AMA Global Marketing SIG Conference

20-23 May 2019
Buenos Aires
Argentina

Co-Sponsored by

Global Marketing

Relationship Marketing
## Contents Page

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Conference Information</td>
<td>4</td>
</tr>
<tr>
<td>About the AMA</td>
<td>5</td>
</tr>
<tr>
<td>About Global Marketing SIG/Relationship Marketing SIG</td>
<td>6</td>
</tr>
<tr>
<td>This Year’s Global Marketing SIG</td>
<td>7</td>
</tr>
<tr>
<td>Conference Organisers</td>
<td>8</td>
</tr>
<tr>
<td>Doctoral Consortium Organisers</td>
<td>9</td>
</tr>
<tr>
<td>Conference Tracks and Track Chairs</td>
<td>10-11</td>
</tr>
<tr>
<td>Sponsors</td>
<td>12</td>
</tr>
<tr>
<td>Conference Schedule</td>
<td>14</td>
</tr>
<tr>
<td>Doctoral Consortium</td>
<td>16</td>
</tr>
<tr>
<td>Doctoral Consortium Program</td>
<td>17-19</td>
</tr>
<tr>
<td>Conference Program</td>
<td>20-32</td>
</tr>
<tr>
<td>List of Conference Participants</td>
<td>33-40</td>
</tr>
</tbody>
</table>
General Conference Information

Registration Desk
Located in the Foyer
Monday 20th May: 14.30 - 20.30
Tuesday 21st May: 08.00 - 13.00
Wednesday 22nd May: 08.00 - 16.45
Thursday 23rd May: Closed

Official Language
The official language of the conference is English. No simultaneous translation will be provided.

Name Badges
Conference participation and exhibitors are advised to wear their name badges during all conference events. Access to all activities (sessions, exhibitions, coffee breaks, lunch areas, opening ceremony, social events, conference Gala dinner) will be prohibited without a name badge.

Companions
Partners are welcome to participate in the social program. Please register them on arrival. Please note, accompanying person’s registration fee - US$180 for both Welcome reception and Gala dinner and US$100 for Gala dinner only. The fee does not include access to scientific sessions, coffee breaks, and lunches during the conference. The fee will be payable in cash at the registration desk.

Liability and Safety
Any risk related to participants and exhibitors’ property in the conference building or the adjoining grounds, including theft or fire shall be borne by the participants. The organizer will not insure said goods. The organizers shall not be considered liable for damages to property or persons deriving directly or indirectly from participation in the conference, whatever the cause of damage.
About the AMA

The American Marketing Association (AMA) is the essential community for marketers.

In 1953, Neil Borden transformed the business world when he articulated the strategy of “Marketing Mix” in his AMA presidential address. Borden was just one of many AMA leaders who were not satisfied with existing best practices. These thought leaders sought answers for the future that would propel business growth and elevate the role of marketing.

Today, the AMA leads an unparalleled discussion on marketing excellence. Continuing in the tradition of Borden and so many others, the AMA offers differentiated content that focuses on the tension between Best Versus Next Practices™.

With content coming from unrivaled scholarly journals, like the Journal of Marketing, and award-winning publications, like Marketing News, the AMA offers a robust perspective that understands marketers are expected to provide both solutions for today and solutions for tomorrow.

No other organization provides more ways for marketers and academics to connect with the people and resources they need to be successful.
About the Global Marketing SIG

The Global Marketing Special Interest Group owes its existence to the founders whose vision and service set forth an agenda to increase the awareness of global marketing issues within the American Marketing Association. From its inception in 1994, the Global Marketing SIG has been one of the most active SIGs within the AMA. Today’s Board tries to maintain the spirit and initiative of its founders as we continue to advance the global marketing agenda and provide a forum for the development and dissemination of global marketing ideas.

Objectives:
1. Facilitate interaction among academics, business people, and government representatives;
2. Promote the globalization of marketing courses;
3. Foster research on global marketing issues; and
4. Disseminate research findings, theoretical contributions, and successful business practices among members.

