

2024 Academy of Marketing Science® Annual Conference



Academy of
Marketing Science

Marketing and AI: Shaping the Future Together

May 22-24, 2024

The Biltmore Hotel
Coral Gables, FL

The Academy of Marketing Science Honors:

2024 AMS Cutco/Vector

Outstanding Marketing Educator

Dr. Barry J. Babin



Barry J. Babin, Ph.D., is Phil B. Hardin Professor and Chair of Marketing, Analytics, and Professional Sales at the Ole Miss Business School. Barry first became involved with AMS as the assistant to the editor of Journal of the Academy of Marketing Science (JAMS) in 1988 and has been involved ever since. He previously served as President, Vice President of Programs, Co-Chair of the AMS Board of Governors, the AMS Co-Director of International Programs and Co-Chaired the 2011 AMS World Marketing Congress (WMC) in Reims. He is also a recipient of the AMS Harold W. Berkman Distinguished Service Award.

Barry has contributed extensively otherwise to the profession with his experience and expertise. He served as the marketing section editor for JBR for more than 15 years and has co-authored several books, including *CB: A Consumer Value Framework*, *Multivariate Data Analysis*, and *Exploring (Essentials of) Marketing Research*. His articles have appeared in *JAMS*, *International Journal of Wine Business Research*, *Journal of Marketing*, *Journal of Retailing*, *Journal of Consumer Research*, *European Journal of Marketing*, *International Journal of Research in Marketing*, and others. His teaching has been recognized with awards including the University's Outstanding Doctoral Advisor. He has chaired more than 20 doctoral committees.

The Academy of Marketing Science Honors:
2024 AMS Distinguished Marketing Practitioner

Doug Wilson

2024



Charles Douglas “Doug” Wilson comes honestly by his affinity for automobiles and his proven success in selling them. It’s in his genes. His father, the late Howard Wilson, was a highly respected veteran of the car business in Jackson, MS, working for 27 years as the used car manager for a Jackson Buick dealership. Mr. Wilson later showed his business acumen by opening Howard Wilson Chrysler Plymouth on Highway 80 W. in Jackson, just after the Easter Flood of 1979. Doug has been strongly influenced by the example of his father’s strength and determination to succeed. The conviction not only to survive, but thrive in the business, continues to be a driving force in the success Doug has earned as his own business owner and operator.

Born in Jackson, earned a finance degree with honors from Ole Miss in 1982. He learned to pay his dues in the business during the years prior to, and after, those youthful years. He has learned the business from the ground up, which includes experiencing the highs and lows that are a natural part of working in this ever-evolving field. Doug did so by working at dealerships as a car washer, mechanic, body and paint technician, and salesman. Wilson later worked as a trainer to the sales and finance teams, earning years of invaluable, early experience. “I have worked in and around car dealerships my entire life, working in virtually every position,” Doug reflected.

While his transition into the business was a natural one, it was not always an easy one, with challenges to overcome along the way. In 1988, at the young age of 27, he started Wilson Dodge on Highway 80 West in Jackson. Doug’s own challenges since those early days and through the years, as dealer principal of several franchises, have included not only surviving, but thriving, more than a few disasters.

“We have survived two floods, numerous droughts, three wars, Hurricane Katrina, tornadoes, the major reconstruction of Lakeland Drive from 1997-2000, the business interruption of work in I-55 North from 2011-2015, the 9-11 terrorists attacks, the sale of my manufacturer three times, and its bankruptcy once,” he said, adding in jest that only “plagues or locusts and frog invasions” have eluded his businesses. Since becoming dealer principal and president of Wilson Auto Group in 1988, his Jackson metro-area franchise group has grown to include Wilson Kia and Wilson Hyundai in Flowood, Wilson Premier Hyundai in Ridgeland, Genesis of Jackson and Collierville Chrysler Dodge Jeep Ram in Collierville (Memphis), Tennessee.

Numerous industry awards have accompanied the growth of Wilson’s success in the car business, including high customer satisfaction ratings that are another hallmark of his dealerships’ successes. Doug Wilson has been quoted in the Wall Street Journal, Automotive News, The Clarion Ledger, USA Today and other trade publications and newspapers. Wilson Auto Group has been named numerous times to the Mississippi Business Journal’s Top 100 Private Companies and Fastest Growing Companies. Doug Wilson has been a speaker at Digital Dealer, an automotive digital marketing trade conference on multiple occasions and had one of the first automotive websites in the world dating back to 1996...2 years before Google was even a company.

In addition, Wilson is an avid real estate developer and investor owning multiple commercial and residential real estate properties. His companies own thousands of acres of timberland and recreational property, office buildings as well as car dealership facilities including being the owner of the only Tesla dealership facility in the State of Mississippi.

An active pilot, Doug has over 2500 flight hours and currently flies his own Citation jet. When not busy tending to 4 children and 6 grandchildren and multiple care dealerships and associated businesses, he voluntarily flies Angel Flight/Mercy Flight missions from his homes in Jackson MS and Destin FL.

2024 AMS Annual Conference

Marketing and AI: Shaping the Future Together

When asked about marketing's role in shaping the future of artificial intelligence (AI), OpenAI's now world-famous GPT-4 language model (i.e., ChatGPT) replied: "As AI reshapes our world, the field of marketing assumes a pivotal role in guiding its trajectory. Serving as both an enabler and guardian, marketing illuminates AI's transformative potential while upholding ethical and inclusive principles. Business organizations can harness this power by leveraging AI responsibly to drive performance and success, optimizing operations, and delivering superior customer experiences. Ultimately, marketing's influence shapes an AI-driven future, balancing technological advancement and societal well-being and ensuring that humanity thrives in harmony with its intelligent creations."

It's a remarkable response — even if entirely fabricated — wouldn't you agree? The growing availability of data, intelligent computational systems, and affordable storage and software has spurred a keen interest among marketers to explore new AI methods and applications to enhance outcomes. However, this technological race can lead marketers to hastily implement AI platforms without a clear objective, causing organizations to lose focus, become disconnected from customers, waste resources, and blindly follow a never-ending trend.

Marketers are customer-centric, possessing creative, innovative, optimistic, and risk-taking mindsets that enable them to ask customer-oriented questions, uncover fresh opportunities, generate novel solutions, and drive purpose within organizations. Thus, the importance of AI in marketing will increase to the extent it assists marketers in creating, communicating, and delivering value to their customers. Marketers, therefore, can give purpose to AI. And in turn, AI can make marketing more meaningful.

2024 Conference Co-Chairs:

Mayoor "Max" Mohan,
Virginia Commonwealth University
Fernando R. Jiménez,
University of Texas at El Paso



Academy of Marketing Science

The Academy of Marketing Science (the “Academy”) began at C. W. Post Center of Long Island University in 1971. Under the directorship of founder Dr. Harold W. Berkman, the Academy grew into a substantial regional association. In 1972 he established the Journal of the Academy of Marketing Science (JAMS). As the Academy expanded nationally in both scope and recognition, it became evident that more structure was needed. The Academy currently has elected officers and a Board of Governors, with elections held on a biennial basis. The first annual conference took place in Akron, Ohio. Subsequent annual conferences have been held in nearly a dozen U.S. states and in Canada. World Marketing Congresses have been held in such diverse locations as Australia, Malaysia, and Turkey. Presently the Academy of Marketing Science is a full- service, scholarly professional organization. It offers a wide range of services, including a series of conferences and special interest programs and symposia, refereed scholarly journals, a quarterly member newsletter, and conference proceedings.

The Academy is an international, scholarly, professional organization. It is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world. The Academy is committed to the highest of ethical standards in the pursuit of this mission.

As fellows of the Academy of Marketing Science Foundation, we recognize that fellowship carries with it special responsibilities. As researchers, we are guided by the desire to advance knowledge of marketing. Consequently, we devote much energy toward developing and improving ourselves as marketing scholars.

As teachers, we are intellectual guides and do our best to convey information about marketing. As colleagues, we have certain obligations to marketing educators and the marketing discipline. We respect and nurture one another. We help one another promote the discipline through the creation, dissemination, and utilization of marketing knowledge. We do this with the highest ethical standards to ensure that marketing contributes to society in significant and substantive ways.

