georgia Southern University)	514
Crafting Review Helpfulness Ms Surabhi Jain (University of Utah)	51 7
Cyber Advocacy: Unmasking the Impact of Virtual Influencers in the Realm of Social Activism Dr Isha Sharma (York University), Prof Pilar Carbonell (York University)	520
Decoding #Masstige: An Integrated Analysis Through a Bibliometric Review and Twitter Discussions Mr Binshad Vaheed (IIT Kharagpur), Dr Sujoy Bhattacharya (IIT Kharagpur)	524
Designing for Success: The Role of Visual and Narrative Cues in Enhancing Medical Crowdfunding Success Dr Yuanyuan Liu (Siena College), Dr T (Ravi) Ravichandran (Rensselaer Polytechnic Institute), Dr Shan Yu (University of Massachusetts Boston)	527

Do followers break-up when an influencer takes a break? Ms Mithila Mehta (Bi Norwegian Business School), Prof Anders Gustafsson (Bi Norwegian Business School), Dr Delphine Caruelle (Høyskolen Kristiania)	531
Effect of Brand Livestreaming Streamer Strategy on Customer Lifetime Value Dr Jiaoju Ge (Harbin Institute of Technology Shenzhen), Ms Yanling Zhang (Harbin Institute of Technology Shenzhen), Dr BO LU (Harbin Institute of Technology)	535
Effectively designing unboxing videos Prof Ina Garnefeld (University of Wuppertal), Mrs Lisa Hanf (University of Wuppertal), Prof Eva Boehm (Paderborn University), Prof Sabrina Helm (University of Arizona)	539
Effects of Emotion Arcs: An analysis of common patterns of individual emotion changes over time Mr Bryson Hilton (University of Texas San Antonio), Dr Ashwin Malshe (University of Texas San Antonio), Dr Richard Gretz (University of Texas San Antonio)	543
EFFECTS OF PRESENTATION AND ORGANIZATION OF ONLINE REVIEWS ON SHOPPER DECISIONS AND ATTITUDE TOWARDS ONLINE PLATFORM Ms Kamal Gupta Roy (Indian Institute of Management Kozhikode), Prof Keyoor Purani (Indian Institute of Management Kozhikode)	544
Examining the impact of review concreteness on online review helpfulness: the moderating role of reviewers' attention focus Mrs Liu Hongqian (East China Normal University), Prof Feifei Yang (East China Normal University), Prof Miles Yang (Macquarie University)	548
Expertise and Identity Cues: The Dynamic Impact of Different Online WOM Sender Types on Product Deman Prof Elham Yazdani (University of Georgia), Prof Shyam Gopinath (The University of Iowa), Ms Meng Ji (Indiana University)	d551
Exploring the Decline of Corporate Social Media: Antecedents and Implications for Large Firms Ms Jingyun Huang (Stevens Institute of Technology), Dr Gaurav Sabnis (Stevens Institute of Technology)	555
From casual followers to committed buyers: The impact of influencer marketing on repurchase loyalty Mrs Larissa von Bock (RWTH Aachen University), Prof Jan Kemper (RWTH Aachen University), Prof Malte Brettel (RWTH Aachen University)	558
FROM CLICKS TO CLARITY: THE ROLE OF SOCIAL MEDIA IN SHAPING ZOOMERS' ATTITUDES TO FAKE NEWS Mrs Olga Kanashina (GBSB Global business school), Dr Vera Butkouskaya (Graduate School of Business, HSE University), Dr Hind Naaman (GBSB Global business school)	3 563
Governance Shocks and User Engagement: Lessons from the 2023 Reddit 'Go Dark' Protests Dr Mimansa Bairathi (UCL School of Management), Dr Shrabastee Banerjee (Tilburg University), Dr Qinglai He (UW Madison), Dr Justin Huang (University of Michigan)	565

(University of Twente)
How Combining Images and Text Overlays Increases Social Media Engagement Prof Stefania Farace (University of Bologna), Prof Francisco Villarroel Ordenes (University of Bologna), Prof Dennis Herhausen (VU Amsterdam), Prof Dhruv Grewal (Babson College), Prof Ko de Ruyter (Kings College)
Impact of Real-World Events on Virtual Behavior: Insights from Sports Video Games Ms Qing Yuan (University of Arizona), Dr Yong Liu (University of Arizona)
Influencer Marketing for Brands Growth_An Implication in Livestream Shopping Prof Zhe (Betty) Ji (Thompson Rivers University), Dr Ruhai Wu (McMaster University)
Influencer marketing strategies along the funnel: Conceptualization and taxonomy Ms Gloria Peggiani (Politecnico di Milano), Prof Lucio Lamberti (Politecnico di Milano)
INFLUENCERS' CONSPICUOUS MUSCLE DISPLAY AND MINDFUL CONSUMPTION OF FOODS: INVESTIGATING THE ROLES OF BODY IMAGE DISSATISFACTION, SOCIAL COMPARISON ORIENTATION, AND SELF-CONSTRUAL 586 Mr ARIJIT DAS (XLRI Jamshedpur), Prof Debasis Pradhan (XLRI Jamshedpur), Prof Tapas Ranjan Moharana (XLRI Jamshedpur)