About the Relationship Marketing SIG

The goals of Relationship Marketing SIG (RMSIG) are to provide easy access to current research topics in the area of relationship marketing, to allow members to regularly receive information about conferences, journals, and issues that relate to relationship marketing, to enhance your network with relationship marketers worldwide and to foster your career as an academic interested in relationship marketing.
This Year’s Global Marketing SIG Conference

Marketing in a Globalized World: Challenges and Opportunities

Global business is no longer driven solely by few companies or countries. Technological innovations have dramatically lowered the cost of doing business globally. Economic policies have steadily liberalized economies over the past two decades enabling firms to expand beyond their home market, seek global market opportunities, achieve economies of scale, and leverage cost advantages. However, succeeding on a global scale is challenging and requires rethinking business models, products, and strategies in ways that can best accommodate cross-cultural differences. The conference theme is intended to encourage global marketing researchers to discuss how challenges and opportunities may change global business and marketing thinking. We welcome papers addressing topics in this area, as well as, other important areas in global marketing research. Scholars are encouraged to identify novel, important questions, and methods in this area and to connect their research with broader global marketing phenomena.

Conference Venue

Buenos Aires is one of Latin America’s most important ports and most populous cities, as well as the national center of commerce, industry, politics, culture, and technology. Buenos Aires locals are referred to as porteños (“people of the port”) because so many of the city’s inhabitants historically arrived by boat from Europe. Despite all its recent challenges, Buenos Aires retains much of its old charm. Some of its neighborhoods have not changed at all in the past 100 years and remain a living example of the city’s golden age. Millions of people visit Buenos Aires each year. They come to experience the tango, eat at renowned and expensive restaurants, shop at sophisticated boutiques, and visit dozens of museums.

Conference Highlights

Journal of International Marketing Special Issue – A JIM special issue devoted to research presented at the conference will be published. Authors of presented papers are welcome to submit their work for possible publication in this special issue of the Journal of International Marketing.

Doctoral Consortium

We invite doctoral students with a focus at the intersection of marketing and international business to participate. The Consortium provides a unique opportunity for doctoral students to further develop their research ideas, to learn about the challenges of conducting international marketing research and building a successful academic career in this field, and to broaden their professional network.

Unique Cultural Experience

Buenos Aires combines faded European grandeur with Latin passion. The birthplace of the tango is, like the dance itself, captivating, seductive and bustling with excited energy. Glamorized tango shows are supremely entertaining with their grand feats of athleticism. Atmospheric old neighborhoods are rife with romantic restaurants and thumping nightlife, and Buenos Aires’ European heritage is evident in its architecture, boulevards, and parks. Latin America’s shopping capital offers the promise of premium retail therapy along its grand, wide boulevards. And, of course, this is Argentina, which means A-one beef and football deserves a separate chapter!
Conference Organizers

Goksel Yalcinkaya  
Associate Professor of Marketing  
Peter T. Paul College of Business and Economics  
University of New Hampshire  
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Magnus Hultman  
Associate Professor of Marketing  
Leeds University Business School  
University of Leeds  
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Stavroula Spyropoulou  
Professor of Marketing  
Leeds University Business School  
University of Leeds  
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Costas Katsikeas  
Arnold Ziff Endowed Research Chaired  
Professor of Marketing & International Management  
Editor-in-Chief, Journal of International Marketing  
Editor–Marketing, Journal of International Business Studies  
Leeds University Business School  
University of Leeds  
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Doctoral Consortium Organizers

Kelly Hewett
Associate Professor of Marketing
Haslem College of Business
University of Tennessee
khewett@utk.edu

Costas Leonidou
Professor of Marketing
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Annie Cui
Kmart Chair, Marketing
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West Virginia University
Annie.Cui@mail.wvu.edu

Peter Magnusson
Associate Professor of International Marketing
Bennett Fellow of International Business
University of Alabama
pmagnusson@cba.ua.edu
Conference Tracks and Track Chairs

Cross-cultural Consumer Behaviour
Katharina Zeugner-Roth, IÉSEG School of Management, k.zeugner-roth@ieseg.fr
Stan Westjohn, University of Alabama, sawestjohn@cba.ua.edu

Export and Import Management
Hanna Lee, Miami University, leehs@miamioh.edu
Claude Obadia, ESCE Paris, claude.obadia@esce.fr

Firm Internationalization, Market Entry, and Market Exit
Mikael Hilmersson, University of Gothenburg, mikael.hilmersson@handels.gu.se
Carlos M.P. Sousa, carlos.sousa@durham.ac.uk

Global Brand Management
Aysegul Ozsomer, Koc University, ozsomera@ku.edu.tr
Alok Saboo, Georgia State University, asaboo@gsu.edu

