



# 2026 AMA SUMMER ACADEMIC CONFERENCE

JULY 20 • VIRTUAL  
JULY 24-26 • DENVER, CO

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Monday, 20 July

8am

Poster

Virtual Poster Presentations

Venue - Ex Ordo Event Space

**Rolling Calories Gather No Buyers: How Dynamic Calorie Display Influences Purchase Intention**

» [Ms. Siyu Zhang](#), [Prof. Liangyan Wang](#)

**Churning habit and customer retention in subscription-based platforms**

» [Ms. Doaa Abdelazem](#)

**Human or AI? How the combination of nature conditions and environmental advice sources increase pro-environmental behavior**

» [Ms. Lixiao Geng](#), Mr. Peng Ning, Ms. Gaoyi Zhou, Ms. Biyan Xie, Ms. Mingxi He

**Can AI Deter Wardrobing? Evidence from AI-Based Intervention and Perceived Accountability**

» [Dr. Lakshmi Raj](#)

**The Impact of AI Adoption on Consumer Perceptions of Nonprofit Organizations**

» [Mr. Kengo Hayamizu](#)

**Multi-Disease Lumbar Spine Classification Using a Hybrid Deep Learning Framework with Clinical Explainability**

» [Ms. Suhani Gawate](#)

**Home at Work: Exploring How Families Manage Relationships and Negotiate Domestic Boundaries in an Era of Remote Work**

» [Ms. Anusheh Gauhar](#), Dr. Zeynep Arsel

**Between Hostile and Hospitable Offerings: The Case of the Menopause Market**

» [Ms. Alana Rivera Matos](#), Dr. Zeynep Arsel

**Preserving the Past: How Heritage Interpretation Content Shape Tourists' Stewardship Behavioral Intention**

» [Ms. Kiran Kumari](#)

**How Response Signals Shape Perceived Embodiment in Chatbots and Consumer Evaluations**

» [Mr. Wang Yingjie](#)

**Sustainable fashion consumption by township consumers in South Africa: Applying the Theory of Consumption Value (TCV)**

» [Dr. Mercy Makhitha](#), Dr. Thomas Dobbelstein, Dr. Kate Ngoben

**How Digital Food Provisioning Platforms Disrupt and Reassemble Household Food Practices**

» [Ms. Edna Mngusughun Denga](#), Dr. Zeynep Arsel

**TMT Alumni Networks, Corporate Misconduct, and Firm Performance: Evidence from China**

» [Ms. Yuting Huang](#), Dr. Hui Tian, Dr. Sheng Bi, [Mr. Ruoteng Xin](#)

**Preventing AI Home Service Design from Undermining Consumer Value and Acceptance**

» [Ms. Wenxuan Shi](#), Prof. Björn Frank

**Growing Through Adversity: How Resilience Narratives Shape Consumer Choice of Suboptimal Food**

» [Dr. XINYU LI](#)

**POSITIVE AND NEGATIVE COMMUNICATION STRATEGIES IN BRANDED APPS: EFFECTS ON BRAND RELATIONSHIP QUALITY**

» [Dr. Timmy H. Tseng](#), Dr. Sara H. Hsieh

**Why do people listen to others? Lessons from decision-making with online reviews**

» [Dr. Rae Yule Kim](#)



Continued from **Monday, 20 July**

**Feast-or-Famine Futures: Does Income Volatility Change How We Value Tomorrow?**

» [Dr. xiaofei song](#)

9am

**General**

**Consumer Behavior & Psychology | Identity, Social Norms, and Ethics in Modern Markets**

Venue - Virtual Room 1

**The Cost of Conscience: How Low Prices License the Consumption of Unethical AI**

» [Ms. Claire Zhong](#), [Dr. Jun Yang](#)

**The Polarization Paradox: How Social Norms Split Identity Markets**

» [Dr. Du Liu](#), [Ms. Yidan Zhang](#)

**When Medication Gets a Face: How Acute and Chronic Conditions Shape Preferences for Cool and Cute Anthropomorphism**

» [Ms. Zhi Zhou](#), [Dr. Ying Ding](#)

**Selling Without a Human? How AI Hosts Capture Attention in Livestream Commerce**

» [Dr. Hamed Azad Moghddam](#)

9am

**General**

**New Product Development, Innovation, and Technology | Virtual Competitive Paper Session**

Venue - Virtual Room 2

Organised by: Prof. JING ZHANG

**Smarter Fields, Smarter Choices: A Value-Driven Approach to Farmers' Adoption of Smart Farming Systems**

» [Ms. ZHU SUJUN](#), [Prof. JING ZHANG](#)

**Beyond Adoption: Linking Pre-Adoption Performance Expectations to Post-Adoption Continuance Intention toward Augmented Reality Try-on Applications**

» [Mrs. Rupali Anand Shirsat](#), [Prof. Dinesh Sharma](#), [Prof. Arti D. Kalro](#)

**From Objective Truth to Societal Acceptance: The Authentic Innovation Process**

» [Dr. Julie Moulard](#)

**Economic Prosperity and the Speed of Early Mobile Telephony Adoption Across Countries**

» [Dr. Mohammad Akbar](#), [Dr. Towhidul Islam](#)

**Characterizing The Innovative Designs of Sustainable Products —An Approach of Things That Trigger Things**

» [Prof. Iesheng Huang](#)

9am

**General**

**Service Marketing | Empowerment in Services**

Venue - Virtual Room 3

Organised by: [Dr. Dr. Md. Aslam Uddin](#)

9am

**General**

**Big Data and Artificial Intelligence | Consumer Response to AI Content & Ethics**

Venue - Virtual Room 4

Organised by: [Mr. Pradeep Kumar Sharma](#)

**Which AI Ethics Matter? Consumer Willingness to Pay for Ethical AI Attributes**

» [Mr. Benjamin Carroll](#), [Mr. Jianlong Zhou](#), [Prof. Paul Burke](#), [Prof. Sabine Ammon](#)

**Chain or Tree? How AI-Generated Product Information Influences Purchase Decisions Through Cognitive Load**

» [Prof. Xin Su](#), [Ms. Jia Liao](#)



Continued from Monday, 20 July

**Designed for You, But Not by You: Experiential Authorship Threat in AI-Mediated Hospitality and its Consequences**

» [Ms. Amrita Ajaykumar](#), Dr. Sreejesh S, Ms. Jaanhavi Tonk

**Writing for “Them” While Sounding Like “Me”: Generative AI as Glocal Fit Repair in Online Reviews**

» [Mr. Pradeep Kumar Sharma](#), Mr. Tianlin Zhou, Dr. Mark Arnold

**AI Transparency: A Systematic Review of Conceptions, Methods, and Findings**

» [Prof. Yaeri Kim](#), Ms. jeongmi lee, Dr. Seooui Hong, Ms. Jiwon Chung

10:30am

**General**

**Society, Public Policy, Social Responsibility, Sustainability, and Ethics | Virtual Competitive Paper Session**

Venue - Virtual Room 1

Organised by: Dr. Lara Khabbaz

**FLASH TALK | From Future Motivation to Green Intention: The Intertwined Roles of Social Pressure, Social Presence, and Perceived Consumer Effectiveness**