Make them an offer they can't refuse: How influencers evaluate and select brand offers591Ms Mithila Mehta (Bi Norwegian Business School), Prof Anders Gustafsson (Bi Norwegian Business School), Dr Delphine Caruelle (Høyskolen Kristiania)
Multimodal Intricacies in TikTok: Effects of Narrating Voice and Text Overlays in Green Claim Videos 601 Dr Cristoforo Losito (University of Bologna), Prof Stefania Farace (University of Bologna), Prof Annamaria Tuan (University of Bologna), Prof Elisa Montaguti (University of Bologna)
Non-fungible Tokens (NFTs), Digital Marketing and Innovative Technologies: A Review and Assessment Prof Syed Tariq Anwar (West Texas A&M University)
Positivity Bias in Processing Health Information Dr Rae Yule Kim (Montclair State University) 606
Scroll, click, order, return: Investigating the effect of influencer marketing on customer product return behavior Mrs Larissa von Bock (RWTH Aachen University), Prof Jan Kemper (RWTH Aachen University)
Sentiment Polarization: Pre and Post Pandemic Dr Chanchal Tamrakar (University of North Texas), Dr Tae-Hyung Pyo (University of Idaho)
SHARING IN A MOMENT: EXPLORING THE MOTIVATIONS BEHIND INSTAGRAM STORIES Ms Yu-Han Su (National Taipei University), Prof Ling-Yen Pan (National Taipei University)

Shopping Together in Real-time: The Embedded Buying Journey in Social Media and Consumer Co-creation in a Synchronized Shopping Experience Ms Chenyu Yu (Drexel University), Prof Srinivasan Swaminathan (Drexel University)	620
Social Media Users' Behavioral Responses Toward Travel Destinations Promoted by Virtual Influencers: A Multiple-Model Comparison Approach Mr Ahmed Al Asheq (PhD Student, School of Business, Maynooth University), Prof Rajibul Hasan (EM Normandie Business School, Dublin Campus), Prof Joseph Coughlan (Head of School - School of Business, Maynooth University)	623
The Effects of Green Consumption on Consumers' Anticipated Emotions and Intentions in Live Streaming Interaction: The Roles of Green Attributes Ms Dan Gu (Kookmin University), Prof JING ZHANG (Kookmin University)	625
The Impact of Meritocracy and Gender Identity on Influencer Content Evaluation by Generation Z Dr Fabio Shimabukuro Sandes (ESDES Business School), Mr Michal Valko (Theological Institute, Catholic University in Ruzomberok), Dr Paula Lopes (Universidade Lusófona)	628
The Influence of Eye Contact Among Models in Images on Viewers Purchase Intentions Ms WANWAN YANG (University of Georgia), Prof Anindita Chakravarty (University of Georgia)	632
Towards Enhanced Campaign Effectiveness: Exploring the Relationship between Campaign Attributes and the Full Spectrum of Consumer Engagement on Social Media Dr. Petra Audy Martinek (Bournemouth University), Dr. Jan Sykora (Czech Technical University Prague), Prof. Janice Denegri-Knott (Bournemouth University)	635
True-to-proficiency authenticity of social media influencers: from a marketer's perspective Ms Mai Nguyen (RMIT University), Dr Liem Ngo (University of New South Wales), Dr Thuan Nguyen (RMIT University), Dr Long Nguyen (RMIT University)	652
UNDERSTANDING CUSTOMERS' PERCEIVED VALUES IN LIVE-STREAMING COMMERCE Dr Hamed Azad Moghddam (University of Newcastle)	656
Understanding the Mechanism of Hashtag Activism in Facilitating Community-driven Impact Ms Bente Fatema (Queen Mary University of London)	668
Unraveling the effects of TikTok content and social factors on consumer intentions Dr Tai Anh Kieu (Ho Chi Minh City Open University)	680
When More Is Too Much: Effect of Interacting Information Signals on Consumer Ratings Ms Roshini Sudhaharan (Tilburg University), Dr Shrabastee Banerjee (Tilburg University)	684
Marketing Strategy and Global Marketing	
Agile Minds Think Alike? A Tale of Two Disciplines in Business and Computer Science Ms Dorottya Sári (Korea University), Prof Tony C. Garrett (Korea University)	690
Collaborations between Perfume Brands and Artists: A Source of Re-enchantment for the Industry? Dr Nathalie Colin-Vapaille (Sorbonne University Paris)	695

Conceptualizing Democratization as a Marketing Strategy of Conquest Ms Alice Peyraud (TBS Business School), Prof Laurent Bertrandias (TBS Business School), Dr Mathieu Alemany Oliver (TBS Business School)	699
DECODING CONSUMER CHATTER: AN ANALYTICAL FRAMEWORK FOR THE STUDY OF MARKETING ACTION ON CONSUMER DISCOURSES Mr Lavy Khoushinsky (Queen's University), Dr Jacob Brower (Queen's University)	703