Global Consumer Research
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Global Entrepreneurship
Pavlos Dimitratos, University of Glasgow, Pavlos.Dimitratos@glasgow.ac.uk
Can Uslay, Rutgers University, can.uslay@business.rutgers.edu

Global Ethics, Sustainability, and Corporate Social Responsibility
Shuili Du, University of New Hampshire, shuili.du@unh.edu
Verena Gruber, HEC Montréal, verena.gruber@hec.ca

Global Innovation and New Product Development
Marios Kafouros, University of Leeds, mk@lubs.leeds.ac.uk
Narongsak (Tek) Thongpapanl, Brock University, nthongpa@brocku.ca
Global Marketing Communications
George Christodoulides, American University of Sharjah, gchristodoulides@aus.edu
Kirk Plangger, Kings College London, kirk.plangger@kcl.ac.uk

Global Marketing Research, Big Data, and Analytics
Colin Campbell, University of San Diego, colincampbell@sandiego.edu
Gaia Rubera, Bocconi University, gaia.rubera@unibocconi.it

Global Marketing Strategy
Ruby Lee, Florida State University, rlee3@business.fsu.edu
Shaoming Zou, University of Missouri, zou@missouri.edu

Global Retailing, Services, and E-Commerce
Gary Gregory, University of New South Wales, g.gregory@unsw.edu.au
Nicholas Paparoidamis, Leonard de Vinci Business School (EMLV), nicholas.paparoidamis@devinci.fr

Global Sales and Account Management
Seigyoung Auh, Arizona State University, Seigyoung.Auh@thunderbird.asu.edu
Nikolaos Panagopoulos, Ohio University, npanag@ohio.edu

Global Supply Chain
Daekwan Kim, Florida State University, dkim@business.fsu.edu
Melda Ormeci Matoglu, University of New Hampshire, Melda.OrmeciMatoglu@unh.edu

International Relationship Marketing and Channel Management
Dionysis Skarmeas, Athens University of Economics and Business, dskarmeas@aueb.gr
Stavroula Spyropoulou, University of Leeds, ss@lubs.leeds.ac.uk
Sponsors

UNIVERSITY OF LEEDS
Leeds University Business School

IAE BUSINESS SCHOOL
UNIVERSIDAD AUSTRAL

CENTRO DE LIDERAZGO EN MERCADOS Y RETAIL

Universidad de SanAndrés

AMERICAN MARKETING ASSOCIATION
Conference Schedule
Conference Schedule

Monday, May 20

Arrival to Buenos Aires

14:30-18:30 - Doctoral Consortium

19:00-21:00 - Welcome Reception

Tuesday, May 21

8:00-13:00 - Concurrent Sessions

Free Afternoon to Enjoy Buenos Aires!

Wednesday, May 22

8:00-13:00 - Concurrent Sessions

13:00-14:00 - Networking Lunch with Interactive Presentations

14:00-17:00 - Concurrent Sessions

19:30 - Gala Dinner

Thursday, May 23

09.00- 12:30 SIG Meetings and Professional Development

Check-out
Doctoral Consortium
**Doctoral Consortium**

The Doctoral Consortium is a workshop for Ph.D. students from all over the world and will take place prior to the opening reception on May 20, 2019.

This Consortium provides a rare opportunity for Ph.D. students with an interest in international and cross-cultural marketing (broadly defined) to further develop their research ideas, to learn about the challenges of conducting research in international marketing and building a successful academic career in this field. In addition, students will be able to broaden their professional networks in the area.

The goal of the Consortium is to provide a supportive discussion among doctoral students and the participating faculty on topics such as:

- Trends in international marketing research;
- Challenges in carrying out high-impact international marketing research aimed at top journals;
- Managing the dissertation and the job search process; and
- Starting an academic career.