» [Mrs. XIAOQING ZHOU](#), Prof. JING ZHANG

**FLASH TALK | WHEN STIGMA EATS STRATEGY: WHY CELEBRITY ENDORSEMENTS AND REGULATORY SIGNALS FAIL IN THE ONLINE BETTING MARKET**

» [Dr. Henrique Campos Junior](#), Mr. Bruno Cunha Velame, Mr. Guilherme Boaventura Resende Schroeder, Mr. Manuel Augusto de Abreu Lema

**Seeing Ethics on the Shelf: How Moral Cues in Packaging Shape Consumer Behavior**

» [Mr. SHENGYAN LIU](#), Prof. JING ZHANG

**Marketing as a Moral Interface: Ethical Dualism in Digital Necessity Entrepreneurship during Crisis**

» Dr. Omayya Kuran, Prof. Maya Farah, [Dr. Lara Khabbaz](#)

**Managerial Practices for Digital Inclusion: Reducing Gender Inequality at the Base of the Pyramid**

» [Mr. Adil Akhtar](#), [Ms. Sandhya Venkatachalam](#)

**Shifting to a Minimalist Consumer Lifestyle: LESS as a Process Theory of Reduced Consumption**

» Dr. Tanvir Ahmed, [Mr. Riaz Mahmud](#)

10:30am

**General**

**B2B and Interorganizational Issues | Virtual Competitive Paper Session**

Venue - Virtual Room 2

**Interorganizational proximity and Marketing cooperation**

» [Dr. Mohammad reza Mazandarani](#), Prof. Marcelo Royo-Vela

**Decoding Relationship of Employee Based Brand Equity (EBBE) with Employee Affinity for Technology in B2B Organizations**

» [Dr. Neha Srivastava](#)

**WHEN B2B MARKET THREAT INTENSITY HURTS GROWTH: EVIDENCE ON THE ROLE OF CEO DUALITY**

» [Dr. Durgesh Pattanayak](#), Dr. Plavini Punyatoya

**MOVING BURIDAN'S DONKEY: HOW CATEGORY ADVISING CHANGES POSITIVE AND NEGATIVE DEVIANCES BETWEEN PRINCIPALS**

» [Ms. Erin Patel](#), Dr. Jody Crosno

10:30am

**General**

**Marketing Research & Marketing Analytics | Virtual Competitive Paper Session**

Venue - Virtual Room 3

**From Screen to Store: How Emotional Resolution in Movies Drives Post-Viewing Retail Behavior**

» [Dr. Bicheng Yang](#)



Continued from **Monday, 20 July**

**Can Brand Partnership Strategy Increase Purchase Intention for Sustainable Luxury Products? Exploring the Moderated Mediation Effects of Partner Brand Coolness, Functional Value, and Green Conspicuousness**

» [Dr. Chi-Cheng Luan](#), Ms. Shin-Ping Lu, Ms. Peiyan An

**From Signals to Stories in Marketing Science: Accuracy-Efficiency-Trustworthiness Tradeoffs in Binary Machine Learning Across Sample Sizes**

» [Dr. Hanieh Sardashti](#), Dr. Yifan Xie

10:30am

**General**

**Consumer Behavior & Psychology | Product Adoption and Evaluation**

Venue - Virtual Room 4

Organised by: Dr. Chenghu Zhang

**Seeking Stability or Embracing Change? The Impact of Residential Mobility on New Product Adoption**

» [Dr. Chenghu Zhang](#), Ms. Ai Deng, Ms. Ying Yue, Dr. Donghan Wang

**The Effect of Operational Depiction on Product Valuations**

» [Dr. Junghan Kim](#)

**Angular or Circular? Exploring the Influence of Logo Shape on Perceived Brand Innovativeness**

» [Ms. Xiaohong Yu](#), Dr. Dickson Tok, Dr. Dongjin He, Prof. Xing-Yu (Marcos) Chu

**The Impact of Temporal Location on Persuasiveness**

» [Ms. Ruiqi Dong](#), Dr. Yanliu Huang

12pm

**General**

**Branding | Virtual Competitive Paper Session**

Venue - Virtual Room 1

Organised by: Mr. Zishan Hassan

**What Makes A Logo Premium? How Brand Logo Kerning Affects Premium Brand Evaluation**

» [Ms. Yuxuan\(Elodie\) Sun](#), Mr. Youkai (Kyle) Xiao, Dr. Dickson Tok, Prof. Xing-Yu (Marcos) Chu, Prof. Yunhui Huang

**THE LOCAL AI ADVANTAGE: DOUBLE STANDARDS IN CONSUMER EVALUATIONS OF ARTIFICIAL INTELLIGENCE IN BRANDING**

» [Prof. Ghida Mehdi](#), [Dr. Ali Mahdi](#), Prof. Maya Farah

**RETHINKING BRAND IDENTITY: AN ADAPTIVE BRAND IDENTITY FRAMEWORK FOR THE DYNAMIC WORLD**

» [Mr. Hasan Mohammad Shovo](#), Dr. Jung Eun Lee

**Faces of the Brand: How Mascots on Product Packaging Shape Perceived Authenticity**

» [Mr. Saptarshi Majumder](#), Mr. Zishan Hassan

**User Reactions to Brand Acquisitions of Digital Platforms Understanding the Role of Complementarity, Communication and Engagement**

» [Ms. Fayola Nicholas](#)

12pm

**General**

**Marketing Strategy & Management | Virtual Competitive Paper Session**

Venue - Virtual Room 2

**Marketing as constraint, operations as catalyst? How non-technological organizational capabilities shape scalability**

» [Mr. Moritz Philipp Pinkenburg](#)

12pm

**General**

**Marketing Education | Virtual Competitive Paper Session**

Venue - Virtual Room 3

**LET THE DATA SPEAK: HOW CAN A SIMULATION-BASED DECISION SYSTEM QUANTIFY THE IMPACT OF MBTI PERSONALITY TRAITS ON MARKETING PERFORMANCE?**

» Prof. Chuan-Feng Shih, Ms. Hsin-Ju Chiang, [Ms. Hsin-Han Chiang](#)