Democratizing the crowds: on polarized opinions and the growth of digital businesses Ms Juthawan Karnasuta-Thongborisute (ESCP Business School), Prof Lorena Blasco-Arcas (ESCP Business School), Prof Minas Kastanakis (ESCP Business School)	707
Eco-friendly Marketing Strategy and Performance Outcome: The Role of Learning Mrs Farzana Riva (University of Leeds), Dr Martin Heinberg (University of Leeds), Dr Giuseppe Musarra (University of Leeds), Prof Costas Katsikeas (University of Leeds)	711
Emerging Market Entry Strategies in Sub-Saharan Africa Tribal Rule Economies Dr Adesegun Oyedele (St Edward's University), Prof A. Fuat Firat (The University of Texas Rio Grande Valley)	716
Firms' Voluntary Privacy Actions and Market Orientation Dr Angela Xia Liu (University of North Carolina - Charlotte), Dr Kelly D. Martin (Colorado State University), Dr Kexin Zhao (University of North Carolina - Charlotte)	719
Free Will Versus Force: The Role of Brand Equity and Strategic Human Resource Management in Employee Motivation Mr Jan Kleinhans (University of Mannheim), Prof Arnd Vomberg (HEC Paris)	723
How Manufacturing Firms Compete with Industrial Software: An Abductive Study Mr Florian Voelkl (Freie Universität Berlin), Prof Andreas Eggert (Freie Universität Berlin), Prof Wolfgang Ulaga (IN-SEAD)	727
HOW SHAREHOLDER LITIGATION RISK HINDERS A FIRM'S MARKETING CAPABILITY Prof Arvid Hoffmann (University of Adelaide), Dr Ljubomir Pupovac (University of New South Wales), Ms Ka Wing Chan (University of New South Wales), Prof Jan Hohberger (ESADE Business School)	731
Humanizing Marketing Strategies: Navigating Customer Relationships and Sustainable Business Practices in the Digital Age by Integrating H2H Marketing and Regenerative Practices Prof Waldemar Pfoertsch (University of Limassol), Mr Tipon Tanchangya (University of Chittagong,), Ms Kamron Naher (cDepartment of Business Administration, Presidency University, Dhaka-1212), Dr Muhaiminul Islam (Department of Organization Strategy and Leadership, Faculty of Business Studies, University of Dhaka, Dhaka-1000)	734
Impact of Platform Revenue Strategy Changes Mr Chengzhe Liu (Iowa State University), Dr Andrew Crecelius (Iowa State University), Dr Amir Zahedi (University of Kentucky), Dr Shijie Lu (University of Notre Dame)	757
Indonesian Consumer Xenocentrism and Intention To Purchase Counterfeit Luxury Fashion: A Mixed Method Study Mr Angga Ranggana Putra (University of Missouri), Dr Caroline Kopot (University of Missouri)	761

Regulating Unfair Trade in Buyer-Seller Relationships Dr Sotires Pagiavlas (Penn State), Prof Stefan Wuyts (Penn State)	767
Supervised Machine Learning for Digital Marketing Strategy: The Effect of Digital Marketing Strategy in Franchising Ms Jun Wang (Monash University), Prof Sudha Mani (Monash University), Dr Bhoomija Ranjan (Monash University)	771
The Evolving Role of the CMO- Separating Fact from Fiction Prof Ruppal Walia Sharma (S P Jain Institute of Management and Research), Mr Thomas Puliyel (Independent Consultant), Prof Ranjan Banerjee (Nayanta Education Foundation), Ms Kavita Mahto (Tata Steel Ltd.), Mr Adrian Terron (Tata Sons Ltd.), Mr Harish Bhat (Tata Sons Ltd.)	775
The mediating effect of emotions in business relationships Ms Filoumena Zlatanou (Queen Mary University of London), Dr Stephan Dickert (Queen Mary University of London), Prof Stephan C. Henneberg (Queen Mary University of London)	779
TO BE AGILE OR LIQUID? THAT IS THE QUESTION! Dr Moreno Frau (Corvinus University of Budapest), Dr Ludovica Moi (Università degli studi di Cagliari), Prof Francesca Cabiddu (Università degli studi di Cagliari), Dr Nóra Kisfürjesi (Corvinus University of Budapest)	783
Marketing Research and Innovation	
A.C.C.E.P.T.M.E: AI-DRIVEN CLASSIFICATION AND CONTEXTUAL EXPLORATION OF PATTERNS IN TEXT FOR MODELING ENGAGEMENT Mr Lavy Khoushinsky (Queen's University), Mr Arseny Kokotov (McGill University)	790
Can Generative AI Ads Substitute Researcher-Generated Ads in Marketing Research? Introducing the RAISE Method Dr César Zamudio (Virginia Commonwealth University), Dr Jamie L Grigsby (Missouri State University), Dr Meg Michelsen (Longwood University)	794
Do Health Outbreaks Fuel Innovation? Ms Xixi Hu (University of British Columbia), Dr Yi Qian (University of British Columbia)	797