In addition, students have the opportunity to receive feedback on their current research projects submitted to the conference as well as ideas and guidance for their future research agenda.
Monday 20th May
14:30 Welcome/overview – Doctoral Consortium Co-chairs

14:45 Panel discussion: The future of international marketing research and how to build a high-impact research program in international marketing

Participating faculty:
Moderated by Peter Magnusson, University of Alabama

Kelly Hewett, University of Tennessee
Saeed Samiee, University of Tulsa
Jan-Benedict Steenkamp, University of North Carolina
Gerard J. Tellis, University of Southern California

15:45 Break
-Foyer-

16:00 Breakout sessions with student presentations followed by round table discussions, paired with faculty based on common interests

Participating faculty:
Moderated by Annie Cui, West Virginia University

Seigyoung Auh, Arizona State University
George Balabanis, City University of London
Fabian Bartsch, IESEG
Annie Cui, West Virginia University
Guillermo D’Andrea, IAE
Adamantios Diamantopoulos, University of Vienna
Peter Gabrielsson, University of Vaasa
Colleen Harmeling, Florida State University
Jan Heide, University of Wisconsin
Martin Heinberg, University of Leeds
Kelly Hewett, University of Tennessee
Hartmut Holzmueller, TU Dortmund
Douglas Hughes, Michigan State University
Magnus Hultman, University of Leeds
Sandy Jap, Emory University
Satish Jayachandran, University of South Carolina
Costas Katsikeas, University of Leeds
V. Kumar, Georgia State University
Costas Leonidou, University of Leeds
Peter Magnusson, University of Alabama
Nicholas Paparoidamis, Leonard de Vinci Business School
Mark Peterson, University of Wyoming
Randall Rose, University of Tennessee
Saeed Samiee, University of Tulsa
Linda Shi, University of Victoria
Jan-Benedict Steenkamp, University of North Carolina
David Stewart, Loyola Marymount University
Gerard J. Tellis, University of Southern California
Tek Thongpapanl, Brock University
Stanford Westjohn, University of Alabama
Goksel Yalcinkaya, University of New Hampshire
Valarie Zeithaml, University of North Carolina
Katharina Zeugner-Roth, IESEG

Ph.D Student Participants:

James Adeniji, University of Leeds
Nasser Alqahtani, Rutgers University
John Balabanis, University of Leeds
Ali Çakal, Koç University
Pamela Dhosi, University of Leeds
Sara Fraccastoro, University of Eastern Finland
Triana Rahajeng Hadiprawoto, University of Leeds
Sabrina Heix, TU Dortmund
Valerie Herzog, Vienna University of Economics and Business
Rachel Hochstein, Florida State University
Reika Igarashi, University of Leeds
Abbie Iveson, University of Leeds
Hyeyoon Jung, University of Alabama
Richie Karaburun, New York University
Samuel Kusi, University of Vaasa
Mark Mills, University of Leeds
Nasia Nalmpanti, University of Leeds
Dionne Nickerson, Georgia Tech University
Cezara-Alina Nicoara, University of Leeds
Nandini Nim, Georgia State University
Arinze Christian Nwoba, University of Leeds
Oluwaseun Olabode, University of Leeds
Christina Papadopoulou, University of Leeds
Stefania Pareti, Universidad Alcalá de Henares
Yi Peng, University of Alabama
Carla Pennano, Universidad del Pacífico
Aditi Rana, University of Leeds
Sudipto Sarkar, University of Texas Rio Grande Valley
Xin Song, Rennes University
Karen Tejedor Bowen, University of Leeds
17:15  Break
-Foyer-

17:30  Panel discussion: Managing your career and building your academic brand equity. Leading scholars will discuss common mistakes junior scholars make and provide advice on how to approach the career management process

Participating faculty:
Moderated by Costas Leonidou, University of Leeds

Colleen Harmeling, Florida State University
Sandy Jap, Emory University
Satish Jayachandran, University of South Carolina
V. Kumar, Georgia State University
David Stewart, Loyola Marymount University

18:30  Consortium concludes
AMA Global Marketing SIG Conference 2019
Four Seasons Hotel: La Mansion

Monday 20 May
19:00  Welcome Reception for the Main Conference
Tuesday 21 May  
08:00-09:30 Session 1A  
-Sala Felix-  
Strategic Issues in Global Marketing  
Session Chair: Dayananda Palihawadana

Modeling the Diffusion of Mwallets for Developed and Emerging Markets: Marketing Potential and Strategic Implications  
V. Kumar, Nandini Nim and Amit Agarwal

Export Product Development Exploitation and Exploration and Performance: Linear, Moderated, Complementary and Non-Linear Effects  
Ana Lisboa, Dionysis Skarmeas and Stavros Drakopoulos

Role of Cultural Value in the Effect of Cultural Distance  
Hyeyoon Jung, Peter Magnusson and Yi Peng