We have certain professional obligations that include

- maintaining the highest standards of intellectual honesty, professionalism, and objectivity
- defending the principles and practice of academic freedom
- avoiding conflicts of interest
- being selfless in contributing to the marketing discipline and society at large

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Consumers in the Age of the Internet

Valeria Penttinen, Northern Illinois University, USA
Sabinah Wanjugu, University of Southern Indiana, USA

Diversity, Equity, Inclusion, and Belongingness in Marketing

McDowell Porter III, California State University, Fresno, USA

Hospitality, Tourism, Sports, and Entertainment Marketing

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Pramod Iyer, Kennesaw State University, USA

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Special Sessions

Mayoor “Max” Mohan, Virginia Commonwealth University, USA

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Doctoral Colloquium

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2025 CONFERENCES

Annual Conference

May 21 - 23, 2025

Le Westin Montréal

Montréal, Canada

World Marketing Congress

First Week of July, 2025

Burgundy School of Business





Dijon, France



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DAILY HIGHLIGHTS • Tuesday, May 21, 2024

AMS Executive Committee Meeting

Isabella, 8:00 AM – 5:00 PM

Registration

Alhambra Ballroom, 3:00 PM - 5:00 PM

Pre-Conference Reception

Alhambra Ballroom, 5:00 PM - 6:00 PM

Pre-Conference Activities

Tuesday, 8:00 AM - 5:00 PM

AMS Executive Committee Meeting

Isabella

Tuesday, 5:00 PM - 6:00 PM

Pre-Conference Reception

Alhambra Ballroom

DAILY HIGHLIGHTS • Wednesday, May 22, 2024

Registration

Alhambra Ballroom, 8:00 AM - 5:00 PM

Teaching Digital Marketing Certificate Workshop

Tuttle, 8:30 AM – 12:00 AM

Refreshment Break Sponsored by Prolific

Alhambra Ballroom, 10:00 AM - 10:30 AM

Distinguished Marketer Presentation with Social Hour

Granada Ballroom, 12:00 PM - 1:30 PM

PLS-SEM Certificate Workshop

Tuttle, 1:30 PM – 5:00 PM

Refreshment Break

Alhambra Ballroom, 3:00 PM - 3:30 PM

Meet the Editors 1

Granada Ballroom, 3:30 PM – 5:00 PM

Welcome Reception

Southwest Terrace, 6:00 PM - 7:00 PM

Wednesday, 8:30 AM - 10:00 AM

Session S1: **AMS-AFM Session - Presentations from Grant Awardees**

Room: Granada Ballroom

Chairs: Barry J. Babin and Jean-Luc Herrmann

Consumer Dishonesty and Online Disinhibition Effect

Didem Gamze Isiksal, *Koç University*

Elif Karaosmanoglu, *Istanbul Technical University*

Isabella Soscia, *SKEMA Business School*

Salesperson and Consumers vs Artificial Intelligence? Investigating Preventing and Promoting Factors of New Forms of Collaboration in Physical Retail Settings

Madiha Bendjaballah, *CEREFIGE University of Lorraine*

Eleonora Pantano, *University of Bristol*

Sandrine Heitz-Spahn, *CEREFIGE University of Lorraine*

Multisensory Design: Augmenting the Consumer Virtual Product Experience

Margot Racat, *IDRAC Business School*

John Dinsmore, *Wright State University*

Daria Plotkina, *EM Strasbourg*

Session 1.1: **Special Session: Necessary Condition Analysis (NCA) and its Application to Partial Least Squares Structural Equation Modeling (PLS-SEM)**

Room: Prado

Chairs: Christian M. Ringle and Marko Sarstedt

Special Session: Necessary Condition Analysis (NCA) and its Application to Partial Least Squares Structural Equation Modeling (PLS-SEM)

Christian M. Ringle, *Hamburg University of Technology*

Marko Sarstedt, *Ludwig-Maximilians-University, Munich*

Session 1.2: **Luxury and Gifting**

Room: Aragon

Chair: Adekunle Esan

How Human Desire for Belonging and State of Low vs. High Power Influence Masstige Luxury Consumption

Shayan Shaikh, *University of Southampton*

Michaela Gummerum, *University of Warwick*

The Acceptance of Second-Hand Products as a Gift

Martina Katharina Schöniger, *Chemnitz University of Technology*

Juliane Weidenhagen, *Chemnitz University of Technology*

Susanne Jana Adler, *Ludwig-Maximilians University*

Martin Ulber, *Chemnitz University of Technology*

Awe and Self-Gifting: How Feelings of Awe Reduces Consumers' Desire for Self-Gifting

Begum Kaplan, *Lynn University*

Scott Wright, *Providence College*

Can AI be Luxury: The Motivation and Values Behind the Willingness to Buy Luxury AI

Khaled Aboulnasr, *Florida Gulf Coast University*

Jacqueline Eastman, *Florida Gulf Coast University*

Session 1.3: **Digital Horizons: How are Firms Navigating**

Room: Marbella

Chair: Narendra Bosukonda

Leveraging Big Data Analytics to Facilitate Hospitality Firm Value

Ziad Abdelmoety, *University of Dundee & Assiut University*

Gomaa Agag, *Nottingham Trent University*

Do Purchase Intentions Depend on Corporate Response Strategies? – The Role of Perceived Response Appropriateness

Silke Bambauer-Sachse, *University of Fribourg*

Sanja Stuhldreier, *University of Fribourg*

Impact of Early Social Media Adoption on Individual Characteristics and Abilities

Narendra Bosukonda, *University of Texas at El Paso*

Muhammad Mollah, *California State University, Los Angeles*

Session 1.4: **Global Marketing**

Room: Anastasia

Chair: Shaima'A Enkemah

Bottlenecks of Digital-Based INVs During Global Market Expansion

Sara Fraccastoro, *University of Eastern Finland*

Arto Ojala, *University of Vaasa*

Mika Gabrielsson, *Hanken School of Economics*

Warzone Wonders: Unraveling the Enigma of Online Delivery Service Adoption Amidst Turmoil

Shaima'A Enkemah, *Sunway University*

Increasing Customer Lifetime Value through Referrals: Understanding Cultural Differences in the Context of a European Fintech

Christian Schwalbach, *RWTH Aachen*

Jan Kemper, *RWTH Aachen*

Malte Brettel, *RWTH Aachen*

Session 1.5: **Branding and Society: Issues and Effects**

Room: Majorca

Chair: Jodie Ferguson

**The Smartness Inference: Consumer's Perceptions Towards
Upcycling Brands**

Mohamed Didi Alaoui, *Université Côte d'Azur, IAE Nice, GRM*

**Examining the Effects of Design, Technology, and Service
Innovation on New Product Performance: The Mediating Roles of
Marketing and Process Innovation**

Shu Wang, *California State University, Fresno*

Devashish Pujari, *McMaster University*

R. Sandra Schillo, *University of Ottawa*

**Branding in a Polarized Age: The Risks and Rewards of Corporate
Pro-Social Messaging**

Amelia Gulding, *Virginia Commonwealth University*

Jodie Ferguson, *Virginia Commonwealth University*

Mayoor Mohan, *Virginia Commonwealth University*

**How Brand Aligned Service Impacts Customer Experience:
Evidence from a Local Fast Food Chain in an Emerging Market**

Jose Ribamar Siqueira, *Purdue University Global*

Liliana Rivera Virguez, *Universidad de Los Andes*

Enrique Ter Horst, *Universidad de Los Andes*

German Molina, *Independent Researcher*

Wednesday, 8:30 AM - 12:00 PM

Workshop: Teaching Digital Marketing

Room: Tuttle

Chairs: Kevin James, Janna Parker, and Debra Zahay

Wednesday, 10:00 AM - 10:30 AM

**Refreshment Break
Sponsored by Prolific**

Room: Alhambra Ballroom

Wednesday, 10:30 AM - 12:00 PM

Session 2.1: **Special Session: The Future of Structural Equation Modeling Methods: Hegemony, Chaos, or Convergence?**

Room: Prado

Chair: Edward Rigdon

The Future of Structural Equation Modeling Methods: Hegemony, Chaos or Convergence?

Edward Rigdon, *Georgia State University*

Session 2.2: **Branding in Hospitality and Sports Marketing**

Room: Aragon

Chair: Prakash Pandit

Measuring Authenticity of Athlete Brands: Development and Validation of a Multi-Dimensional Scale

Nataliya Bredikhina, *University of Kansas*

Thilo Kunkel, *Temple University*

Daniel Funk, *Temple University*

Bradley Baker, *Temple University*

Elizabeth Taylor, *Temple University*

Sport Brand Extension into Esports: Examining Sport Fan Perceptions of Authenticity, Fit, and Team Identification toward Behavioral Intentions

Se Jin Kim, *Western New England University*

The Role of Psychological Needs Satisfaction, Brand Attachment, and Passion for Themed-Restaurant Brands across Generations

Faheem Gul Gilal, *Sukkur IBA University*

Sadam Hussain, *Sukkur IBA University*

Rukhsana Gul Gilal, *Sukkur IBA University*

Naeem Gul Gilal, *Sukkur IBA University*

Session 2.3: **Financial Decision Making with Public Policy, Non-Profit and Entrepreneurial Implications**

Room: Marbella

Chair: Patricia Torres

Consumer Financial Vulnerability and SNAP Policy

Lendie Follett, *Drake University*

Andrew Bryant, *University of North Carolina at Wilmington*

Gavin Eldridge, *Drake University*

Me or Them: How Self-Motives Impact Financial Behavior

Patricia Torres, *University of Detroit Mercy*

The Effect of Financial Literacy and Use of Different Payment Methods on Compulsive Buying Among Young Adults

Monika Kukar-Kinney, *University of Richmond*

Raika Sadeghein, *University of Richmond*

Annie Mead, *University of Richmond*

Limits to the Price-Tag Society: Ethical Evaluations of Controversial Market Offers

Craig N. Smith, *INSEAD*

Yvetta Simonyan, *University of Bath*

Session 2.4: Consumer Perceptions and Emotional Engagement in Advertising

Room: Anastasia

Chair: Subhalakshmi Bezbaruah

Persuasion Processing Intuitions: Moral Judgments of Persuasion are Driven by How Consumers Think the Persuasion is Processed

Zarema Khon, *Nazarbayev University*

Yi-Ju Chen, *University of Bath*

Yvetta Simonyan, *University of Bath*

Haiming Hang, *University of Bath*

Samuel Johnson, *University of Waterloo*

Moved by Cute Ads? Effect of Kindchenschema and Whimsical Cute Elements on Consumers' Kama Muta and Persuasive Outcomes: A Study of the U.S. and India

Subhalakshmi Bezbaruah, *Michigan State University*

Saleem Alhabash, *Michigan State University*

Simple Yet Effective: In-Feed Advertising through a Construal Level Theory Perspective