From Online Influence to Offline Sales: The Impact of Online Narcissistic Rhetoric and Traditional Quality Signals on Real Estate Market During COVID-19 Disruptions Mr poorya selkghafari (University of Guelph), Prof Mohammad Tajvarpour (State University of New York at Buffalo), Prof Amirali Kani (University of Guelph)	799
"Consumption tendencies of masstige brands": A 'conceptualization,' and dimensional identification" Ms Muskan Chaurasia (National Institute of Technology Rourkela), Dr Rajeev Kumar Panda (National Institute of Technology Rourkela)	804
Retailing and Sales	
A Review of Advances in Retail Product Return Management: The Role of AI and Digital Technologies in Enhancing Sustainability Ms Fariba Sanaei (University of Central Florida)	809

Adverse Effects of Value-based Selling on Performance? A Contingency Perspective Dr Stephan Volpers (HEC Montreal), Dr Nawar Chaker (Louisiana State University), Dr Alex Haas (Justus-Liebig-University Giessen)	827
AI IN B2B PRICING: POTENTIAL FIELDS OF APPLICATION, APPROACHES, AND FUTURE DIRECTIONS Ms Kathrin Nauth (Ruhr-university Bochum)	830
BALANCING EFFICIENCY AND EFFECTIVENESS: THE ROLE OF INTRAORGANIZATIONAL ADAPTIVENESS IN B2B SALES Dr Gabriel Moreno (Robert Morris University), Dr Christopher Plouffe (University of Tennessee–Chattanooga), Dr Jose Ablanedo-Rosas (The University of Texas at El Paso)	834
BUILDING COMPETITIVE RETAIL ECOSYSTEMS: INSIGHTS FROM AN EMERGING MARKET Ms THI TUYET NHUNG TRAN (Aichi Toho University), Mrs Nguyen Ngoc Mai (Foreign Trade University), Mr Quang Huy Truong (The Business School, RMIT International University)	836
Discounts or donations - The effectiveness of different keep rewards in product return management Ms Johanna Horsthemke (Paderborn University), Prof Eva Boehm (Paderborn University)	840
Does this sound distract you?: The influence of informative audio in augment reality on immersion and satisfaction Dr Yanan Yu (Oklahoma State University), Dr Hyejune Park (Oklahoma State University), Dr Qianmin Sun (Beijing International Studies University)	844
ELECTRIC VEHICLE CHARGING AVAILABILITY AND RETAIL STORE PERFORMANCE Ms Ka Wing Chan (University of New South Wales), Prof Hauke Wetzel (University of New South Wales), Dr Ljubomir Pupovac (University of New South Wales), Prof Marnik Dekimpe (Tilburg University), Dr Dominic Loske (TU Darmstadt)	849
Exploring the Influence of Bio-sonic Retail Environments Dr Deepak S Kumar (Indian Institute of Management Kozhikode), Prof Keyoor Purani (IndianInstitute of Management Kozhikode)	853
HOW CAN RETAILERS BENEFIT FROM MARKETING AGAINST FOOD WASTE?- THE IMPACT OF PRICE PROMO- TIONS FOR SUBOPTIMAL FOOD AND JUSTIFICATION ON CONSUMERS' ATTITUDE TOWARD THE RETAILER 855 Ms Linda Breimhorst (Paderborn University), Prof Eva Boehm (Paderborn University), Dr Markus Husemann-Kopetzky (Freie Universität Berlin)	
How to Succeed in the Public Sector? Understanding Sales Strategies and Structures for Selling to Government Customers Mr Florian Holz (University of Mannheim), Prof Christian Homburg (University of Mannheim), Dr Aline Isabelle Lanzrath (University of Mannheim)	859
Managing salesperson turnover in competitive markets Prof Robin-Christopher Ruhnau (Catholic University of Ingolstadt-Eichstätt), Mr Stefan Hartmann (University of Mannheim), Prof Christian Homburg (University of Mannheim)	862
Navigating Sales Success: Organizational Socialization Strategies for Newcomer Well-Being Dr Plavini Punyatoya (New Jersey Institute of Technology), Dr Ravipreet Sohi (University of Nebraska-Lincoln)	865

Navigating the multi-dimensional facets of Sales-Customer Success Interface: Insights from a qualitative study Ms Taskeen Iqbal (Ruhr-university Bochum), Mrs Raji Gogulapati (University of Phoenix), Ms Faiza Iqbal (Ruhr-university Bochum)	868
Online Review Effectiveness in Manufacturers' Own Online Shops Prof Ina Garnefeld (University of Wuppertal), Prof Eva Boehm (Paderborn University), Dr Katharina Kessing (University of Wuppertal)	871
Perceived Omnichannel Experience of Retail Customers: A New Scale Development Mr Jean-Luc Bernard (Université du Québec à Trois-Rivières), Dr David Crête (Université du Québec à Trois-Rivières), Dr Saeed Shobeiri (Université TÉLUQ)	875
Psychological Traits as Antecedents of Channel Choice along the Customer Journey: A Systematic Literature Review Mr Jan Blömker (MSB Münster School of Business, FH Münster)	879