Successful and Failed Market Entries – Experiential Learning and Market Decision Logics  
Martin Johanson, Luis Oliveira, Heléne Lundberg and Stylianos Papaioannou

Aditi Rana, Leonidas C. Leonidou, Dayananda Palihawadana and Constantinos N. Leonidou

Tuesday 21 May  
08:00-09:30 Session 1B  
-Sala Blas-  
Global Marketing Communications  
Session Chair: Pejvak Oghazi

Promoting Sports Team Brands to International Fans Through Virtual Communities: Evidence from an Emerging Economy Market  
Norman Peng, Annie Chen and Kuang-Peng Hung

Change in Mind, Change of Heart: A Cognitive Appraisal Theory Perspective on Brand Origin Misperceptions  
Timo Mandler, Fabian Bartsch and Mira Börke

Connecting Culture to eWOM: Homophily Mediates Collectivism’s Effect on Online Word-of-Mouth  
Todd Pezzuti and James Leonhardt

Delineating User Generated Content to Profile Travelers: A Cross-National Approach  
Rodoula Tsiotsou and Eleni Mavragani

Does Engagement with the Brand Lead to Loyalty? The Mediating role of Brand Community  
Mark Mills, Magnus Hultman and Aristeidis Theotokis
Tuesday 21 May
08:00-09:30 Session 1C
-Sala Piero-
Global Supply Chain
Session Chair: Attila Yaprak

Leasing, Modularity and the Circular Economy
Atalay Atasu, Vishal Agrawal and Sezer Ulku

Do Local Supplier Transaction Specific Investments Encourage International Buyer Opportunism? An Empirical Analysis of Cross-border Outsourcing Relationships
Lei Wang and Chun Zhang

Accurate Response in Agricultural Supply Chains
Prithvesha Govinda Bhaskara, Cerag Pince and Enver Yucesan

Supply Chain Responsiveness and International Supply Chain Performance: The Role of Strategic Orientations and Strategic Collaboration
Shahin Assadinia, Ismail Gölgeci, Vita Kadile and David M Gligor

Internationalization of a Digital Service Provider: The Role of Digital Artifacts
Arto Ojala, Sara Fraccastoro and Mika Gabrielsson

09:30-9.45 Break
-Foyer-

Tuesday 21 May
09:45-11:15 Session 2: Plenary
-Sala Felix-
Plenary Session I: Developments in Global Marketing
Session Chair: Satish Jayachandran

Presenters:
Gerard J.Tellis, University of Southern California
Sandy Jap, Emory University
V. Kumar, Georgia State University
Mark Peterson, University of Wyoming

11:15-11:30 Break
-Foyer-
Tuesday 21 May
11:30-13:00 Session 3A
-Sala Felix-
Cross-cultural Consumer Behavior
Session Chair: Athina Zeriti

Understanding the Chinese Consumers Through Cirque du Soleil’s Show in Macau: The Case of Zaia
Joseph Sy-Changco and Yizhou Yuan

Nudging Cookies
Loris Rubini and Deniz Ozabaci

Building Social Relationships and Sense of Community through Collaborative Consumption Engagement
Agnieszka Malecka, Maciej Mitrega and Gregor Pfajfar

When Friends Become Strangers: How Culture and Source Affect Consumers’ Reactions to Incentivized Reviews
Dionysius Ang, Maximilian H. E. E. Gerrath and Yeyi Liu

Cross-cultural Differences in the Value Attached to Luxury Products: Evidence from Eight Countries
Thao Nguyen and George Balabanis

Tuesday 21 May
11:30-13:00 Session 3B
-Sala Blas-
Global Marketing Strategy I
Session Chair: Seigyoung Auh

Developing Dynamic Capabilities for Export Venture Growth: A Study of Turkish Export Manufacturing SMEs
Merve Turgut, Constantine Katsikeas, Bulent Menguc and Stavroura Spyropoulou

Achieving Export Competitive Advantage: Can Global Orientation and Export Product Adaptation be Reconciled?
Eleni Tsougkou, John W. Cadogan, Ian R. Hodgkinson, João S. Oliveira, Asmat Nizam Abdul-Talib, Vicky M. Story, Nathaniel Bosco, Stella Despoudi and Eleni Lioliou

Global Expansion Strategies for Multinationals from Emerging Markets
Jagdish Sheth and Can Uslay