Continued from **Monday, 20 July**

**Unveiling the Sparks: What Fuels Student Passion for University Performing Arts Centers?**

» [Dr. Mohammad Rahman](#), Dr. Feisal Murshed

**Bridging the Global Marketing Talent Gap: Using Social Sensemaking to Improve Assessment Equity and Performance**

» [Dr. Subroto Roy](#), Dr. Xinyi Lu

**Integrating Community-Based Learning with Social Media Marketing in Higher Education**

» [Dr. Tracy Khan](#)

**Friday, 24 July**

11:30am

**General**

**Luncheon Celebrating Jag Sheth - Open to all!**

*Venue - Colorado E-F*

1pm

**General**

**Marketing Strategy & Management | Thriving Through Change: Resilience and Adaptation**

*Venue - Denver 1-2*

Organised by: Dr. Fernando R. Jimenez

**Product Life Cycles and Portfolio Survival in the U.S. Auto Industry**

» [Dr. Amir Javadinia](#)

**Market-oriented Resilience and International Marketing Competence: Exploring Behavioral and Cognitive Dimensions**

» [Ms. Chenxin Xie](#), Prof. Zuohao Hu

**The True Cost of Cutting Advertising: Selection, Learning, and the Recovery Cycle**

» Dr. Yueying He, Dr. Yangen Li, [Dr. Fernando R. Jimenez](#)

**FLASH TALK | The Role of Franchise Structure on Firm Performance During the COVID-19 Pandemic**

» [Dr. Liwu Hsu](#), Dr. Chaehyun Pyun

**FLASH TALK | Reclaiming the Human Element in the Age of Generative AI: The 7 Anchors of Human-Centered Marketing as a Dynamic Capability**

» [Dr. Ryan Baltrip](#)

1pm

**General**

**Branding | Competitive Paper Session #1**

*Venue - Denver 3*

Organised by: Dr. Shirley Mai

**How New Should It Be? – The Effect of Brand-Congruent Product Newness on Consumer Adoption Intention**

» [Prof. Zhenfeng Ma](#), Dr. Yilin Wang

**Corporate conscientious brand (CCB): Examining brand authenticity, legitimacy, trust and consumer well-being in establishing brand loyalty**

» [Dr. Chao-Chin Huang](#)

**Liquid Death, Moral Debt: Ironic Naming and the Erosion of Healthfulness**

» [Dr. Smaraki Mohanty](#), [Dr. Shirley Chen](#), [Dr. Manaswini Acharya](#)

**WHISPERING BRANDS: HOW ASMR STIMULI IN SOCIAL MEDIA ADVERTISING SHAPE BRAND IMAGE THROUGH MENTAL IMAGERY AND FANTASY PRONENESS**

» Prof. Hui-Chih Wang, [Ms. Le Dieu Linh Nguyen](#), Mr. Shannaldo Karsten, Prof. Her-Sen Doong, Prof. Sheng-Ta Hsieh

**INTERRACIAL ADVERTISING: DIVERSITY AND BRAND HATE**

» [Dr. Shirley Mai](#), Dr. Brian Taillon



Continued from Friday, 24 July

**FLASH TALK | Effect of mortality salience on brand recommendation**

» [Dr. Siddhartha Kushwaha](#), Dr. Subhash Jha, Dr. George Deitz

1pm

**General**

**Society, Public Policy, Social Responsibility, Sustainability, and Ethics | How Governance and Institutions Shape the Marketplace**

Venue - Denver 4

Organised by: Dr. Julian K Saint Clair

**Putting the E in DEI: A Grounded Methodology Approach to Developing a Scientific Consensus on the Definition of Equity in Marketing**

» Mr. Ryan Hosinipur, [Dr. Julian K Saint Clair](#)

**ADVERTISED EMISSIONS: CALCULATING THE IMPACT OF ADVERTISING ON CLIMATE CHANGE?**

» [Prof. Sarah Turnbull](#), Ms. Omon Fagbamigbe, Dr. Karen Middleton, Dr. Alan Leonard

**DESIGNING SUSTAINABILITY ARCHITECTURE IN GLOBAL MOBILITY: A TYPOLOGY AND FUTURE RESEARCH AGENDA**

» [Mr. Mayank Shukla](#), Prof. Sridhar Guda

**How Sustainability Governance Emerges: Discursive Legitimation in Palm Oil Markets**

» [Mr. Rahmatullah Hamdard](#), Dr. Nitish Singh

**FLASH TALK | Refugee Entrepreneurial Identity as a Moral Signal: Implications for Consumer Support**

» [Mr. Rahmatullah Hamdard](#), Dr. Mark Arnold

**FLASH TALK | "My Money, But Not for Me": Balancing Psychological Ownership and Infringement Perceptions in Government Incentive Framing and Targeting**

» [Ms. Zoe Y. Lu](#)

**FLASH TALK | Creating With Compliance: A Student-Led Usability & Engagement Study Student Engagement With Compliance-Based Learning Materials in Digital Content and Social Media Education**

» [Ms. Marisa Peacock](#)

1pm

**General**

**B2B Marketing and Interorganizational Issues | Competitive Paper Session #1**

Venue - Denver 5-6

**Beyond the Polanyi Paradox in B2B Marketing: Leveraging AI to Extract Tacit User Knowledge in Product-Led Growth**

» [Dr. Subroto Roy](#)

**Who Should Get the Store? On the Competitive Value of Store Allocation Under Multi Brand Franchising**

» [Dr. Pushpinder Gill](#), Dr. Stephen Kim, Dr. Preetinder Kaur, Dr. Yang Pan

**Beyond Engagement Metrics: How Content Shapes Perceptions in B2B Social Media**

» [Mr. Vikas Arora](#), Prof. Jogendra Nayak

**Micro-Foundations of Value-Based Selling: The Roles of Purpose, Grit, and Marketing-Sales Rivalry**

» [Dr. Rakesh Singh](#), Dr. Sandeep Puri, Dr. Priyavrat Sanyal, Dr. Gautam Srivastava

**Collective Service Sensemaking in B2B Buying: How Decision-Making Units Interpret and Align Evaluations of Complex Service Offerings**

» [Prof. Kofi Osei-Frimpong](#), Dr. Nouha Berrada, Prof. Graeme McLean

1pm

**General**

**Consumer Behavior & Psychology | Digital Word-of-mouth**

Venue - Penrose 1

Organised by: Dr. Ozum Zor



Continued from Friday, 24 July

**Time-of-Day Effects in the Language of Online Reviews**

» [Dr. Ozum Zor](#), Dr. Kihyun Hannah Kim, Dr. Ashwani Monga

**From Unfair Words to Negative Buzz: Experimental Evidence on Review Unfairness and eWOM**

» [Mrs. Hikma Benlafqih](#), Prof. Kofi Osei-Frimpong, Prof. HECTOR GONZALEZ-JIMENEZ