Reevaluating personalization in AI-powered service chatbots: A study on identity matching via few-shot learning Mr Jan Blömker (MSB Münster School of Business, FH Münster), Prof Carmen-Maria Albrecht (MSB Münster School of Business, FH Münster)	894
RETAIL DEIA STRATEGY: EXPLORING THE OUTCOMES OF INCLUSIVITY TACTICS ON MARGINALIZED CONSUMERS' SHOPPING BEHAVIOR Dr Cheryl-lyn Ngoh (California Polytechnic State University), Dr Christina Kuchmaner (Duquesne University)	898
Sales Contests for New Products: Outcome vs. Activity Metrics Mr Aritra Bhattacharya (Indian School of Business), Dr Raghuram Bommaraju (Indian School of Business), Dr Girish Mallapragada (Indiana University)	906
Sales Dashboard Anxiety: Motivation and Well Being in Performance Management Dr Triana Hadiprawoto (Monash University), Dr Arran Ridley (University of Leeds)	911
The Dynamics of Performance and Voluntary Turnover among Salespeople: A Meta-Analytical Examination. Dr Hossein Hashemi (Pennsylvania State University), Dr Reza Rajabi (Northern Illinois University), Dr James Boles (University of North Carolina - Greensboro), Dr Thomas Brashear Alejandro (UMass Amherst)	916
The physical store format for luxury brands: A study on the Brazilian consumer's shopping experience Ms Eduarda Libonati De Queiroz (FGV EAESP), Ms Maria Fernanda Carvalho De Melo (FGV EAESP), Dr Henrique Campos Junior (FGV EAESP), Ms Francine Zanin Bagatini (FGV EAESP)	919
Unveiling the Role of ChatGPT in Sentiment Analysis for Predicting Review Helpfulness: A Comprehensive Multistudy Approach Mr Christian Winter (Friedrich Schiller University Jena), Prof Nicolas Zacharias (Friedrich Schiller University Jena), Dr Mattis Hartwig (singularIT GmbH)	923
What Actuates Sales Misdemeanors in Selling Situations? Mr Bamidele Adeleke (University of Nebraska-Lincoln), Dr Ravipreet Sohi (University of Nebraska-Lincoln)	927

When Do You Talk to Your Customers? An Empirical Study of the Impacts of Communication Timing in the Prescription Delivery Service Market Prof Seong kyoung Shin (Bowling Green State University), Prof Tat Chan (Washington university in St. Louis)	930
Service Research and Customer Experience	
Cradle the Silent Plea and Weigh the Moral Compass: How Frontline Employee-FLE Effort Narrative Shapes Consumers' Dual-evaluation Through Firm-Customer Communication Dr Xinyu Zhou (University of Scranton), Dr Jianjun Zhu (New Mexico State University), Dr Mihai Niculescu (New Mexico State University)	935
CUSTOMER-INDUCED (UN-)JUSTIFIED SOCIAL COMPARISONS: EFFECTS ON FRONTLINE EMPLOYEES' STRESS, RUMINATION, JOB SATISFACTION, AND BEHAVIORAL RESPONSES Prof Clemens Hutzinger (Seeburg Castle University), Mr Philipp Schreder (Seeburg Castle University), Ms Zofia Hartl (Seeburg Castle University), Dr Melanie Bowen (Justus-Liebig-University Giessen)	939
Data Breach and Customer Responses: A Meta-Analytic Review Dr Moji Barari (University of Newcastle), Prof Jamie Carlson (University of Newcastle), Dr Ashkan Allahyari (Radboud Universiteit), Prof Martin Wetzels (EDHEC Business School)	944
Exploring the Role of Reviews in Shaping Consumer Satisfaction and Favorable Feedback Dr Barbara Duffek (Georgia State University), Dr Omar Merlo (Imperial College London), Prof Wayne Hoyer (University of Texas Austin), Prof Andreas Eisingerich (Imperial College London)	948
MANDATORY CUSTOMER PARTICIPATION IN TRANSFORMATIVE SERVICES: THE INFLUENCE OF SOCIAL IN- TERACTIONS AND PHYSICAL ENVIRONMENT Mr Cleverson Costa (ISEG), Dr Christian Munaier (Tecnológico de Monterrey)	949
Metaverse Customer Experience Measurement Dr Syed Rahman (Macquarie University), Dr Noman Chowdhury (Oxford Brooks University), Prof Jana Bowden (Macquarie University), Prof Jamie Carlson (University of Newcastle)	952
Modeling Vulnerable Consumers' Response to Crisis in the Marketplace: A BERT Approach Dr Sadrac Cénophat (University of Applied Management Studies Mannheim), Dr Alex Haas (Justus-Liebig-University Giessen)	956
Peer group effects on frontline employee behaviors and customer loyalty Dr Amy Fehl (Georgia Gwinnett College), Dr Valerie Good (Grand Valley State University), Prof Todd Arnold (Oklahoma State University), Dr Mohammad Pasham (Oklahoma State University), Dr Lisa Slevitch (Oklahoma State University)	961
Reconceptualizing Service Separation for the Age of AI Mr Chaitanya Chunduri (Indian Institute of Management Indore), Prof K.R. Jayasimha (Indian Institute of Management Indore), Prof K Sivakumar (Lehigh University)	965