The Mediating Effect of Construal Level Mindset on International Marketing Strategy Decisions
Christina Papadopoulou, Magnus Hultman and Aristeidis Theotokis

A Differential Analysis of International Financial Dependence, Exports and Share of Foreign Equity on Firm Performance During Crisis vs High Growth Periods
Aysegul Özsomer and Ali Çakal
<table>
<thead>
<tr>
<th>Topic</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influence of Service Sensitivity and Country of Origin on Consequences of Offshore Service Sentiment</td>
<td>Shawn Thelen, Gary Gregory and Tony Lu</td>
</tr>
<tr>
<td>Critical Roles of Perceived Values and Motivations in M-Commerce Usage Across International Markets</td>
<td>Abdul Ashraf, Narongsak Thongpapanl, Luciano Lapa and Ali Anwar</td>
</tr>
<tr>
<td>Internationalization Strategy in Different Historical Contexts: Critical Junctures and Path Dependency</td>
<td>Tanja Leppäaho and Eriikka Paavilainen-Mäntymäki</td>
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<tr>
<td>Reciprocal Use of Real Options as a Mode of Entry</td>
<td>Bent Petersen, Christian Geisler Asmussen and Mikael Hilmersson</td>
</tr>
</tbody>
</table>

13:00 Free afternoon to explore Buenos Aires
Wednesday 22 May  
08:00-09:30 Session 4A  
-Sala Felix-  
Global Innovation and New Product Development  
Session Chair: Terrence Brown  

Genetic Distance as a Proxy for Cultural Distance: An Empirical Investigation of its Impact on Cross-Country Innovation Launches in the Packaged Food Industry  
Verdiana Giannetti and Gaia Rubera  

The Impact of Disruption on Firm Innovation and Performance  
Oluwaseun Olabode, Nathaniel Boso, Constantinos N. Leonidou and Magnus Hultman  

Knowledge Transfer Complexities between Headquarters and Subsidiaries of Multinational Corporations in Emerging Markets: A Resource-Advantage Theory Perspective  
Aniruddha Pangarkar  

Innovation Failure and Patents Application: Does it Matter for Attracting Foreign R&D Funds?  
Yu Li and Karena Yan  

Synthesizing International Entrepreneurial Branding Research: Thematic Analysis and Ontological Perspective  
Samuel Kusi, Peter Gabrielsson and Leonidas C. Leonidou  

Wednesday 22 May  
08:00-09:30 Session 4B  
-Sala Blas-  
Global Consumer Research  
Session Chair: Flora Kokkinaki  

When Anti-Globalization Stance and Global Brand Preference Coexist: The Curious Case of Conservative-Leaning U.S. Consumers  
Claudiu Dimofte  

The “Indie” Premium: How Independent Firms Create Product Value Across Cultures  
Alessandro Biraglia and Vasileios Davvetas  

Cross-Cultural Experimental Research in International Marketing – An Avenue to Overcome the Etic-Emic Dilemma?  
Hartmut Holzmueller, Sabrina Heix and Itzhak Gnizy  

Learning Consumer Preferences from Text Data  
Chris Glynn and Goksel Yalcinkaya  

We’re Not So Different: Collectivism Increases Perceived Homophily and Seeking User-Generated Content in Social Media  
James Leonhardt, Todd Pezzuti and Jae-Eun Namkoong
### Wednesday 22 May 08:00-09:30 Session 4C
**-Sala Piero-**

**Learning in the Global Classroom: Differentiating the Business Education Offer of a Global Business School**
**Session Chair: Robert Duke**

<table>
<thead>
<tr>
<th>Session Title</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>Internationalisation At Home*: How European Business and Marketing Programmes can Leverage In-School Opportunities to Develop the Critical Global Citizens Demanded by International Business Corporations</td>
<td>Tony Aldred</td>
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<tr>
<td>Resilience in the Global Classroom</td>
<td>Caterina Presi</td>
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<tr>
<td>Teaching Marketing Consultancy in a Global Classroom</td>
<td>Sally Chan</td>
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<tr>
<td>Uniting Nations Through Technology: Using Blended Learning in an International, Postgraduate Marketing Course</td>
<td>Tony Byng and Angela Carroll</td>
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</tbody>
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### 09:30-10:00 Break and Interactive Poster Session
**-Foyer-**