**Why does word of mouth reduce status inferences? The mediating role of cultural capital**

» [Dr. Sona Klucarova](#), Dr. Xin He

**How Competence Stereotypes Limit the Spread of Mental Health Online Messaging**

» Ms. Tala Al-Marashdeh, [Ms. Fengshu Xie](#), Dr. Bruce Doré

1pm

**General**

**Journal of International Marketing | Awards Session**

Venue - Penrose 2

1pm

**General**

**Branding | Elevating Academic brand and visibility in the digital and AI age**

Venue - Colorado A-B

Organised by: Ali Besharat (Panel Chair) and Dr. Michael Wiles (Panel Chair)

1pm

**General**

**Leading with Impact: Challenges and strategies to succeed**

Venue - Colorado C-D

Organised by: Dr. Rebecca Slotegraaf (Panel Chair), Dr. Eli Jones (Discussant), Dr. Amy Ostrom (Discussant), and Dr. Beth Walker (Discussant)

1pm

**General**

**Journal of Marketing | Intensive Workshop**

Venue - Colorado G-H

1pm

**General**

**Marketing Research and Marketing Analytics | From Prompt to Pipeline: Coding Marketing Analytics with LLMs**

Venue - Colorado I-J

Organised by: Sarah Gelper (Panel Chair) and Michael Trusov (Panel Chair)

2:30pm

**General**

**Digital Marketing and Social Media | Formats and the Senses**

Venue - Denver 1-2

**STOP YELLING AT ME: Typographic Stress in Video Titles and SMI Performance**

» [Dr. Mahdi Niknejad](#)

**When Familiarity Liberates: How Spatial Familiarity Promotes Consumer Exploration**

» [Dr. Alex Yao](#), Mr. Shaokang Xu, Dr. Yeyi Liu

**Presence in Marketing and Related Fields: Conceptualization, Taxonomy, and Implications**

» [Dr. Reto Felix](#), Dr. Yuri Martirosyan, Dr. Xiaojing Sheng

**Virtual Crowding, Real Deterrence: How Immersive 360° Videos Reduce Overtourism Through Anticipatory Discomfort**

» [Mr. Nikolay Slivkin](#), Dr. Linda Hamdi-Kidar, Dr. Leila Elgaaied-Gambier

**Meme Magic: A Systematic Literature Review and Future Research Directions**

» [Dr. Rahul Pratap Singh Kaurav](#), Ms. Aayushi Sharma, Dr. Surabhi Koul



Continued from Friday, 24 July

2:30pm **General**  
**Consumer Behavior & Psychology | Emotional Well-being**  
*Venue - Denver 3*  
 Organised by: Prof. Ruzica Brecic

**The Paradox of Nostalgia: Why Fond Memories Can Undermine Demand for Extended Service Contract**  
 » Prof. Chun-Tuan Chang, Prof. Chiao Wen Brígida Cheng, Prof. Hsiao-Ching Lee, Mr. Jui-Yang Lin, Mr. Ting Hsuan Wey

**IMPLICIT-EXPLICIT (MIS)MATCH IN PARENT-CHILD FOOD ATTITUDES**  
 » Prof. Ruzica Brecic, Dr. Dario Cvencek, Dr. Ursa Bernardic

**Too Tired to Be Judged by Humans: Social Jetlag Increases Preference for AI through Social Anxiety**  
 » Dr. Xiaoyu Zhou, Dr. Yuxuan Chu, Mr. Liwei Zhang

**Becoming through the In-between: How Decentralized Online Platforms Emerge as Therapeutic Spaces**  
 » Mr. Shiekh Shahriar Ahmed, Mr. Mostofa Wahid Soykoth

**The Interactivity Paradox in Online Tourism: A Multi-Method Study of Human-Led Encounters and Double-Place Attachment**  
 » Mrs. Shuling Wu, Ms. Hui-Hsin Tsai

2:30pm **Panel**  
**AI SIG | Special Session**  
*Venue - Denver 4*  
 Organised by: Dr. Yakov Bart (Convenor)

2:30pm **Panel**  
**Marketing and Society SIG | THE MULTI-DIMENSIONALITY OF PUBLIC POLICY RESEARCH**  
*Venue - Denver 5-6*  
 Organised by: Dr. Shashi Matta (Convenor) and Dr. David W Stewart (Convenor)

**Marketing and Society SIG (MASSIG) Special Session: THE MULTI-DIMENSIONALITY OF PUBLIC POLICY RESEARCH**  
 » Dr. David W Stewart, Dr. Shashi Matta, Dr. Arianna Uhalde, Mr. Maximilian Bauer, Mr. Rajeev Gopalakrishnan

2:30pm **Panel**  
**Marketing Communication SIG | Ten Practical Tips to Help Your Papers Succeed in Peer Review**  
*Venue - Penrose 1*  
 Organised by: Dr. Colin Campbell (Convenor), Dr. Tyler Milfeld (Convenor), Dr. Jisu Huh (Convenor), and Prof. Kate Pounders (Convenor)

2:30pm **General**  
**Journal of Public Policy and Marketing | Awards Session**  
*Venue - Penrose 2*

2:30pm **General**  
**Sheth Medal Session**  
*Venue - Colorado A-B*  
 Organised by: Dr. Anders Gustafsson

2:30pm **General**  
**Award-Winning Teaching Techniques: Strategies That Drive Student Outcomes & Lasting Impact**  
*Venue - Colorado C-D*  
 Organised by: Dr. Chris Huseman (Panel Chair) and Dr. Mark Wolters (Panel Chair)



Continued from **Friday, 24 July**

2:30pm **General**  
**Service Marketing | Track Chair Special Session**  
*Venue - Colorado I-J*

4pm **General**  
**Service Marketing | Tips, Gifts, and Fine Print: The Hidden Signals in Service**  
*Venue - Denver 1-2*  
Organised by: Ms. Matilda Vevera

**Navigating Online and Offline Tours: A Netnography of Omnichannel Experience Journey on the Airbnb Online Experience Platform**  
» [Dr. Huimin Liu](#), Prof. Wesley Roehl

**Tipping as a Strategic Signal: When Platforms Should Ask for a Tip**  
» [Dr. Mohammad Pasham](#), Dr. Zachary Arens, Dr. Eric Gonzalez Sanchez

**BEYOND THE BALLOT BOX: HOW POLITICAL IDEOLOGY SHAPES CUSTOMER TIPPING BEHAVIOR IN SERVICE ENCOUNTERS**  
» Dr. Sina Aghaie, [Dr. FULYA ACIKGOZ](#), Ms. Jiahui Wang, Prof. Muzaffer Uysal