Bin Chang, *Saint Louis University*

Pooja Ramankutty, *Saint Louis University*

Should Advertisers Avoid Negative News? Advertising Effects of Negative Affect, News Site Credibility, and Applicability between Article and Ad

Emil Häglund, *Umeå University*

Johanna Björklund, *Umeå University*

Session 2.5: Doctoral Colloquium

Room: Majorca

Chair: Mathieu Kacha

Creative Artificial Intelligence for Marketers: A Framework and Research Agenda

Tanita Yonel, *Imperial College London*

Rajesh P. Bhargava, *Imperial College London*

Johannes Hattula, *Copenhagen Business School*

Consumers' Online Brand-Related Activities (COBRAs) on Social Media: Consumer Gratifications and Brand Consequences

Parisa Siasi, *University of Lorraine - CEREFIGE*

Session 2.6: **AMS 2024 Building the Bridge to Relevance Grant Finalists**

Room: Granada Ballroom

Chairs: Barry J. Babin and Jean-Luc Herrmann

Navigating Livestream Marketing Efficacy

Andrew T. Crecelius, *Iowa State University*

Data Privacy Regulations: How Call-to-Action Button Elements can Influence Sharing Information about Browsing Behavior

Dipayan Biswas, *University of South Florida*

Building a Customer-Centric Innovation Platform with the Digital Twin

Nobuyuki Fukawa, *Missouri University of Science and Technology*

Wednesday, 12:00 PM - 1:30 PM

A Panel Discussion with AMS Distinguished Marketer: Doug Wilson

Room: Granada Ballroom

Chairs: Barry J. Babin and Joe Hair

Panelists:

Lyt Harris, *2023 AMS Distinguished Marketing Practitioner*

Barry J. Babin, *AMS Executive Director*

Joe Hair, *AMS Board of Governors Chair*

David J. Ortinau, *University of South Florida (Emeritus) and AMS Deputy Director*

Jean-Luc Herrmann, *AMS Board of Governors*

Brad Carlson, *AMS President*

Wednesday, 1:30 PM - 3:00 PM

Session 3.1: **Special Session: The Do's and Don'ts of the Academic Job Market**

Room: Prado

Chairs: Nina Krey and Shuang Wu

The Do's and Don'ts of the Academic Job Market

Nina Krey, *Rowan University*

Shuang Wu, *Rowan University*

Sabinah Wanjugu, *University of Southern Indiana*

Vincent Jeseo, *Rowan University*

Jasmine Parajuli, *Southern Arkansas University*

Session 3.2: **New Frontiers: How Augmented and Virtual Reality Shape Intentions and Behaviors**

Room: Aragon

Chair: Varsha Jain

Effect of Augmented Reality Usage by Social Media Influencers Influencing Purchase Behavior

Varsha Jain, *MICA*

Altaf Merchant, *University of Washington*

Parth Salunke, *MICA*

Jigyasa Suryawanshi, *Hindustan Times Digital Streams Limited*

Nadjim Mkedder, *Andolu University*

Virtual Identity, Real Impact: Understanding the Role of Computer-Generated Image Influencers in Promoting Prosocial Behavior

Khaled Aboulnasr, *Florida Gulf Coast University*

Gina Tran, *Florida Gulf Coast University*

Sensations from Gigantic Oversizedness in Virtual Reality and their Impact on Food Purchase Intentions

Elena Höfer, *University of Applied Sciences Mainz*

Mara F. Ortner, *Johannes Gutenberg-University Mainz*

Oliver Emrich, *Johannes Gutenberg-University Mainz*

Frank Huber, *Johannes Gutenberg-University Mainz*

Virtual Trials, Tangible Errors: Navigating Augmented Reality Service Failures in Online Shopping

Denise Pape, *University of Goettingen*

Waldemar Toporowski, *Georg-August-University Göttingen*

Session 3.3: **Retail Facilities, Environments, and Assortments**

Room: Marbella

Chair: Olga Untilov

Addressing Retail Out-of-Stocks Through three Interlocking Elements

Thomas Gruen, *University of New Hampshire*

Daniel Corsten, *IE, Madrid*

Exploring the Influence of Bio-Sonic Retail Environments

Deepak S. Kumar, *Indian Institute of Management, Kozhikode*

Keyoor Purani, *Indian Institute of Management, Kozhikode*

The Virtual Store: An Omnichannel Solution that's Good for Customers and Great for Retailers

Olga Untilov, *Audencia Business School*

Cindy Lombart, *Audencia Business School*

Didier Louis, *IUT Saint-Nazaire*

Fidan Kurtaliqi, *Audencia Business School*

Florence Charton-Vachet, *Audencia Business School*

Session 3.4: The Impact of Artificial Intelligence (AI) and Digital Technologies in Sales

Room: Anastasia

Chair: Kash Afshar

Artificial Intelligence in Salesperson Judgment and Decision Making

Kash Afshar, *University of Mississippi*

Raj Agnihotri, *Iowa State University*

Elizabeth Hoffman, *Northwestern University*

Applications of Artificial Intelligence in Sales: Trend and Content Analysis with Data-Driven Method

Mostofa Wahid Soykoth, *Louisiana State University*

Leveraging Sales Engagement Applications in B2B Seller Companies

Fabio Oliveira, *University of Reading*

Rodrigo Pérez-Vega, *University of Reading*

Defining Organizational Sales-Stacks, Developing Foundational Premises, and Directing Future Research

John Galvan, *Missouri State University*

Session 3.5: How to Solve the Problem of Data Quality in Your Online Research

Room: Majorca

Chair: Andrew Gordon, Prolific

Session 3.6: DoCCA - AMS Review / Sheth Foundation Doctoral Competition

Room: Brickell

Chair: Steve Vargo

A Conceptual Framework of Consumers' Liquid Self

Shiekh Shahriar Ahmed, *University of Wyoming*

Customer Success Management: A Systematic Literature Review and an Agenda for Future Research

Amit Mahimkar, *University of Texas at El Paso*

A Nuanced Exploration of CEO Political Ideology and its Impact on Woke Capitalism

Diptikanta Panigrahi, *Texas Tech University*

Wednesday, 1:30 PM - 5:00 PM

Workshop: Advanced Topics in Partial Least Squares Structural Equation Modeling (PLS-SEM)

Room: Tuttle

Chairs: Marko Sarstedt, Joe Hair, and Christian M. Ringle

Wednesday, 3:00 PM - 3:30 PM

Refreshment Break

Room: Alhambra Ballroom

Wednesday, 3:30 PM - 5:00 PM

Session S2: **Meet the Editors I**

Room: Granada Ballroom

Chair: James S. Boles

Jan Kietzmann, *Business Horizons*

Adina Dudau, *European Management Journal*

Dipayan Biswas, *Journal of Business Research*

Maria Petrescu, *Journal of Marketing Analytics*

Cleopatra Veloutsou, *Journal of Product and Brand Management*

Session 4.1: **Special Session: Brands and Logos**

Room: Prado

Chair: Kevin Voss

Brands and Logos: New Directions in Brand Alliance Research: Investigating Consumer Perceptions of Partner Connectedness

Kevin E Voss, *Oklahoma State University*

Ying Ying Li, *Susquehanna University*

Minjoo Kim, *Washington State University*

Yueying He, *Oklahoma State University*

Brands and Logos: The Impact of Uncertainty Avoidance on Aesthetic Preference for Angular versus Rounded Brand Logo Shapes

Bingxuan Guo, *Wake Forest University*

Yuan Susan Li, *Georgia Southern University*

Brands and Logos: Cultivating Compliance: The Influence of Anthropomorphic Branding on Consumer Responses to Brand Sustainability

Ying Ying Li, *Susquehanna University*

Bingqing Miranda Yin, *California Polytechnic State University*

Session 4.2: **Creativity and Aesthetics**

Room: Aragon

Chair: Lina M. Ceballos

A Life Course Investigation of the Creative Consumer

Klaudia Magdalena Kania, *Loughborough University*

Nina Michaelidou, *Loughborough University*

Kemefasu Ifie, *Loughborough University*

Didier Soopramanien, *Pole Universitaire*

Redefining Consumer Aesthetic Taste as Practice

Lina M. Ceballos, *Universidad EAFIT*

Jorge Maya, *Universidad EAFIT*

Juan Camilo Giraldo, *Universidad EAFIT*

Understanding Perceived Quality from the Consumer Perspective and the Impact on Online Repurchase Intentions

Rahul Kumar, *Indian Institute of Management, Sambalpur*

Varsha Jain, *MICA*

Jacqueline Eastman, *Florida Gulf Coast University*

Anupama Ambika, *IMT Dubai*

A Systematic Review of the Concept of Aesthetic Taste

Lina M. Ceballos, *Universidad EAFIT*

Jorge Maya, *Universidad EAFIT*

Session 4.3: **AI, Consumer Behavior, and Adoption**

Room: Marbella

Chair: Moldir Moldagaliyeva

Chatbots Autonomy during Interaction and Consumer Adoption

Vincent Favarin, *Université Toulouse Capitole*

Laurane Jannin, *Université Toulouse Capitole*

Unlocking the Future: Exploring Consumer Behavior in AI-Powered Smart Cities via Simulation Scenarios: The Example of Smart Homes