Responsible Loyalty Programs: How Redemptions for a Cause Impact Customer Loyalty Dr Benedikt Alberternst (Freie Universität Berlin), Prof Lena Steinhoff (Paderborn University), Prof David M. Woisetschläger (Technische Universität Braunschweig)	968

Sharing Service Recovery Benefits with a Companion: The Moderating Role of Customer Loyalty Status on Patronage Intention	972
Dr Kyeong Sam Min (University of New Orleans), Dr Yisak "Isaac" Jang (University of New Orleans)	
Surprise, Surprise! The Dual Effects of Surprises on Customer Satisfaction Dr Pushpinder Gill (University of Windsor), Dr Taegyu Hur (Iowa State University), Dr Stephen Kim (Iowa State University)	975
The Co-creation Effect: When and How Co-creation Drive Consumer Well-being Dr Benjamin Nobi (eMoldino), Prof Kyungmin Kim (Silla University)	977
The Role of the Dark Triad in Customer Uncivil Behavior Towards Employees Mr Faiyaz Hussain (Mississippi State University), Dr Robert Moore (Mississippi State University), Dr Melissa Moore (Mississippi State University), Mr Paulo Gomes (Mississippi State University), Dr Bingyan Hu (Mississippi State University)	983
The Shift from Products to Services: Conceptualization, Operationalization and Impact on Customer Experience Prof Alexander Rossmann (Reutlingen University)	987
Toward a Framework of Service Failure Outcomes: Theory and Future Research Directions Mr Tugberk Kara (The University of Texas Rio Grande Valley), Dr Reto Felix (The University of Texas Rio Grande Valley)	991
Tracking the Self: Identity and Wellbeing in Wearable Technology Engagement Prof Ivan Fedorenko (California State University East Bay), Prof Ruby Lee (Florida State University)	994
Unlocking Capacity: The Role of Online Platforms in Optimizing Capacity Utilization of Access-based Services Mr Jan Niklas Gremmel (Technische Universität Braunschweig), Mr Julian Teusch (Technische Universität Clausthal), Mr Christian Koetsier (Leibniz Universität Hannover), Prof David M. Woisetschläger (Technische Universität Braunschweig), Prof Jörg P. Müller (Technische Universität Clausthal), Prof Monika Sester (Leibniz Universität Hannover)	s 998
Unlocking Spiritual Value: Magical Experiences of Commercial Services Dr Carina Witte (Paderborn University), Prof Lena Steinhoff (Paderborn University)	1002
Unveiling Consumer Trust and Preferences: The Impact of Identity in Al-Enhanced Chatbot Customer Service Ms Yangyang Lu (Kookmin University), Prof JING ZHANG (Kookmin University)	e 1005
What's Robot Got to Do with It: Vulnerable Customers' Reaction to Service Failures Ms Lara Selzer (Justus-Liebig-University Giessen), Dr Sadrac Cénophat (University of Applied Management Studies Mannheim), Dr Alex Haas (Justus-Liebig-University Giessen)	1008
Why and When Employee-Customer Rapport Impacts Employee Well-Being and Performance Outcomes Dr Siddeeq Shabazz (University of Texas El Paso), Dr Gabriel Porto Gazzoli (University of Texas Permian Basin), Dr Jin Ho Jung (Ohio Northern University), Prof Todd Arnold (Oklahoma State University)	1012
Sustainability and Public Policy	
A World with (Little) Work: Can Reduced Work Hours Change Consumer Spending? Mr Yeohong Yoon (Emory University), Ms Yeolim (Bella) Yoon (University of Minnesota)	1024

Addressing Gray Markets in Developing Economies: Insights for Consumer Protection and Channel Management Policies $ \textit{Dr Birce Dobrucali Yelkenci (Izmir University of Economics), Prof BENG\"{U} SEV\'{L} OFLAÇ (Izmir University of Economics)} $	1026
ADOPTION OF APPAREL MADE FROM RECYCLED MATERIALS: THE ROLE OF APPEARANCE SELF-ESTEEM Dr Can Trinh (Troy University)	1029
Building consumer trust for a clean energy transition: What do consumers want? Prof Rebekah Russell-Bennett (University of Canberra), Dr Ryan McAndrew (Queensland University of Technology), Prof Kate Letheren (Australian Catholic University), Prof Ross Gordon (University of Technology Sydney), Ms Alek Van Hummel (University of Canberra)	1032
COULD A GLOBAL HEALTH CRISIS AFFECT SUSTAINABILITY STORYTELLING? A COMPUTATIONAL TEXT MINING ANALYSIS OF COVID-19 PANDEMIC IMPACTS Dr YOWEI KANG (The University of Texas at El Paso), Prof KENNETH C. C. YANG (The University of Texas at El Paso)	1036
Creating and Maintaining space in Local Marketplace: Refugees' Entrepreneurship Pathways Dr Soumya Singh (Mahindra University), Dr Prakash Satyavageeswaran (Indian Institute of Management Udaipur), Dr Sundar Bharadwaj (University of Georgia)	1040