**When Insurance Signals Safety: How Coverage Increases Consumer Preference for High- Risk Therapies**  
» [Ms. Matilda Vevera](#), Dr. Colleen Harmeling, Dr. Cammy Crolc

**Does a gift in a captive service make me feel better? Examining consumer emotions on firm performance.**  
» [Dr. Martha Troncoza](#)

4pm **General**  
**Big Data and Artificial Intelligence | AI Norms, Governance & Disclosure**  
*Venue - Denver 3*  
Organised by: Prof. zahra Atf

**NORM-GOVERNED HUMAN-AI CO-CREATION IN MARKETING: AN ARTIFICIAL COLLECTIVE INTENTIONALITY FRAMEWORK**  
» [Prof. zahra Atf](#), Prof. Peter Lewis

**AUTONOMOUS AI AGENTS FOR MARKETING IDEATION: DESIGN AND VALIDATION OF TESTS ON IDEA CREATIVITY, QUALITY, AND ADOPTION INTENTION**  
» [Prof. Victor Santos](#), Prof. Rui Murta

**Algorithmic Normativity Pressure: When “Most Popular” Recommendations Reduce Consumer Engagement**  
» [Mr. Souvik Singha](#), Dr. Sreejesh S, Ms. Anagha R B

**Mitigating AI Aversion Through Disclosure Framing: Field Experimental Evidence from AI-Created Webcomics**  
» Dr. Yan Lin, [Ms. YUTONG MA](#), Prof. Yulin Fang, Prof. Matthew Ting Chi Liu, Mr. Jinglong Zhang

4pm **General**  
**Digital Marketing and Social Media | Brand and Consumer Engagement and Disengagement**  
*Venue - Denver 4*

**From Engagement to Disengagement: Dynamic Effects of Streak Goals**  
» [Ms. Yue Liang](#), Dr. Robert Palmatier, Dr. Oliver Rutz

**When Brands Close the Conversation: Comment-Disabling, Perceived Sincerity, and Crisis Diffusion on Social Media**  
» [Dr. shiyong zheng](#), [Dr. Sonjaya Singh Gaur](#), Dr. Junyun Liao, Dr. Peng Du



Continued from Friday, 24 July

**Reconciling Commercialization and Engagement: The Optimal Role of Usage Experience Sharing in Influencer Marketing**

» [Dr. Yiwen Chen](#), [Dr. Li Chen](#)

**When Grammatical Errors Signal Authenticity: Public Figures' Social Media Communication and Engagement**

» [Mr. Faiyaz Hussain](#), Dr. Mike Breazeale, Mr. Alessandro Foca, Dr. Paulo Gomes

**When Brands Stop Posting: The Brand Consequences of Social Media Inactivity**

» [Dr. Joanna Pishko](#), [Dr. Hualu Zheng](#)

4pm

**General**

**Consumer Behavior & Psychology | Sustainable Consumer Behavior**

Venue - Denver 5-6

Organised by: Dr. Angela Yi

**Turning Users into Allies: How 'We'-Framing Shapes Circular Consumer Behaviour**

» [Mrs. Julia Schulze Bolling](#)

**Green or Save? Value-Framed Recommendation Nudges Across the Purchase Journey**

» [Mr. Eric Schell](#), Mr. Julian Schmitz, Dr. Tobias Röding, Prof. Hanna Schramm-Klein

**DESIGNING EFFECTIVE CARBON LABELS: THE ROLE OF EXTERNAL REFERENCES**

» [Dr. Archana Mannem](#), Dr. Andrea Tangari

**Psychological Ownership and Brand Loyalty in Environmental CSR: Evidence from Message Framing and Brand Usage Contexts**

» [Dr. Fatma Hilal Ergen Keles](#)

4pm

**General**

**Advertising and Marketing Communications | Digital Marketing**

Venue - Penrose 1

Organised by: Dr. Ninh Nguyen

**How Advertising Works in High-Intent Digital Environments: Timing, Format, and Repetition in Retail Media Networks**

» [Mr. Marcello Ferreira](#), Dr. Carla Ramos, Dr. Danny Claro

**More Recency Rules: Experimentally Investigating Effects of Serial Ad Position, Ad Type, and Engagement on Podcast Ad Effectiveness**

» [Dr. Nate Fisher](#)

**Understanding Influence in Digital Advertising: A Multimodal Process Model of Problematic Advertising**

» [Mr. Khalandar Badrulla Kammur](#), Mrs. Ensieh Alidadiani, Mr. Baba Nagireddypalli, Mr. Praneeth Inturi

**Empathy Beyond Humanity: Unlocking The Potential of Virtual Influencers in Brand Evangelism**

» [Dr. Trung Dam-Huy Thai](#), [Ms. Bui Trinh](#), Dr. Ninh Nguyen, Dr. Daniel A. Sanchez-Loor, [Mr. Harvey Hoang-Anh Ly](#), Prof. Quan Tran Ha Minh

4pm

**General**

**Journal of Marketing Research | ERB Meeting (Invite Only)**

Venue - Penrose 2

4pm

**General**

**Consumer Behavior | Breaking Barriers - How to conduct multi-method consumer research**

Venue - Colorado A-B

Organised by: Dr. Robin Coulter (Panel Chair), Matt Godfrey (Panel Chair), Kelly Herd (Panel Chair), Tami Kim (Panel Chair), and Dr. Girish Mallapragada (Panel Chair)



Continued from Friday, 24 July

- 4pm **General**  
**Teaching Impact session: Teaching AI with AI: Prompt engineering, guardrails and assignments**  
*Venue - Colorado C-D*  
Organised by: Dr. Sarah Fischback (Panel Chair) and Dr. Michael Pettiette (Panel Chair)
- 4pm **Panel**  
**Society, Public Policy, Social Responsibility, Sustainability, and Ethics | Responsible AI and Market Toxicity: Co-Creating Value Through Marketing and Consumer Practices in Service Ecosystems**  
*Venue - Colorado I-J*  
Organised by: Dr. Melissa Akaka (Convenor, Panel Chair), Dr. Hope Jensen Schau (Discussant), Dr. Ashok Kaliyamurthy (Discussant), Dr. Martin Key (Discussant), and Prof. Lora Louise Broady (Discussant)
- 5:30pm **Poster**  
**Poster Reception**  
*Venue - Colorado E-F*

**Faith Under Constraint: How Immigrant Muslim Consumers Navigate Halal Consumption in Multicultural Markets**

» [Mr. SIFAT MD IFTEKHAR BHUIYAN](#)

**Facing Sustainability: How Visible Facial Recognition Authentication Spurs Green Consumption via Self-Enhancement**

» [Dr. Zixuan Huang](#), [Dr. Xiaoxiao Qi](#)

**Employee-Led Anthropomorphism Disclosure in Generative AI Service Recovery: Mirrored Mind-Perception Pathways for Customers and Frontline Employees**