Sinu Thirukketheeswaran, *DHBW Baden-Württemberg Stuttgart*

Marc Kuhn, *DHBW Baden-Württemberg Stuttgart*

Lars Meyer-Waarden, *Université Toulouse 1 Capitole*

Making Healthcare Technology a Success Story: Developing a Patient-Centric Toolset to Design, Manage, Evaluate, and Optimize Patient Healthcare Technology Usage

Sien Vaes, *Hasselt University*

Sandra Streukens, *Hasselt University*

Sara Leroi-Werelds, *Hasselt University*

AI vs Fake News: Bridging the Gap in User Acceptance

Bertha Rodríguez de Cárdenas, *TSM-Research, Université Toulouse Capitole, CNRS*

Thomas Teychenie, *TSM-Research, Université Toulouse Capitole, CNRS*

Session 4.4: **Social Media and Consumer Perceptions**

Room: Anastasia

Chair: Shuang Wu

Mindfulness on Subjective Well-Being in the Age of Social Media

Shuang Wu, *Rowan University*

Nina Krey, *Rowan University*

Ye Han, *University of Wisconsin, La Crosse*

**Deinfluencing the Influenced: Consumers' Reactions Towards
Deinfluencing Videos on TikTok**

Alice Crépin, *ESSCA*

Camille Lacan, *Perpignan University*

**Greenwashing and Social Media: An Examination of Consumer
Responses on Twitter**

Mitra Salimi, *University of Jyväskylä*

Francesco Tuscolano, *KNIME GmbH*

Outi Niininen, *University of Jyväskylä*

Outi Uusitalo, *Professor at University of Jyväskylä*

**A Conceptual Model of Consumer Well-Being and Adult Content
Consumption**

Hadil Sherif, *Florida Gulf Coast University*

Amro Maher, *Florida Gulf Coast University*

Session 4.5: **Innovations in Digital Interactions and Emotional
Engagement**

Room: Majorca

Chair: Vincent Jeseo

**AI Augmented Reality Digital Assistants: How using an
Anthropomorphized Digital Assistant Influences Phygital Service
Experiences**

Hannah Marriott, *Cardiff University*

Graeme McLean, *University of Strathclyde*

Jennifer Barhorst, *College of Charleston*

**Advertising in the Metaverse: A Multi-Stakeholder Approach from
a Central and Eastern European Perspective**

Tymoteusz Doligalski, *SGH Warsaw School of Economics*

Nikodem Sarna, *SGH Warsaw School of Economics*

Aneta Siejka, *SGH Warsaw School of Economics*

Robert Kozielski, *University of Lodz*

Bernadett Koles, *IESEG School of Management*

Emotional Attachment to NFTs

Kaan Canayaz, *Florida International University*

Jaehoon Lee, *Florida International University*

Exploring Virtual Reality Content Features

Kirsten Cowan, *University of Edinburgh*

Laurence Dessart, *University of Liège*

Alena Kostyk, *University of Glasgow*

Session 4.6: **DoCCA - AMS Review / Sheth Foundation Doctoral Competition II**

Room: Brickell

Chair: Thomas Gruen

Human Touch in AI-Enabled Marketing: Toward an Integrative Framework

Manaswini Acharya, *Texas Tech University*

Unpuzzling Virality: Redefining the User-Engagement Journey in Viral Marketing

Shashank Shaurya Dubey, *Indian Institute of Technology Delhi*

Wednesday, 5:00 PM - 5:30 PM

Session E1: **Prolific Demonstration**

Room: Prado

Chairs: Sabrina Nordlund, *Prolific*, and Kirsten Mark, *Prolific*

Wednesday, 5:30 PM - 6:00 PM

Session SPS: **AMS PhD Jobs Initiative**

Room: Aragon

Chair: Ethan Pew

Wednesday, 6:00 PM - 7:00 PM

Welcome Reception

Room: Southwest Terrace

DAILY HIGHLIGHTS • Thursday, May 23, 2024

Registration

Alhambra Ballroom, 8:00 AM - 5:00 PM

Mary Kay Inc. Dissertation Proposal Competition

Brickell, 8:30 AM – 10:00 AM

JAMS Editorial Review Board Meeting

Tuttle, 8:30 AM – 10:00 AM

Refreshment Break Sponsored by Knime

Alhambra Ballroom, 10:00 AM - 10:30 AM

Mary Kay Inc. Dissertation Competition

Brickell, 10:30 AM - 12:00 PM

AMS Review Editorial Review Board Meeting

Tuttle, 10:30 AM – 12:00 PM

Awards Luncheon

Country Club Ballroom, 12:00 PM - 1:30 PM

Meet the Editors II

Granada Ballroom, 1:30 PM – 3:00 PM

Refreshment Break

Alhambra Ballroom, 3:00 PM – 3:30 PM

AMS Reception

Country Club Courtyard, 6:00 PM - 7:00 PM

Dinner

On Your Own

Thursday, 8:30 AM - 10:00 AM

Session 5.1: **Special Session: Dissonance in Generative AI Managerial Skills: Mental Models, Ethics, and Customer Well-Being**

Room: Prado

Chair: Martin Key

Dissonance in Generative AI Managerial Skills: Mental Models, Ethics, and Customer Well-Being

Martin Key, *University of Colorado, Colorado Springs*

Terry Clark, *Southern Illinois University*

O.C. Ferrell, *Auburn University*

Linda Ferrell, *Auburn University*

Dana Harrison, *East Tennessee State University*

Melissa Akaka, *Denver University*

Astrid Keel, *University of La Verne*

Session 5.2: **Enhancing Digital: Pets, Sensory, and Brand Collaborations**

Room: Aragon

Chair: Kirsten Cowan

Examining how and when Pet Influencers Paws-Sitively Influence Consumer Responses

Laura Lavertu, *University of Edinburgh*

Katina Kulow, *University of Louisville*

Kirsten Cowan, *University of Edinburgh*

Ben Marder, *University of Edinburgh*

From Competition to Collaborations: Exploring Brand-to-Brand Conversations on Social Media

Denitsa Dineva, *Cardiff University*

Zoe Lee, *Cardiff University*

Taste Transference: How can we Perceive Taste in Social Media

Jiayuan Li, *University of Edinburgh*

Kirsten Cowan, *University of Edinburgh*

Euejung Hwang, *University of Edinburgh*

Enhancing Online Shopping Experience: The Effect of Deliberate vs. Automatic Haptic Imagery in Consumer Reactions

Lieve Doucé, *Hasselt University*

Kim Willems, *Vrije Universiteit Brussel*

Felitsa Rademakers, *Vrije Universiteit Brussel - Hasselt University*

Session 5.3: **AI in Business Strategy and Innovation**

Room: Marbella

Chair: Sayuri Wijekoon

Lead User Involvement and New Product Success: The Role of Social Networks and Entrepreneurial Decision-Making

Sayuri Wijekoon, *Macquarie University*

Aron O'Cass, *La Trobe University*

Mahdi Vesal, *University of Technology Sydney*

Francesco Chirico, *Macquarie University*

Are Marketing Analytics Capabilities more than a Cost of Competing?

Johanna Frösén, *Aalto University*

Jukka Luoma, *Aalto University*

Matti Jaakkola, *Alliance Manchester Business School*

Henrikki Tikkanen, *Aalto University*

Artificial Intelligence in the Interactive Customer-Interfacing Retail Journey

Maria Petrescu, *Embry-Riddle Aeronautical University*

Anjala Krishen, *University of Nevada, Las Vegas*

John Gironda, *Nova Southeastern University*

John Ricky Ferguson, *Middle Tennessee State University*

Adina Dudau, *University of Glasgow*

Session 5.4: Advancements in Internet Marketing

Room: Anastasia

Chair: Sabinah Wanjugu

Value Creation in Fintech through Blockchain: Comparative CasesPável Reyes-Mercado, *Universidad Anáhuac México*Alberto Borbolla-Albores, *Universidad Anáhuac México*Rodrigo Pérez-Vega, *University of Reading***The Voices we Hear: Effect of Cognitive Bias and Gender on Digital Voice Assistant Shopping**Gaia Rancati, *Middle Tennessee State University*Carsten D. Schultz, *University of Hagen*Maurizio Mauri, *Universita' Cattolica del Sacro Cuore***Generational Dynamics in Marketing: A Systematic Review and Roadmap for Future Research**Faheem Gul Gilal, *Sukkur IBA University*Rukhsana Gul Gilal, *Sukkur IBA University*Naeem Gul Gilal, *University of Sindh Campus Mirpurkhas***Session 5.5: Optimizing B2B Sales Performance**

Room: Majorca

Chair: Benjamin Österle

An Iterative B2B Sales Funnel for AI-Based Solutions: Proposal of an Agile Machine Learning Selling FrameworkDavid Fehrenbach, *University of Zaragoza*Carolina Herrando, *University of Zaragoza*María José Martín, *University of Zaragoza***Laying the Path: Modelling A B2B Customer Journey on Commodity Markets**Nina Buchholz, *DHBW CAS Heilbronn*Marc Kuhn, *DHBW Baden-Württemberg Stuttgart***When Dark-Side Effects Spread**Yumeng Zhang, *University of Liverpool*Stephan Henneberg, *Queen Mary University of London*Alexander Leischnig, *Technische Universität Bergakademie Freiberg*Nima Heirati, *University of Surrey***A Neuroscience Experiment Pretest on B2B Negotiation Styles in Distributive Negotiations and their Effect on Socioemotional Outcomes and Price**Benjamin Österle, *Heilbronn University of Applied Sciences*Carolina Herrando, *University of Zaragoza*Anne Köpsel, *DHBW Baden-Württemberg Stuttgart*Vanessa Reit, *DHBW Baden-Württemberg Stuttgart*Gabriel Yuras, *DHBW Baden-Württemberg Stuttgart*Marc Kuhn, *DHBW Baden-Württemberg Stuttgart*

Session 5.6: **Mary Kay Dissertation Proposal Competition**

Room: Brickell

Chairs: Yany Grégoire, Paul Fombelle, and Clay Voorhees

Political Ideology and Customer Feedback: Do Conservatives Provide more Valuable Feedback to Firms?