<table>
<thead>
<tr>
<th>Poster Title</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>The Power of Zhongyong on Religiosity, Church Identification, and Hedonic and Utilitarian Consumption</td>
<td>Jianfeng Li, Hongping Liu and Shengliang Deng</td>
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<tr>
<td>Singular Districts as a Diversification Strategy for Urban Tourism. Global Brands v / s Local brands. The case of Italia Distric (Chile) and Las Letras Distric (Madrid)</td>
<td>Stefania Pareti, Blanca García Henche and Erica Salvaj</td>
</tr>
<tr>
<td>How Can Blockchain Technology Affect Consumer-Brand Relationships in Global Markets?</td>
<td>Achilleas Boukis, George Christodoulides and Nikoletta Siamagka</td>
</tr>
<tr>
<td>Perceived Quality of Traceability Information and its Effect on Purchase Intention Towards Organic Food</td>
<td>Xiang Wu, Jie Xiong, Jie Yan and Han Wu</td>
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</tbody>
</table>
Wednesday 22 May
10:00-11:15 Session 5: Plenary
-Sala Felix-
Panel Discussion: Perspectives and Directions in Global Marketing
Session Chair: Costas Katsikeas

Panelists:
Jan-Benedict Steenkamp, University of North Carolina
Kelly Hewett, University of Tennessee
Valarie Zeithaml, University of North Carolina
Saeed Samiee, University of Tulsa

11:15-11:30 Break
-Foyer-

Wednesday 22 May
11.30-13:00 Session 6A:
-Sala Felix-
International Relationship Marketing and Channel Management
Session Chair: Anastasia Stathopoulou

A Closer Look at the Relationship between Brand Equity and Export Success in Experienced Exporters
Aysegul Özsomer and Ceren Sahin

Stressors and Opportunism: When and How Monitoring Matters in Intra and Inter Firm Relationships?
Ghasem Zaefarian, Zhaleh Najafi Tavani, Matthew Robson, Constantine Katsikeas and Tomas Hult

The Future of B2B Marketing: Blockchains, Smart Contracts, and Cryptocurrencies
Mieszko Mazur

A Cross-Cultural Examination of the Role of Perceived Privacy on Benefits Derived from Loyalty Programs
Anastasia Stathopoulou and George Balabanis

Managing Risk Through Developing the Ethical Business Climate
Fauzia Jabeen and Sherine Farouk
Wednesday 22 May
11:30-13:00 Session 6B
-Sala Blas-
Global Marketing Strategy II
Session Chair: Fabian Bartsch

B2B Buying Behavior Frameworks for Emerging Markets
Brandon Gustafson, Atanas Nik Nikolov, Joy Jiang and Janell Townsend

Institutions and Small Local Firms’ Marketing Strategies in Sub-Saharan Africa
Adesegun Oyedele and Fuat Firat

The Firm Value and Marketing Intensity Decisions in Conditions of Financial Constraint: A Comparative study of the Unit States and Latin America
Walter Palomino, Juan Timana and Julio Cerviño

The Role of COO in Advertising: A Developed World Perspective
Katharina Zeugner-Roth and Fabian Bartsch

Impact of Trade Protectionism on Firm’s Brand Strategy: Evidence from an Emerging Economy
Vera Rebiazina, Olga Kusraeva and Alexander Krasnikov

Wednesday 22 May
11:30-13:00 Session 6C
-Sala Piero-
Global Ethics, Sustainability, and Corporate Social Responsibility
Session Chair: Paris Argouslidis

Relative Generosity: Factors Altering the Effectiveness of Cause Sponsorships
Abdullah Almashayekhi, Ruby Lee, Colleen Harmeling and Rachel Hochstein

Bridging the Disciplinary Gap between Natural and Economic Ecosystems for Sustainability in Fisheries Management
Attila Pohlmann

The Effects of Corporate Social Responsibility and Corporate Culture on Securing Frontline Service Employee Support during a Product-Harm Crisis
Aniruddha Pangarkar

The Differential Effects of Performance Aspirations on CSR Engagement: A Cross-Cultural Investigation
Charalampos Saridakis and Sofia Angelidou

Consumer Responses to Eco-Innovations: The Interactive Roles of Ecological Country-Of-Manufacture, Eco-Friendly Attributes, and Need for Cognition
Nicholas G. Paparoidamis and Thi Thanh Huong - Jenny Tran