» [Dr. Xiaoxiao Qi](#), [Dr. Zixuan Huang](#)

**When Brand Gender Meets Brand Transgressions: A Conceptual Framework for Consumer Evaluations and Forgiveness of Negative Brand Events**

» [Ms. Zahra Babazadeh](#)

**Does selling orientation (SO) complement or substitute for customer orientation (CO) on sales performance in highly pressured sales situations?**

» [Dr. Youngsu Lee](#), [Dr. Tim Heinze](#)

**INSIGHTS FROM INTERDISCIPLINARY LITERATURE ON SOCIAL MOBILITY**

» [Dr. Xianfang Zeng](#)

**SOCIAL MOBILITY BELIEF AND HELPING BEHAVIOR**

» [Dr. Xianfang Zeng](#)

**Navigating the Employee Influencer Role: Tensions of Role Ambiguity, Authenticity, and Ineffective Rewards**

» [Dr. Holly Syrdal](#), [Dr. Floyd Quinn](#), [Dr. Renee Gravois](#)

**Dark Agents – How AI Companions Increase User Engagement and Promote the Development of a Parasocial Preference**

» [Ms. Lara Fröbel](#), [Prof. Peter Kenning](#)

**Customer Relationships with Patron-Donors in Performing Arts: The Role of Taste and Engagement Variety**

» [Ms. Xiaoying Feng](#), [Dr. Eunhyu Lee](#)

**How Different Service Formats Alleviate Consumer Loneliness: The Interactive Role of Continuity and Community**

» [Mr. Abhishek Abhishek](#), [Dr. Deepak S Kumar](#)

**HAVE YOU LIVED THROUGH THE STORY? EXPLORING THE LIMITATIONS OF INCLUSION IN VIRTUAL VERSUS HUMAN INFLUENCER MARKETING**

» [Ms. Sana Rehmat](#)



Continued from Friday, 24 July

**Beyond Service Quality: Conceptualizing Butler Service in Hospitality Industry**

» [Dr. Huimin Liu](#), Mr. Yuan Xu

**A Multi-Method Study of the Impact of Marketing Standardization on Financial and Brand-Level Outcomes in India.**

» [Dr. Ashik Shafi](#)

**Contextual and Personalized AI-Based Recommendations: The Role of Human Touch**

» [Dr. Tekila Harley Nobile](#), Dr. Salvatore Maione

**From Human-Like Cues to Self-Reflection: How AI Recommendations Reshape Consumer Reflexivity**

» [Mr. EN CHEN](#), Dr. Jie Meng, Dr. Safak Dogan

**How Community and Player Affiliation Shape Brand Loyalty in Sports**

» Mr. Janmajaya Kailash, [Dr. Abhishek Nirjar](#)

**Cultural Tightness–Looseness as an Institutional Driver of Retail Market Development and Private Label Brand Performance Worldwide**

» [Dr. Tribikram Budhathoki](#)

**From Spotlight to Storage: How Visual Complexity Shapes Clothing Utilization**

» [Dr. Wenna Han](#), Dr. Ravi Mehta

**EARLY, LATE, OR NEVER? WHEN A CHATBOT SHOULD HANDOVER CUSTOMER SERVICE CONVERSATION TO A HUMAN SERVICE AGENT**

» [Mr. Tianlin Zhou](#), Mr. Pradeep Kumar Sharma, Dr. Mark Arnold

**FROM DUBAI TO SEOUL TO THE WORLD: HOW A “DUBAI CHEWY COOKIE” BECAME A K-FOOD SOCIAL MEDIA PHENOMENON AND RESHAPED GLOBAL FOOD TRENDS**

» [Dr. Minji Kim](#)

**My First Finance Advisor: The Role of Parental Style on Children’s Financial Socialization**

» [Ms. Yi-Ting Chu](#), Dr. Meng Hsien (Jenny) Lin

**SHADOW R&D: A STRATEGIC FRAMEWORK FOR PREDICTING ADVERSARIAL CONSUMER LABOR IN FANDOMS**

» [Ms. Ada Campbell](#)

**Towards Sustainable Workplace Well-Being: The Collaboration Between Luxury Frontline Employees and Service Robots**

» [Ms. Jiarui Li](#), Dr. Jiyun Kang

**Mobilizing Non-Market Actors: A Process Model for Cultivating Market Visioning Competence in Sustainable IoT**

» [Mr. Tushar Choudhary](#)

**From Private Feelings to Public Displays: Quiet Resistance through the Commodification of Intimate Emotion on Social Media**

» [Mrs. Rafaela Canova Davide](#)

**User Generated Content and Consumer Purchase Intention in an Emerging Economy: Mediating Role of Information Diagnosticity and Trust**

» [Dr. Samuel Chukwudi Ilodigwe](#), Dr. Uche Lilian Ozoh

**Too Popular or Too Human? How Contagion-Relevant Cues Undermine Common Product Strategies**

» [Ms. Xia Hou](#), Ms. Lifang Liao, Prof. Chaohong Shen

**WHEN THE BUBBLE CRASHES: HOW BRAND NFT PRICE CRASH UNDERMINE TRUST AND TRIGGER NEGATIVE WORD-OF-MOUTH**

» [Mr. Tianlin Zhou](#), Mr. Pradeep Kumar Sharma, Dr. Mark Arnold

**NOT ALL MANIPULATION CHECKS ARE CREATED EQUAL: A CLASSIFICATION SCHEMA OF MEASURES OF MANIPULATED VARIABLES**

» [Dr. Rodolfo Rocha](#), Dr. Felipe Affonso



Continued from Friday, 24 July

**Impact of Collaborative Live Streaming on Streamer Performance and Platform Outcomes: Evidence from Twitch**

» [Ms. Qi Wu](#), Prof. Andrew Crecelius

**Anthropomorphism beyond Boundaries: Romanticizing with the Virtual Agents**

» [Prof. Shilpi Jain](#), Dr. Surabhi Koul, Mr. Sahil Dua

**Beyond AI: A Sense-Making Aligned AI Supported Learning (SM-AISL) Framework for Marketing Education**

» [Dr. Sanjukta Pookulangara](#), Dr. Inci Toral, Prof. Sarah Montano

**How Privacy Law Knowledge Shapes Consumer Adoption of AI Personalization: The Role of Perceived Control Loss**

» [Mr. Hu Junkai](#), Mr. Xu Zhiqi, Prof. Yuan Shaofeng

**HPV Vaccination, Oral HPV Infection, and the Prevention of HPV-Associated Oropharyngeal Cancer: A Narrative Review**

» [Ms. Amalia Abraham](#), [Ms. Isabella Martinez Alvarez](#), [Ms. Gabriela Perez Alvarez](#), [Ms. Jennifer Gomez](#), Mr. Noel Barengo