Xiaoxu Wu, *Michigan State University*

Cultivating Customer Experiences: A Longitudinal Field Study on Dynamic Pricing in Overcrowded Service Settings

Kevin Giang Barrera, *Georgia State University*

Attribution and Compensation Design in Online Advertising

Yunhao Huang, *University of California, Berkeley*

Thursday, 10:00 AM - 10:30 AM

Refreshment Break

Sponsored by Knime

Room: Alhambra Ballroom

Thursday, 10:30 AM - 12:00 PM

Session 6.1: **Special Session: Where Doctoral Programs are and, Where they Could be Going**

Room: Prado

Chairs: O.C. Ferrell and Linda Ferrell

Where Doctoral Programs Are...And, Where they Could be Going

O.C. Ferrell, *Auburn University*

Linda Ferrell, *Auburn University*

Paul Radich, *Catholic University of America*

Session 6.2: **Retail Consumers' Interaction, Experience, and Decision Making**

Room: Aragon

Chair: David Gilliam

The Role of Haptic Online Reviews on Consumer Decision Making

Shabnam Azimi, *Loyola University Chicago*

Atefeh Yazdanparast, *Clark University*

From Coolness of Mobile Shopping Apps to Values for and from Customers: The Role of Immersive Experience

Tai Anh Kieu, *Ho Chi Minh City Open University*

Consumers' Perceptions of Stories Told by Retail Service Providers

David Gilliam, *University of Arkansas at Little Rock*

Session 6.3: **Experiential and Event Marketing**

Room: Marbella

Chair: Yu-Shan (Sandy) Huang

The Key Antecedents of Cultural Destination Satisfaction: A Case Study of International Tourist Perceptions of Emotional Experience

Sou Veasna, *Royal University of Phnom Penh*

Uk Channveasna, *Royal University of Phnom Penh*

Phou Sambath, *Royal University of Phnom Penh*

Leap Sovannaroeth, *Royal University of Phnom Penh*

Enhancing Pro-Environmental Behavior in Mega Events: The Roles of Environmental Awareness and Knowledge

Amjad Abu Elsamem, *Zayed University*

Anestis Fotiadis, *Sharjah University*

Saifeddin Al-Imamy, *Zayed University*

Virtual Reality and Travel Inspiration

Ioannis Assiouras, *Lyon Catholic University*

Dimitrios Buhalis, *Bournemouth University*

Antonios Giannopoulos, *International Hellenic University*

Eleni Mavragani, *University of Macedonia*

Experience Mavens: Influential Consumers and Experiential Product Marketing

James S. Boles, *University of North Carolina at Greensboro*

Erick Byrd, *University of North Carolina at Greensboro*

Chantell LaPan, *University of North Carolina at Greensboro*

Sara MacSween, *University of North Carolina at Greensboro*

Jiangang Hunag, *University of North Carolina at Greensboro*

Session 6.4: **Increasing Consumer and Societal Well-being through Policy and Entrepreneurship**

Room: Anastasia

Chair: Mona Sinha

Artistic Experience in the Context of Nonprofit Arts Organizations: Dimensions, Measure, and Consequences

Aranzazu Gaztelumendi, *ESSCA School of Management*

Richard Huaman, *EM Strasbourg*

Variety in Food Pantry Client Choices: One Size Does Not Fit All

Andrew Bryant, *University of North Carolina at Wilmington*

Lendie Follett, *Drake University*

Daniel Beck, *Des Moines Area Religious Council*

Bryan Schlotterbeck, *Drake University*

The Contribution of Thinking Modes to Better Understand the Impact of Place on Sorting Behavior

Jean-Damien Grassias, *Laboratoire LEGO: University of South Brittany*

Yolande Piris, *Laboratoire LEGO: University of South Brittany*

Role of Embeddedness on Women Social Entrepreneurs: A Four Country Study

Mona Sinha, *Kennesaw State University*

Gayathri Sampath, *Krea University*

Monica Nandan, *Kennesaw State University*

Marissa Kaloga, *University of Otago*

Folahan Ayeni, *Kennesaw State University*

Session 6.5: Does Marketing Have a Role in Inclusivity and Social Justice Causes?

Room: Majorca

Chair: Kelly Cowart

Grown-ish: Marketing's Role in the Adulthood of Girls

Kelly Cowart, *University of South Florida*

Aihui Ding, *University of South Florida*

Brand Support for Inclusivity in the Beauty Industry and its Influence on Consumer Response to the Brand and on Consumer Response to the Cause

Aurélia Gorret, *IÉSEG School of Management*

Vassilis Dalakas, *California State University San Marcos*

Joanna Melancon, *Western Kentucky University*

Pride in Persuasion: Assessing the Impact of LGBTQ+ Social Justice Messaging

Kelly Cowart, *University of South Florida*

Philip Trocchia, *University of South Florida*

Phillip Wagner, *William & Mary*

An Exploratory Study of the Gay Consumers' Scepticism Towards LGBTQ-Themed Cause Related Marketing Advertising Campaigns

Yan Liang, *Bournemouth University*

Jack Cooper, *Bournemouth University*

Session 6.6: Mary Kay Dissertation Competition

Room: Brickell

Chairs: Yany Grégoire, Paul Fombelle, and Clay Voorhees

What Drives Influencer's Impact?

Giovanni Luca Cascio Rizzo, *LUISS Guido Carli University*

Marketing by Design: The Influence of Perceptual Structure on Brand Performance

Felipe M. Affonso, *Oklahoma State University*

Are Minority Consumers More Likely to Choose Robot Service Providers? Why Feeling Like a Minority Matters

Yeseul Kim, *University of Sussex*

Thursday, 12:00 PM - 1:30 PM

Awards Luncheon

Room: Country Club Ballroom

Thursday, 1:30 PM - 3:00 PM

Session S3: **Meet the Editors II**

Room: Granada Ballroom

Chair: James S. Boles

Steve Vargo, *AMS Review*

Charles Noble and Stephanie Noble, *Journal of the Academy of Marketing Science*

Greg Marshall, *European Journal of Marketing*

Jisu Huh, *Journal of Advertising*

Colin Campbell, *Journal of Advertising Research*

Jacqueline Eastman, *Journal of Consumer Behavior*

Claudia Townsend, *Journal of Marketing Research*

Session 7.1: **Dark Side of Consumer Behavior**

Room: Prado

Chair: Monika Kukar-Kinney

Exploring the Role of Regret and Envy in Crowdfunding Investment Decisions: A Study on Aspiring Entrepreneurs and Funding Efficiency

Giovanni Visentin, *INCAE Business School*

Elena Fumagalli, *INCAE Business School*

Causes, Consequences and Solutions to Food Consumption Confusion

Axelle Dorisse, *LouRIM - UCLouvain*

Béatrice Parguel, *Université Paris Dauphine - CNRS*

Karine Charry, *LouRIM - UCLouvain*

Exploring the Effect of Psychological Ownership on Consumer Dark-Side Digital Behaviors and Well-Being

Monika Kukar-Kinney, *University of Richmond*

Mateja Kos Koklic, *University of Ljubljana*

Irena Vida, *University of Ljubljana*

Session 7.2: **Beyond the Screens in Social Media and Live Streaming**

Room: Aragon

Chair: Padmini Simhan

Does Influencers' Human Brand Loyalty Sell in Influencer-Powered Livestream Selling?

Shaoling Katee Zhang, *University of North Carolina at Wilmington*

Social Interactions and Empathy-Mediated Dynamics in Live-Streaming Shops

Fan Wang, *Saint Louis University*

Xixi Li, *Saint Louis University*

Mark Arnold, *Saint Louis University*

Livestream Shopping: A Comparative Study of Platform-Based Affordances as Drivers of Experiential Shopping

Michele Girotto, *Universitat de Barcelona*

Fatema Kawaf, *University of Greenwich*

Consumer Perceptions of TikTok's Influence on the Music Industry

Padmini Simhan, *Virginia Commonwealth University*

Suzanne Makarem, *Virginia Commonwealth University*

Session 7.3: **Managing B2B Relationships and Challenges**

Room: Marbella

Chair: Yumeng Zhang

A Bibliometric Assessment of B2B Relationship Disruptions

Vincent Jeseo, *Rowan University*

Matthew Lastner, *University of North Carolina at Wilmington*

Nina Krey, *Rowan University*

Social Media and B2B Buyer and Seller Relationships

Wenting Wang, *University of Glasgow*

Anna Morgan-Thomas, *University of Glasgow*

John Finch, *University of Glasgow*

Rethinking the Relationship Quality Dimensions in B2B: Introducing Tap Model

Flevy Lasrado, *UOWD*

Munyar Nyadzayo, *UOWD*

B2B Data Breaches: Consequences of Firm's or Buyer's Data Loss

Kunal Swani, *Wright State University*

Lauren Labrecque, *University of Rhode Island*

Ereni Markos, *Suffolk University*

Session 7.4: **Technological Advances and their Impact on Advertising Efficacy**

Room: Anastasia

Chair: Zahra Booyavi

Leveraging Blockchain for Fair Value Exchanges in the Digital Ad Space

Valerio Stallone, *ZHAW*

Martin Wetzels, *EDHEC Business School*

Dominik Mahr, *Maastricht University*

Michael Klaas, *ZHAW*

Measuring Impact of AI-Generated Personalized Ads on Engagement and Memorability

Sukaran Thakur, *MICA*

Ruchi Tewari, *MICA*

Suresh Malodia, *MICA*

Does Every Story Succeed? The Impact of Narrative in Crowdfunding Campaigns

Zahra Booyavi, *Rutgers University*

Session 7.5: **Evolving Research Methods: Adapting to AI and New Empirical Approaches**