Do Consumers Care About Gender Pay Gap Disclosure? Evidence from Foot Traffic Dr Franziska Gibbons (Oregon State University), Dr Brian Gibbons (Oregon State University), Dr Vesa Pursiainen (University of St. Gallen)	104 4
Embracing Diversity: The Impact of Consumer Motivation and Environmental Climate on Purchase Intentions in Cross-Border E-Commerce Mr Jaeyoung Oh (Korea University), Ms Sohee Jeong (Korea University)	1048
Global Citizen Responsibilization and Environmental Sustainability Prof Robin Coulter (University of Connecticut), Dr Yuliya Strizhakova (Rutgers University)	1052
Innovative Marketing for a Sustainable Future: Navigating Industry 5.0 Dr Anuradha Yadav (DPG Degree College, Gurugram), Dr Vijay Prakash Sharma (KR Manglam University, Gurugram), Dr VIJAY PRAKASH GUPTA (G.L.A. University, Mathura, U.P.)	105 4
Long Live Plastic?! Strategic and Technical Challenges of Circular Plastic Packaging Ms Eileen Dauti (University of Passau), Ms Christina Haderer (University of Passau), Dr Stefan Mang (University of Passau), Prof Margarethe Ueberwimmer (FH Oberösterreich Campus Steyr), Ms Doris Ehrlinger (FH Oberösterreich Campus Steyr)	1056
MECHANISM OF THE ATTITUDE-BEHAVIOR GAP IN ETHICAL CONSUMPTION AND CONCEPT DEVELOPMENT TO INCREASE THE VALUE OF ETHICAL PRODUCTS Prof Takumi Kato (Meiji University), Ms Chisato Yuasa (CCC MK HOLDINGS Co.,Ltd.), Ms Nozomi Takita (CCC MK HOLDINGS Co.,Ltd.)	1068
Numbers vs. Words: Investigating the Impact of Information Format on Supporting Environmental Public Policies Dr Hajar Fatemi (University of Windsor), Dr Zeinab Rezvani (Orebro university)	1071

Pay Now, Get Later? How to encourage sustainable shopping behavior in online e- commerce Dr Barbara Duffek (Georgia State University), Prof Andreas Eisingerich (Imperial College London)	1075
Process and Outcome Framing in Brand Messages about Environmental Sustainability and Consumer Social Media Engagement Dr Hai-Anh Tran (The University of Manchester), Dr Yuliya Strizhakova (Rutgers University), Dr Huy Tran (Bi Norwegian Business School), Mr Guowei Huang (The University of Manchester), Prof Anders Gustafsson (Bi Norwegian Business School)	1076
Second-Degree Price Discrimination for Time-Sensitive Electricity Consumers Dr Yeji Lim (California State University Fullerton), Dr Kyungsik Nam (Hankuk University of Foreign Studies), Dr Steven Chen (California State University Fullerton)	1080
The ineffectiveness of threat appeals in green CSR communication among luxury cruise travelers: Insights from theory of hedonic moral hypocrisy Ms Kai-Yi Young (King's College London), Prof Shintaro Okazaki (King's College London), Prof Jörg Henseler (University of Twente)	1083
The Power of Caring: How Appeals to 'Care for Others' vs. 'Care for Self' Shape Sustainable Advertising Ms Mona Safizadeh (The University of Texas Rio Grande Valley), Dr Peter Magnusson (The University of Texas Rio Grande Valley), Mr Khondoker Hossain (The University of Texas Rio Grande Valley)	1088
The role of contracting officers on procurement diversity and performance Ms Luqian Sun (University of Minnesota), Prof Byungyeon Kim (University of Minnesota)	1092
THE ROLE OF ONLINE COMMUNITIES AND PERCEIVED ENVIRONMENT BASED CSR IN DRIVING SUSTAINABLE CONSUMPTION, BUYCOTT AND BRAND LOYALTY Dr Ania Rynarzewska (Georgia College and State University), Dr Lubna Nafees (Appalachian State University), Ms Eliza Hetrick (Actatalent), Dr Stephen LeMay (University of Western Florida), Dr Marilyn Helms (Dalton State College)	1095
Vegan Cosmetics Purchase Intentions: The Influence of Ad Claims and Connectedness to Future Self Ms Mona Safizadeh (The University of Texas Rio Grande Valley)	1099
Vulnerability and Consumer Well-being	
(Dis)Empowering Feminist Technologies: Tensions in Consumption of Reusable Menstrual Products Dr Mycah Harrold (Regis University), Ms Anabella Donnadieu Borquez (Washington State University), Dr Aimee Dinnin Huff (Oregon State University)	1105
An analysis of food system challenges to serve disadvantaged populations and possible solutions Dr Crina Tarasi (Central Michigan University), Dr Claudia Dumitrescu (Central Washington University)	1110