**Navigating the high-tech tipping point: How learning orientation protects job satisfaction among salespeople working in automated environments**

» Dr. Ashish Kalra, [Dr. Shivan Patel](#)

**From RFM to RFMB: Accounting for Promotional Interaction in Customer Lifetime Value**

» [Dr. Lina Xu](#)

**When AI Meets Nations: Cross-National Emotional Responses Toward AI Interfaces in E-Commerce**

» Ms. Yeyen Pratika, [Ms. Suryeon Choj](#), Prof. Jeong Eun Park

**Segmentation with Nominal Data: Should We Use LCA or DBSCAN?**

» [Prof. Velitchka Kaltcheva](#), Prof. Anthony Patino, Prof. Dennis Pitta

**Is Cash Still the Most Painful Payment Method?: Exploring A Generational Shift**

» [Ms. Sunhee Yoo](#), Dr. Jiao Zhang, Dr. Ashley Angulo

**HOW BRAND MYSTERY AND FASHION BRAND ENGAGEMENT INFLUENCE IMPULSE BUYING AMONG GEN Z AND MILLENNIALS IN THE UNITED STATES**

» Dr. Caroline Kopot, [Ms. Fara Az Zahra Rahman](#)

**Age of Generative AI: The Cognitive and Cultural Dynamics in Consumer Confidence**

» [Mr. Pradeep Kumar Sharma](#), Mr. Tianlin Zhou, Dr. Mark Arnold

**STILL FEELING LUXURIOUS? EXAMINING A BRAND'S SELLING STYLE IN LIVE STREAM COMMERCE**

» Dr. Caroline Kopot, [Ms. Fara Az Zahra Rahman](#), Dr. Primidya Kartika Miranda Soesilo

**When AI Sparks Situational Interest and Flow Experience in Marketing Education**

» [Dr. Bardia Batala](#), Dr. Arash Valipour, Dr. Gokcen Arkali Olcay

**How to Prepare the Company for Unexpected Change: Antecedents of Higher-Order Dynamic Capabilities**

» [Dr. Alina Czaplá](#)

**Engineering Beauty, Losing Warmth: Consumer Perceptions of Lab-Created Luxury Goods**

» [Prof. Myoung-jin Chae](#), Prof. Molan Kim

**Constructing Social Marketing Paths for Resilient Communities: The Impact of Resilience Transferability on Volunteering Intention, Adventure Recreational Activity Satisfaction, and Loyalty**

» [Dr. Wen Cheng Chu](#), Mrs. Shu-Hui Chang, Ms. Yi-Ting Chu, Mr. Yi-Chi Chu

**The Algorithm Wears Prada: Divergent Effects of AI Disclosure on Heritage vs. Modern Luxury Brands**

» [Ms. Zijun Lan](#), Dr. Rhonwyn Vaudrey



Continued from Friday, 24 July

**Client-Based Projects in Marketing Education: How Role Fidelity and External Accountability Relate to Students' Understanding, Satisfaction, and Confidence**

» [Prof. Keith Quesenberry](#), Dr. David Hagenbuch, Dr. Adrienne Wallace

**Consumer Responses to AI Involvement in Product Creation**

» [Dr. Daniel Todorovic](#), Dr. Meng Zhu, Dr. Mario Pandelaere

**Who You Sell To Matters: How Buyer Type Shapes Disclosure in the Used Market**

» [Ms. Jihee Hwang](#), Dr. Mauricio Palmeira, Dr. Carter Morgan

**Medical Tourism and Cross-Border Value Creation: Integrating Transaction Costs, Resources, and Distance**

» Ms. Pouneh Sadeghi Shabestari, [Mr. Reza Pedarpour Vajargah](#)

**Exploring the complexity of sustainable food system transitions through a novel, participatory game-based methodology**

» [Ms. Emily Moschowits](#), [Prof. Natalia Mæhle](#)

**THE IMPACT OF INFORMATION SEEKING, FUNTOUCH, AND SOCIAL SELF IMAGE ON CONSUMERS' SELF BRAND CONNECTION AND PURCHASE INTENTION IN ASMR UNBOXING VIDEOS**

» [Dr. Reza Fazli-Salehi](#), Dr. Garth Harris, Dr. Myra Wang

**Bridging the Intention-behavior Gap: A Sustainability-driven Brand Ecosystem**

» [Ms. Bingxin Leng](#), Prof. Dana Alden, Prof. Qimei Chen

**A Comparison of Individual and Group Service Failures in the Airline Industry: Effects of Different Service Recovery Strategies**

» Mr. SZUYING LEE, [Dr. SONGYUAN WU](#), [Prof. MIAO MIAO](#)

**The effect of content congruence and types of advertising content on online videos**

» Mr. DONGXING SHEN, [Dr. SONGYUAN WU](#), Prof. MIAO MIAO

**The Impact of Distribution Channels on Perceived Authenticity and Purchase Intentions**

» [Dr. Ayan Bhattacharyya](#)

**"We" vs. "Me": How Managers' Goal Framing Shapes Psychological Safety and Employee Voice**

» [Prof. Yoko Sugitani](#), Prof. Taku Togawa, Prof. Naoto Onzo

**The Impact of AI-Enabled ERP on Market Agility and Trust in B2B Co-Creation**

» [Prof. George Shen](#)

**Beyond Redemption: Effect of Exposure to Checkout Coupons on Consumer Choice**

» [Prof. Hiroaki Ishii](#), Prof. Taku Togawa, Prof. Takanori Suda, Ms. Yuki Bando, Ms. Tomoka Mitsuhashi, Mr. Koki Sekinada, Prof. Naoto Onzo

**Not So Different After All: Learning Approach Preferences of Principles of Marketing Students**

» [Dr. William T. Faranda](#), Dr. Theresa Clarke, Dr. Irvine Clarke III

**From Range Anxiety to Charging Panic: The Negative Spillover Effect of Energy Supply Shocks on the Performance of New Energy Vehicle Drivers**

» [Ms. Qingxin Xie](#)

**Beyond Flawless Faces: When and Why Aesthetic Imperfections Signal Authenticity in Luxury Beauty Advertising**

» [Ms. Boyang Ding](#)

**The Signaling Split in Digital Commerce: When Security Is Built In, Do Trust Signals Still Matter?**

» [Dr. Miri Chung](#), Dr. Younghun Chae

**Marketing Measurement in the Age of AdTech: Reclassifying Cost-Per Campaign Metrics**

» [Ms. Mikaela Harris](#)



Continued from Friday, 24 July

**Adjusting the Message: Chiropractic Promotional Strategies for Diverse Populations in the Mid-Atlantic U.S.**

» [Ms. Sara Legnola](#)