Room: Majorca

Chair: Marko Sarstedt

AI-Evolved Research Methods: Considerations and Consequences

Melanie Richards, *East Tennessee State University*

Trena Paulus, *East Tennessee State University*

User Impressions and Using Contexts for Autonomous Shuttle Services: Analyzed by a LDA based Topic Modelling Approach

Sarah Selinka, *DHBW Baden-Württemberg Stuttgart*

Maximilian Schwing, *DHBW Baden-Württemberg Stuttgart*

Vanessa Reit, *DHBW Baden-Württemberg Stuttgart*

Gabriel Yuras, *DHBW Baden-Württemberg Stuttgart*

Evaluating and Refining Endogeneity Solutions via a Suitability Metric and an Adjustment Method for the Gaussian Copula Approach

Benjamin D. Liengard, *Aarhus University*

Jan-Michael Becker, *BI Norwegian Business School*

Mikkel Bennedsen, *Aarhus University*

Phillip Heiler, *Aarhus University*

Luke N. Taylor, *Aarhus University*

Christian M. Ringle, *Hamburg University of Technology*

Thursday, 3:00 PM - 3:30 PM

Refreshment Break

Room: Alhambra Ballroom

Thursday, 3:30 PM - 5:00 PM

Session S4: **Theory Forum: Theories of Sustainability**

Room: Granada Ballroom

Chairs: Julia Fehrer, Mark Peterson, and Steve Vargo

Session 8.1: **Special Session: Livestream Commerce in AI-Powered Digital and Virtual Worlds**

Room: Prado

Chair: Fatema Kawaf

AI-Driven Livestreaming: Comparing Platform-Based Affordances in Multi-Country Global Livestream Commerce Platforms

Fatema Kawaf, *University of Greenwich*

Michele Giroto, *Universitat de Barcelona*

Session 8.2: **AI and Service Failure**

Room: Aragon

Chair: Shivam Agarwal

That Machine Drove Me Crazy: Customer Emotional Wellbeing During a Service Encounter with Humans and Technology

Aude Rychalski, *ESSCA School of Management*

Helena V González-Gómez, *NEOMA Business School*

Sarah Hudson, *Rennes School of Business*

Human and Chatbot Agents in Online Service Recovery

Adriane Freitag, *Muenster School of Business*

Carmen-Maria Albrecht, *Muenster School of Business*

The Effect of Service Agent Role: A Comparative Analysis of AI Chatbot vs. Human Service Agent

Sarah Alanazi, *University of Strathclyde*

Graeme McLean, *University of Strathclyde*

Hyoje Kim, *University of Strathclyde*

How does Service Failure Agent (Human versus Robot) Affect Negative WOM

Shivam Agarwal, *Florida International University*

Todd Haderlie, *Florida International University*

Kaan Canayaz, *Florida International University*

Jaehoon Lee, *Florida International University*

Session 8.3: **Digital Dynamics and Dilemmas: Influence, Deception, and Adolescents**

Room: Marbella

Chair: Mark Groza

Exploring the Sharenting Paradox: Individuals' Behavioral Reasons for and against Child-Related Online Sharing

Kuldeep Brahmhatt, *Symbiosis International University*

Subhalakshmi Bezbaruah, *Michigan State University*

Virtual Influencers and Their Impact on Followers' Well-Being

Lina Nasr, *Loughborough University*

Sahar Mousavi, *Loughborough University*

Nina Michaelidou, *Loughborough University*

Klaudia Kania, *Loughborough University*

Service Providers Use of Influence Tactics and Online Reviews

Mark Groza, *University of Idaho*

Jaclyn Crawford, *Northern Illinois University*

Mya Groza, *University of Idaho*

Louis Zmich, *University of Tampa*

Sue Hasbrouck, *University of Idaho*

Exploring Consumer Browsing Behavior of Online Reviews in the Context of Deception: The Role of Dual Process and Skepticism

Andrea Wetzler, *Toulouse School of Management, University of Toulouse Capitole 1*

Andreas Munzel, *Toulouse School of Management, University of Toulouse Capitole 1*

Session 8.4: **Top Management Strategies**

Room: Anastasia

Chair: Hyunju Shin

The Effects of Consumer Orientation on Digital Transformation: The Role of Marketing Experiences of Top Management Team

Kyung-Ah Byun, *University of Texas at Tyler*

Value Normalization through Demanding Politics: New Megamarketing Strategy

Jessica Zeiss, *Ball State University*

Trust in the Age of Collaborative Economy: Informational and Normative Cues for P2P Trust Building

Laura Breaux, *IAE - University of Perpignan Via Domitia*

Olga Goncalves, *IAE - University of Perpignan Via Domitia*

Camille Lacan, *IAE - University of Perpignan Via Domitia*

Generational Cohort Similarity in the CEO-TMT Interface and Firm Innovation

Hyunju Shin, *Kennesaw State University*

Kyoungmi Kim, *University of Wisconsin, Eau-Claire*

Daewoung Choi, *University of Washington*

Session 8.5: **Retailing Operations and Opportunities**

Room: Majorca

Chair: Cordula Cerha

Non-Fungible Tokens (NFTs) and their Value as an Emerging Retailing Opportunity for Firms

Navid Bahmani, *Rowan University*

Amit Bhatnagar, *University of Wisconsin, Milwaukee*

Minakshi Trivedi, *Texas Christian University*

Crafting Customer Connections in Hypermarkets and Supermarkets through Self-Store Image Congruence and Atmospheric

Imed Ben Nasr, *Excelia*

Kerry Manis, *New Mexico State University*

Claudia-Roxana Rusu, *ESSCA School of Management*

Lost in Co-Creation: A Mystery Shopping Approach to Assess Retailer Omnichannel Readiness

Cordula Cerha, *WU - Vienna University of Economics and Business*

Robert Zniva, *Salzburg University of Applied Sciences*

Thursday, 5:00 PM - 6:00 PM

Session SPS: **AMS Announcing Sparks!**

Room: Granada Ballroom

Chairs: Barry J. Babin and Jean-Luc Herrmann

Thursday, 6:00 PM - 7:00 PM

AMS Reception

Room: Country Club Courtyard

DAILY HIGHLIGHTS • Friday, May 24, 2024

Registration

Alhambra Ballroom, 8:00 AM - 5:00 PM

Refreshment Break

Alhambra Ballroom, 10:00 AM - 10:30 AM

Lunch

On Your Own, 12:00 PM - 1:30 PM

AMS Board of Governors Meeting

Brickell, 12:00 PM - 1:30 PM

Refreshment Break

Alhambra Ballroom, 3:00 PM - 3:30 PM

President's Reception

Country Club Terrace & Courtyard, 6:00 PM - 7:00 PM

President's Banquet

Country Club Ballroom, 7:00 PM - 11:30 PM

Friday, 8:30 AM - 10:00 AM

Session 9.1: **Special Session: Research Opportunities in Self-Regulation: The Challenges Facing Marketing**

Room: Prado

Chairs: O.C. Ferrell and Linda Ferrell

Research Opportunities in Self-Regulation: The Challenges Facing Marketing

O.C. Ferrell, *Auburn University*

Linda Ferrell, *Auburn University*

Gary Huggins, *Direct Selling Education Foundation*

Peter Marinello, *BBB National Programs*

Robert Peterson, *University of Texas at Austin*

Session 9.2: **AI, Big Data, and Crowdfunding**

Room: Aragon

Chair: Sunil Erevelles

Analysis of Emotional Cues in the Visuals of Crowdfunding Campaigns

Fereshteh Zihagh, *Texas State University*

Masoud Moradi, *Texas State University*

Vishag Badrinarayanan, *Texas State University*

The Effects of Poster Design on Movie Box Office Performance

Jingjing Amber He, *University of Texas at Arlington*

Yiyi Li, *University of Texas at Arlington*

The Evolving Blockchain Marketplace

Sunil Erevelles, *University of North Carolina at Charlotte*

Erin Erevelles, *GeneBlock LLC*

Maanasi Bulusu, *Brown University*

Rosemary Latham, *University of North Carolina at Charlotte*

Session 9.3: **Technology, Product Adoption, and Decision-Making**

Room: Marbella

Chair: Bruce Huhmann

Navigating the Personalization-Privacy Paradox: A Study on Consumer Adoption of Chatbots

Vincent Favarin, *Université Toulouse Capitole - TSMR*

Ekaterina Gridasova, *Université Toulouse Capitole*

Antecedents in the Pre- and Postadoption Process of Autonomous Shuttle Mobility: A Longitudinal Study based on User Experience