Consumer Tensions & Struggles to Rest as Threats to Wellbeing: A Collaborative Ethnographic Study of Rest in the Achievement Society Prof Katja Brunk (European University Viadrina), Dr Mario Campana (University of Bath), Dr Marlon Dalmoro (Nova Information Management School), Dr Marcia Christina Ferreira (University of Essex), Dr Bernardo Figueiredo (RMIT), Dr Aimee Dinnin Huff (Oregon State University), Dr Daiane Scaraboto (University of Melbourne), Dr Olivier Sibai (Birkbeck, University of London), Dr Andrew Smith (Suffolk University), Dr Myriam Brouard (University of Ottawa)	1112

Consumer Vulnerability, Improvisation, and Resilience in the Context of Marketplace Failures: An Exploratory Study in Wildfire Country Dr Pia A. Albinsson (Appalachian State University), Dr Merlyn Griffiths (University of North Carolina - Greensboro),	1115
Dr B. Yasanthi Perera (Brock University), Dr Sarity Ray Chaudhury (Cal Poly - Humboldt)	4440
Decoding the Digital Health Journey Patient-Centric Insights and Challenges Mrs Esha Sharma (Management Development Institute), Dr Kirti Sharma (Management Development Institute)	1118
Enhancing the understanding of consumer well-being in Urban and Rural Environments: A Transformative Service Research Perspective Dr Muhammad Junaid Shahid Hasni (University of Trento), Dr Maria Della Lucia (University of Trento), Dr Erica Santini (University of Trento)	1122
EXPLORING A NOVEL PERSPECTIVE: VALUE CO-CREATION AND WELL-BEING OF SMALL-TIME RETAILERS (STRs) IN THE BOP CONTEXT Mr Fairuz Chowdhury (Drexel University), Prof Srinivasan Swaminathan (Drexel University)	1125
How Fatal School Shootings Impact a Community's Consumption Dr Muzeeb Shaik (Indiana University), Dr John Costello (University of Notre Dame), Dr Mike Palazzolo (University of California, Davis), Dr Adithya Pattabhiramaiah (Georgia Tech), Dr Shrihari Sridhar (Texas A&M University)	1128
Influential voices of Antenatal Care Services in Rural Landscapes Mrs Smita Poi (Indian Institute of Technology, Kharagpur & International School of Business and Media, Pune), Dr Biplab Datta (IIT Kharagpur)	1132
Investigating the Effect of AI Influencer-Generated Content on the Consumers' Psychological Wellbeing Dr Sher Singh Yadav (MICA, India), Prof Varsha Jain (MICA)	1135
LATERAL SERVICE PROVIDER VULNERABILITY AND CUSTOMER MISBEHAVIOR IN COLLABORATIVE CONSUMPTION SERVICES Ms Aiswarya Nair (Indian Institute of Management Indore), Prof K.R. Jayasimha (Indian Institute of Management Indore), Prof K Sivakumar (Lehigh University)	1138
SEEKING INCLUSIVITY THROUGH RESEARCH DESIGN Prof Philippa Hunter-Jones (University of Liverpool)	1140
SERVICE PROVIDER RESPONSES WHEN SYSTEMS HEIGHTEN VULNERABILITY Prof Philippa Hunter-Jones (University of Liverpool), Prof Lynn Sudbury-Riley (University of Liverpool)	1144
SPORTS BETTING WEBSITES: THE IMPACTS OF ENDORSEMENT ON CONSUMPTION OF A STIGMATIZED PROD- UCT Dr Christian Munaier (Tecnológico de Monterrey), Dr Alexandre Las Casas (PUC-SP), Dr José Afonso Mazzon (Univer- sity of Sao Paulo)	1148
THE ROLE OF FAMILY STRUCTURE AND FOOD RETAILING ENVIRONMENT IN CHILDHOOD OBESITY Dr Chen Li (The University of Wisconsin Oshkosh), Prof Srinivasan Swaminathan (Drexel University), Dr Junhee Kim (California State University Stanislaus)	1151

Special Interest Group (SIG) Programming

A Systematic Literature Review of Virtual Influencers: Insights and Directions for Consumer Behavior Research	1155
Prof Brittany Beck (Appalachian State University), Dr Pia A. Albinsson (Appalachian State University), Prof Stephen France (Mississippi State University)	
Mapping the current landscape and future research needs of CX in the Age of Chatbots	1159
Ms Cristina Farjas (University of Zaragoza), Dr Carolina Herrando (University of Zaragoza), Prof Iguácel Melero-Polo (University of Zaragoza)	
Oops! I Did It Again. Online Personal Data Disclosure Regret: A Literature Review, Nomological Network and	
Research Agenda	1160
Mr Mike Berry (University of Twente), Dr Carolina Herrando (University of Zaragoza), Prof Jörg Henseler (University of Twente)	
The Predominance of Content Quality: An Examination of Determinants Affecting Consumer Perception and	
Intentions towards Over-the-Top Platforms	1166
Mr Amitabh Avinash (Central University of Jharkhand)	
What Drives Mindful Consumption? Systematic Literature Review and Total Interpretive Structural Mod-	
elling (TISM) Approach	1170
Mx KALIDAS KAMAN (Institute of Management Studies), Dr Arun Kumar Deshmukh (Institute of Management Studies, Banaras Hindu University Varanasi)	