13:00-14:00 Lunch and Interactive Session
All posters from the interactive session on display during lunch
-Foyer-
Wednesday 22 May  
14:00-15:15 Session 7: Plenary  
-Sala Felix-  
Plenary Session II: Publishing in Scholarly Academic Journals: Some Guideposts  
Session Chair: David Stewart

Panellists:
Satish Jayachandran, University of South Carolina  
Jan-Benedict Steenkamp, University of North Carolina  
Jan Heide, University of Wisconsin  
Kelly Hewett, University of Tennessee  
Saeed Samiee, University of Tulsa  
Costas Katsikeas, Leeds University  
Douglas Hughes, Michigan State University  
Mark Peterson, University of Wyoming

15:15-15:30 Break  
-Foyer-

Wednesday 22 May  
15:30-17:00 Session 8A  
-Sala Felix-  
Global Brand Management  
Session Chair: Brett Josephson

Corporate Philanthropy and Perceptions of Brand Morality  
Roumpini Tsakona, John Cadogan, Paul Hughes and Laura Marie Schons

Cultural Influence on Brand Personality Preferences: Individualists Prefer Sophisticated and Competent Brands while Collectivists Prefer Sincere Brands  
Aulona Ulqinaku and Verdiana Giannetti

Determinants of Participation and Outcomes in a Cause Marketing Event: A Laddering Approach  
Poh-Lin Yeoh

Employees as Brand Ambassadors: The Role of Employees in Turning the Country-of-Origin-Image (COI) into a Country-Specific Advantage (COI-CSA)  
Mariana Suter, Alison Glaister and Felipe Borini

Internal Branding in the International Firm and Performance Implications  
Katharina Maria Hofer
Wednesday 22 May  
15:30-17:00 Session 8B 
-Sala Blas-  
Global Entrepreneurship 
Session Chair: Martin Johansson

Digital Entrepreneurial Marketing of Internationalizing SMEs: Case Evidence from the Health Sector  
Man Yang and Peter Gabrielsson

How Does Entrepreneurial Orientation Matter in Exporting? The Mediating Role of Product Development Capabilities in the Linkage Between Entrepreneurial Orientation and Export Performance  
Min Li, Xinning He, Carlos M.P. Sousa and Keith Brouthers

Knowledge Acquisition, Speed of Capability Development and Speed of SME Internationalization  
Mikael Hilmersson and Martin Johanson

International Entrepreneurial Opportunity Recognition: The Influencing Role of Dynamic Capability  
Linda Shi and Wade Danis

Export Venture Sustainability Strategies: An Examination of its Knowledge-Based Drivers, Boundary Conditions and Performance Consequences  
Arinze Christian Nwoba and Nilay Bicakcioglu

Wednesday 22 May  
15:30-17:00 Session 8C 
-Sala Piero-  
Developments in Global Marketing and Strategy: Empirical, Methodological and Theoretical Challenges 
Session Chair: Giuseppe Musarra 
Discussant: Alessandro Biraglia

How Important are Home Country Environments? Their Impact on Resources’ Allocation and Export Performance  
Raluca Mogos Descotes, Björn Walliser, Irena Vida, Hartmut Holzmueller and Dora Triki

Sustainable Marketing Programs: A Case of Developing Country  
Arvind Yadav, Shahin Assadinia, and Tiago Botelho

Big Social Data and Experience Design in the International Tourism Market: Applying a Value Co-Creation Based Approach to the Pompeii Archaeological Site  
Maria Teresa Cuomo, Debora Tortora, Giuseppe Festa, Alex Giordano, and Gerardino Metallo

How do Advertising and Distribution Exposure Create Brand Value? Differences for Domestic and Foreign Brands in Emerging Markets  
Martin Heinberg, H. Erkan Ozkaya and Markus Taube

Dangerous Hello Kitty: Cuteness Consumption and Consumers’ Risk Perception in the Global Market  
Alexis Yim, Annie Cui and Stephen He
Wednesday 22 May
19:30
Gala Dinner
Palacio San Miguel

Coaches from Four Seasons to Palacio San Miguel provided:

Departing Four Seasons at:
18:45 and 19:00

Return from Palacio San Miguel:
22:00, 22:30, 23:00 and 23:30

Thursday 23 May
09:00-12:30
SIG Meetings and Professional Development

Thursday 23 May
Check out and Departure
List of Conference Participants

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