Maximilian Schwing, *DHBW Baden-Württemberg Stuttgart*

Sarah Selinka, *DHBW Baden-Württemberg Stuttgart*

Vanessa Reit, *DHBW Baden-Württemberg Stuttgart*

Marc Kuhn, *DHBW Baden-Württemberg Stuttgart*

Gabriel Yuras, *DHBW Baden-Württemberg Stuttgart*

How the Use of Smartphones (vs. PCs) Impacts Price-Quality Inference

Xinge Li, *Drexel University*

Jintao Zhang, *Texas A&M International University*

Yanliu Huang, *Drexel University*

Mental Accounts Across Subscribers' Renewal Decision-Making Journey: Employing Regulatory Focus

Yeonjae Choi, *Saint Louis University*

Mark Arnold, *Saint Louis University*

Session 9.4: **Consumer Behavior in the Digital Age**

Room: Anastasia

Chair: Juliann Allen

Product Value Perceptions in Retailer vs Reseller Settings

Jessica Felix Martinez, *University of Southern Indiana*

Sabinah Wanjugu, *University of Southern Indiana*

Digital Consumption Value Scale: Construction, Validation, and Generalization

Sanjeev Tripathi, *IIM Indore*

Varsha Jain, *MICA*

Jatin Pandey, *IIM Indore*

John B. Ford, *Old Dominion University*

Damini Goyal Gupta, *MICA, Ahmedabad*

Click-Through Rates in Digital Marketing: The Influence of Virtual Element Shapes

Dipayan Biswas, *University of South Florida*

Annika Abell, *University of Tennessee Knoxville*

Roger Chacko, *OPG*

Session 9.5: **Frontiers in Marketing Education and Pedagogy**

Room: Majorca

Chair: Kenyatta Barber

Moving from Chalkboard to Artificial Intelligence: How is Students' Adoption of ChatGPT?

Joanna Krywalski-Santiago, *Universidade de Lisboa - ISEG*

Maria Teresa Borges-Tiago, *University of the Azores*

Beatriz Casais, *University of Minho*

Fostering Inclusion and Experiential Learning in Marketing Education: The Incubator Model for WIL Industry Partnerships

Flevy Lasrado, *UOWD*

Humor as an Effective Pedagogical Tool in Higher Education: A Conceptual Model

Wendy Gillis, *University of North Florida*

Kim Bynum, *Flagler College*

Navigating Stakeholder Dynamics: Unraveling Ethical Challenges in For-Profit Higher Education Institutions

Kenyatta Barber, *University of Wisconsin, Whitewater*

Friday, 10:00 AM - 10:30 AM

Refreshment Break

Room: Alhambra Ballroom

Friday, 10:30 AM - 12:00 PM

Session S5: **Special Session: Crafting Relevant Research for JAMS**

Room: Granada Ballroom

Chairs: Stephanie Noble and Charles Noble

Panelists:

Dipayan Biswas, *University of South Florida*

Martin Wetzels, *EDHEC, France*

Riley Krotz, *Florida State University*

Session 10.1: **Influence Evolving: AI, Trust, and Verification**

Room: Prado

Chair: Neda Mossaei

The Conditional Effects of Product Attribute Description as an Endorsement Strategy in Sponsored Influencer Videos

Yiwen Chen, *San Francisco State University*

Li Chen, *Suffolk University*

Engaging with AI Virtual Influencers and Impact on Trust

Juha Munnukka, *University of Jyväskylä*

Ekaterina Ivanova, *University of Jyväskylä*

Jana Bowden, *Macquarie University*

Vilma Luoma-Aho, *University of Jyväskylä*

Blue Badges for All: Evaluating the Impact of Purchasable Verification Status on Influencer Marketing

Ali Soltaninejad, *University of Alabama*

Yoonsun Jeong, *University of Texas at El Paso*

From Cuffs to Clicks: Police Influencers Reshaping the Public Perceptions of Police through Social Media Content Creation

Mehrnoosh Reshadi, *California State University, Fullerton*

Neda Mossaei, *California State University, Los Angeles*

Session 10.2: **Contemporary Issues in Pricing and Price Discounts**

Room: Aragon

Chair: Monika Kukar-Kinney

The Thrill of the Deal: How Stacking Discounts Makes Customers Feel Like Winners

Wenting Zhong, *Bentley University*

Lan Xia, *Bentley University*

After \$50 off? Effect of Discount Framing on Deceptiveness

Jintao Zhang, *Texas A&M International University*

Dynamic Pricing in New Service Contexts: Repurchase Intentions of Price-Advantaged Customers and the Roles of Price Confusion and Trust

Ashley Young, *University of Fribourg*

Lea Grivel, *University of Fribourg*

Silke Bambauer-Sachse, *University of Fribourg*

Ripples in the Price Spectrum: Strategic Intent

Xiao Ling, *Central Connecticut State University*

Sourav Ray, *University of Guelph*

Daniel Levy, *Bar-Ilan University*

Session 10.3: **Deciphering Digital Consumption**

Room: Marbella

Chair: Suzanne Makarem

Applying the Theory of Planned Behavior to Study Counterfeit Consumers in the Digital Age: A 17-Country Study

Moldir Moldagaliyeva, *Michigan State University*

Saleem Alhabash, *Michigan State University*

Patricia Huddleston, *Michigan State University*

Anastasia Kononova, *Michigan State University*

Heijin Lee, *Michigan State University*

Beyond Bits and Bytes: 'Phygital' Assets and their Transformative Power on the Extended Self

Chrysostomos Apostolidis, *Durham University*

A Literature Review and Proposed Research Agenda for Engaging the Phygital Natives

Monica Hernandez, *Texas Lutheran University*

Lorelei Ortiz, *St. Edward's University*

Carol Portillo, *St. Edward's University*

Session 10.4: **The (Neglected) Role of the Sales Manager and Sales Ethics**

Room: Anastasia

Chair: Edward Nowlin

Technostress as a Driver of the Development of Role Stress of Sales Managers: Conceptual Framework

Deva Rangarajan, *IESEG School of Management*

Franziska Hüls, *FOM Hochschule*

Jorg Westphal, *FOM Hochschule*

Vishag Badrinarayanan, *Texas State University*

Technology Adoption and Sales Team Performance: The Role of Organizational Agility

Pramod Iyer, *Kennesaw State University*

Atanas Nik Nikolov, *Kennesaw State University*

Stefan Sleep, *Kennesaw State University*

Jennifer Hutchins, *Kennesaw State University*

Brad Eskridge, *Bradley University*

Proactive Salesperson Relationship Recovery

Christopher A. Nelson, *Elon University*

Tim Norvell, *Elon University*

Sales Team Ethical Training and Team Knowledge Sharing

Edward Nowlin, *Kansas State University*

Doug Walker, *Kansas State University*

Dawn Deeter, *Kansas State University*

Session 10.5: **Brand Management: Driving Consumer Perceptions**

Room: Majorca

Chair: César Zamudio

Consumer Perceptions of Sustainable Product Innovations

Angeliki Kalogeraki, *University of Mannheim*

Sabine Kuester, *University of Mannheim*

Ludwig Bstieler, *University of New Hampshire*

Customer-Based Brand Competitiveness: A Scale Development

Gaki Wangmo, *Macquarie University*

Rico Piehler, *Macquarie University*

Chris Baumann, *Macquarie University*

The Effect of Founder Product Usage on Perceived Authenticity

Juliann Allen, *Nicholls State University*

Sabinah Wanjugu, *University of Southern Indiana*

Drivers and Outcomes of Brand Polarization for Airlines Brands

Sergio Andrés Osuna Ramírez, *Universidad EIA*

Cleopatra Veloutsou, *University of Glasgow*

Anna Morgan-Thomas, *University of Glasgow*

Friday, 12:00 PM - 1:30 PM

Lunch

On Your Own

Friday, 1:30 PM - 3:00 PM

Session 11.1: **Special Session: Exploring the Dynamics of Cancel Culture, Brand Affiliations, and Social Media in Consumer Behavior**

Room: Prado

Chair: Debra Zahay

Exploring the Dynamics of Cancel Culture, Brand Affiliations, and Social Media in Consumer Behavior

Debra Zahay, *St. Edward's University*

Janna Parker, *James Madison University*

Angeline Close Scheinbaum, *Clemson University*

Kesha Coker, *Ball State University*

T. Andrew Poehlman, *Clemson University*

Session 11.2: **Sustainability, CSR, and Mindfulness**

Room: Aragon

Chair: Lauren Drury

Extending Theory of Planned Behavior with Green Marketing: An Application from Turkish Market

Hilal Özen, *Trakya University*

Ayşe Betül Avtepe, *Trakya University*

Creating Customer Evangelists: The Synergy of Digital Competence, Brand Image, and Corporate Social Responsibility

Mahnaz Mansoor, *Hamdard University, Islamabad*

Justin Paul, *University of Puerto Rico*

Shahzad Afzal Kayani, *Hamdard University*

The Mindful Student Initiative: How Mindfulness Based Interventions Reduce Social Media Usage Urge among High School Students

Tessa Garcia-Collart, *University of Missouri-St Louis*

Ellen Campos Sousa, *Gardner-Webb University*

Self- vs. Other-Benefit Appeals in Sustainable Messaging

Lauren Drury, *University of Wisconsin, Whitewater*

Elizabeth McDougal, *Louisiana State University*

Session 11.3: **Interacting with Advanced Service Technologies**

Room: Marbella

Chair: Zahra Pourabedin

Mapping the Evolution of Service Robot Research Across Disciplines: An Integral and Visual Review

Martin Wetzels, *EDHEC Business School*

Ruud Wetzels, *Radboud University*

Dhruv Grewal, *Babson College*

When Humans Collaborate with AI: A Stakeholder-Based Perspective on Accountability

Tripat Gill, *Wilfrid Laurier University*

Chatura Ranaweera, *Wilfrid Laurier University*

Ammara Mahmood, *Wilfrid Laurier University*

Ali Anwar, *James Madison University*

Tippling Privacy: The Detrimental Impact of Observation on Non-Tip Responses

Nathan Warren, *BI Norwegian Business School*

Sara Hanson, *University of Richmond*

Services Robots Adoption in Hotels

Zahra Pourabedin, *Shepherd University*

Session 11.4: **Transformative Marketing**

Room: Anastasia

Chair: Selina L. Strobel

Market Orientation in Inter-firm Relationships: How do Competitor and Customer Orientation Influence Inter-Firm Coopetition?

Carolin Bimmermann, *RWTH Aachen*

Denise Fischer-Kreer, *University of Bonn*

Malte Brettel, *RWTH Aachen*

A Strategic Approach to Marketing Agility: Drivers, Process, Outcomes and Challenges

Batul Abu Qdairi, *University of Bristol*

Eleonora Pantano, *University of Bristol*

Ana Javornik, *University of Bristol*

Revolutionizing B2B Mobility: Unveiling the Power of Transformative Marketing in Disruptive Business Landscapes

Selina L. Strobel, *Université Toulouse 1 Capitole*

Lars Meyer-Waarden, *Université Toulouse 1 Capitole*

Marc Kuhn, *DHBW Baden-Württemberg Stuttgart*

Cross-Cultural Marketing Ethics: Individualistic versus Collectivist Managers' Ethical Orientations

Arturo Vasquez, *University of Texas Rio Grande Valley*

Session 11.5: **Technology and Hospitality Marketing**

Room: Majorca

Chair: Wei-Kang Kao

Artificial Intelligence and ChatGPT For Hospitality, Travel and Tourism

Dimitrios Buhalis, *Bournemouth University*

Human-Robot Collaboration: Investigating the Impact of Extrinsic and Intrinsic Factors on Employees' Turnover Intention

Wei-Kang Kao, *Harrisburg University of Science and Technology*

Yueying He, *Oklahoma State University*

Willie Tao, *Oklahoma State University*

Gig Economy: How App Usage Satisfaction and Tips Impact Job Satisfaction for Food Delivery Riders

Willie Tao, *Oklahoma State University*

Wei-Kang Kao, *Harrisburg University of Science and Technology*

Yan Cao, *Oklahoma State University*

Friday, 3:00 PM - 3:30 PM

Refreshment Break

Room: Alhambra Ballroom

Friday, 3:30 PM - 5:00 PM

Session 12.1: **Consumer Interactions in Retail and Services**

Room: Prado

Chair: Kevin Giang Barrera

Point-of-Purchase Advertising: Influential Factors on Sales

Tamara Masters, *University of Utah*

Arul Mishra, *University of Utah*

Himanshu Mishra, *University of Utah*

Bill Moore, *University of Utah*

Managing the Customer Experience in Overcrowded Service Settings

Kevin Giang Barrera, *Georgia State University*

Denish Shah, *Georgia State University*

Alike Humans: How do Virtual Influencers Shape Consumers' Behavioural Engagement through Social Influence on Online Platforms?

Naeem Akhtar, *University of Engineering and Technology*

Tahir Islam, *Leeds Trinity University*

Huda Khan, *Aberdeen University*

Sharma Anshuman, *Ajman University*

Muhammad Shujaat Mubarak, *Heriot-Watt University*

Session 12.2: **AI and Technology in Decision Making and Finance**

Room: Aragon

Chair: Hannah Marriott

Leveraging AI to Frame Prosocial Products for Crowdfunding Success

Amrita Dey, *University of Denver*

Tianyu Gu, *University of Utah*

Stephen Carson, *University of Utah*

Computer Vision in Branding: Conceptualization, Typology, and Future Agenda

Yaqiu Li, *ESCP Business School*

Lorena Blasco-Arcas, *ESCP Business School*

Hsin-Hsuan Meg Lee, *ESCP Business School*

Let me Consult my E-Travel Agent: Use of AI for Travel Planning

Hannah Marriott, *Cardiff University*

Kirsten Cowan, *University of Edinburgh*

Session 12.3: **Resolving Contemporary Issues in Branding**

Room: Marbella

Chair: Hua Chang

Negative Online Brand Engagement: Models of Brand-Related Antecedents and Anti-Brand Community Outcomes

Xinyu Dong, *Yantai University*

Cleopatra Veloutsou, *University of Glasgow*

Anna Morgan-Thomas, *University of Glasgow*

Brand Privacy Reputation (BPR): Conceptualization, Definition, and Measurement

Kunal Swani, *Wright State University*

Lauren Labrecque, *University of Rhode Island*

Ereni Markos, *Suffolk University*

George Milne, *University of Massachusetts - Amherst*

It's the Journey and not the Destination: How Non-Driving Activity Options in a Fully Autonomous Car Impact on Technology Acceptance

Anna Weber, *DHBW Center for Advanced Studies*

Ramona Mauch, *DHBW Center for Advanced Studies*

Marc Kuhn, *DHBW Baden-Württemberg Stuttgart*

Consumer Responses to Brand Customization on the Internet

Hua Chang, *Towson University*

Lingling Zhang, *Towson University*

Session 12.4: **Employee Motivation and Satisfaction in the Organizational Frontlines**

Room: Anastasia

Chair: Lisa Beeler

Variable Pay Goal Conflict: The Role of Interdependency in Variable Pay Goals of Salespeople and Sales Managers

Lisa Beeler, *Clemson University*

Bruno Lussier, *HEC Montreal*

Johannes Habel, *University of Houston*

Roland Kassemeier, *University of Warwick*

“Dark” Traits and Their Effect on Motivational Strivings

Melanie Bowen, *Justus-Liebig University Giessen*

Leslie Shum, *Technische Hochschule Mittelhessen*

Happy Staff Makes Good Stuff! Internal Marketing and Perceived Service quality: The Mediating Role of Frontline Employees’ Satisfaction

Myriam Bellaouaied, *University of West England*

The Ties that Bind: An Empirical Examination of the Role of Diversity and Inclusion in Promoting Salesperson Effectiveness

Cassandra Davis, *Wayne State University*

Carla Childers, *Bellarmino University*

Elyria Kemp, *University of New Orleans*

McDowell Porter, *California State University, Fresno*

Friday, 6:00 PM - 7:00 PM

President’s Reception

Room: Country Club Courtyard/Terrace

Friday, 7:00 PM - 9:30 PM

President’s Banquet

Room: Country Club Ballroom

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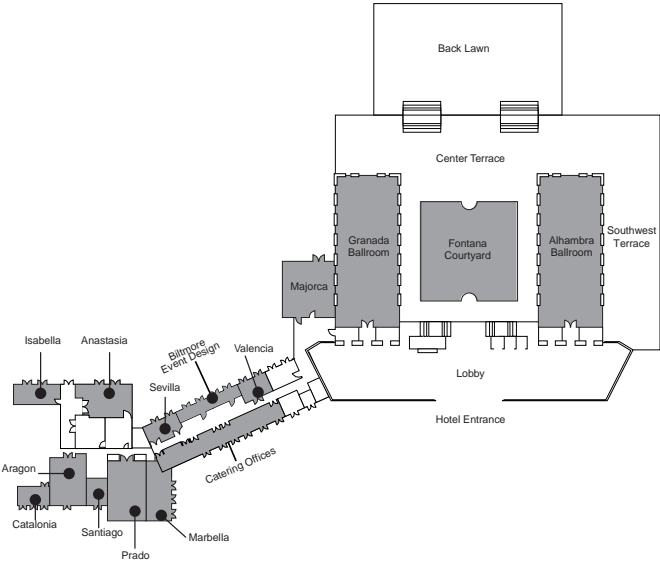
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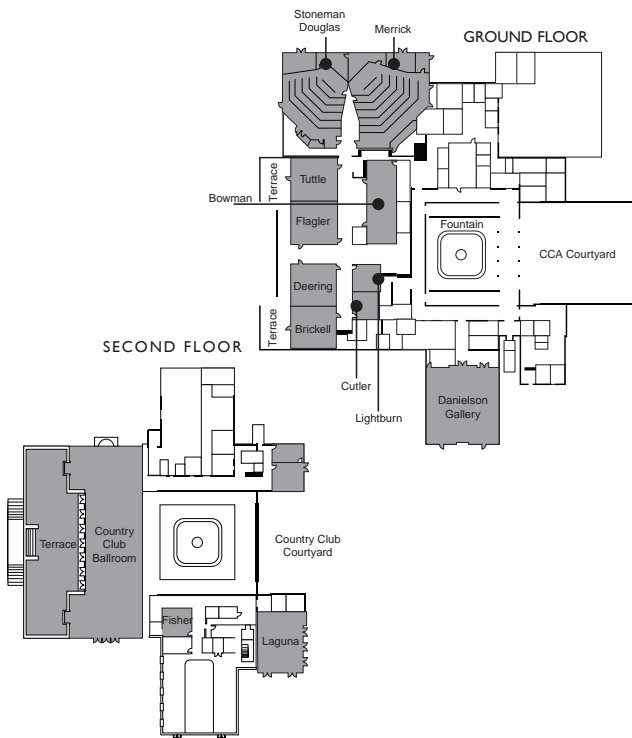
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