**Does Robot Color Matter? The Impact of Robot-Brand Color Match on Brand Coherence and Consumer Outcomes**

» [Ms. Kyoungmin Lee](#), Prof. Woojung Chang

**“Buy-One-Get-One-Free” versus “Share-With-a-Friend” Deals: A Construal-Level Approach to Promotion Framing**

» [Prof. Ying-Ching Lin](#), Prof. Chiu-chi Angela Chang

**The Upper Funnel Effects of Digital Advertising: A Meta-Analysis**

» [Ms. Kristin Lindrud](#), Dr. Mansur Khamitov, Dr. Simon Blanchard, Dr. Mahima Hada

**THE IMPACT OF HAPTIC IMAGERY, PACKAGING, AND INTERACTIVITY ON CONSUMERS' SELF BRAND CONNECTION AND PURCHASE INTENTION IN ASMR UNBOXING VIDEOS**

» [Dr. Reza Fazli-Salehi](#), Dr. Garth Harris, Dr. Myra Wang

**Exploring the Development of Professionalism in HEI Through Experiential Learning Projects with Industry Partners**

» [Dr. Victoria Hailey](#), Dr. Brenda Flannery

**STREAMER GENDER AND GREEN PRODUCT SALES IN LIVESTREAMING E-COMMERCE: A GENDER STEREOTYPE VIEW**

» [Dr. Xiaojuan Hu](#), Dr. Ruohong Hao

**AI-Mediated Confidants: Exploring Consumer Use Intentions of Mental Health Chatbots**

» [Dr. Elyria Kemp](#), Dr. Nwamaka Anaza, Dr. Scott Phillips

**Conceptualizing Undocumented Immigrant Consumers: Exclusion, Resilience, and Coping through a Socio-Ecological Lens**

» [Dr. Haeran Jae](#), Dr. Devon DelVecchio

6pm

**General**

**Reception to Celebrate Beth Walker**

Venue - Venue TBD

Saturday, 25 July

7:30am

**General**

**Breakfast**

Venue - Colorado E-F

8am

**General**

**Branding | Competitive Paper Session #2**

Venue - Denver 1-2

Organised by: Dr. Manaswini Acharya

**Dynamic shifts in Brand Architecture and firm performance**

» [Mr. Madhur Mohan](#), Prof. Sundar Bharadwaj, Ms. Sakshi Sanjay Babar

**Governing Brand Agility Under Artificial Intelligence**

» [Dr. Manaswini Acharya](#), Dr. Mayukh Dass, Dr. Abhishek Nirjar

**The Effects of Today's Political Environment on Rebranding**

» [Dr. Eric Van Steenburg](#), [Ms. Kinley Walters](#)

**WHY CONSUMER PARTICIPATE IN VALUE CO-CREATION WITH A BRAND? THE CASE OF GAME MODDING COMMUNITY.**

» [Dr. Magdalena Hofman-Kohlmeyer](#)

**Knock-offs or Authentic Brands: Understanding the Growing Dupe Market**

» [Dr. Christine Kowalczyk](#), Dr. Erika Katherine Johnson



Continued from **Saturday, 25 July**

8am **General**  
**Marketing Education | HUMAN FLOURISHING INNOVATION: A NOVEL DESIGN THINKING METHOD FOR BUSINESS STUDENTS AND PROFESSIONALS**

Venue - Denver 3

8am **General**  
**Society, Public Policy, Social Responsibility, Sustainability, and Ethics | Vulnerability and Voice in the Marketplace**

Venue - Denver 4

Organised by: Dr. Nicole Davis

**Epistemic Injustice and Consumer Dignity: How Service Systems Silence, Exclude, and Undermine Voice**

» [Prof. Lynn Sudbury-Riley](#), Prof. Pippa Hunter-Jones, Prof. Michael Haenlein, Prof. Michael Brady, Mr. Michael Burrage

**Managing Vulnerable Populations (MVP): A Customer-Centric Conceptual Framework Informed by a Longitudinal Nonprofit Collaboration**

» [Ms. Ishita Nagpal](#), Dr. Denish Shah

**The impact of comfort on at-risk consumer's store choice behavior**

» [Dr. Junzhou Zhang](#), Dr. Chuanyi Tang, Dr. Harry Zhang, Dr. Kristina Harrison

**The Effect of Recipient's Gender on Donation Behavior**

» [Dr. Nicole Davis](#), Dr. Julio Sevilla, Dr. Elham Yazdani, Dr. Anindita Chakravarty

**Understanding Well-being in the Content Creator Economy**

» Dr. Christian Hughes, [Dr. Vamsi Kanuri](#)

8am **General**  
**Marketing Research & Marketing Analytics | Marketing Analytics**

Venue - Denver 5-6

Organised by: Dr. naveen donthu

**Optimal Decisions for Repeated A/B Testing Programs**

» [Dr. Elea Feit](#), Dr. Ron Berman

**Deceptive essences: How essentialist bias impedes theory development for formative scales**

» [Dr. Gavin Wu](#)

**Bibliometrics in Marketing Research: Growth, Practices, and Methodological Implications**

» Dr. naveen donthu, [Mr. Annur Sifat](#)

8am **General**  
**The Criticality of Wellness in Maximizing Impact**

Venue - Penrose 1

Organised by: Dr. Colleen Harmeling

8am **General**  
**Sales Force Management and Personal Selling | Boosting synergy in sales research teaching & practice 1**

Venue - Penrose 2

Organised by: Dr. Molly Burchett (Panel Chair), Dr. Murali Mantrala (Panel Chair), Dr. Bernie Jaworski (Discussant), Dr. Brian Murtha (Discussant), Dr. Kristen Helling (Discussant), and Dr. Eli Jones (Panel Chair)



Continued from **Saturday, 25 July**

8am **General**  
**New Product Development, Innovation, and Technology | What's next for innovation? Research, practice, and teaching perspectives**

*Venue - Colorado A-B*

Organised by: Dr. Deepa Chandrasekaran, Dr. Suyun Mah (Panel Chair), Dr. Minu Kumar (Discussant), Dr. Aric Rindfleisch (Discussant), Dr. K. Sivakumar (Discussant), and Dr. Rebecca Slotegraaf (Discussant)

8am **General**  
**Marketing Strategy and Management | New frontiers and unresolved conundrums in marketing strategy: An interactive special session to develop future research directions**

*Venue - Colorado C-D*

Organised by: Dr. Hui Feng (Panel Chair), Dr. Julian Wichmann (Panel Chair), and Dr. Xiaoxu Wu (Panel Chair)

8am **General**  
**Scholarly Impact: From Idea to Contribution: A Hands-On Developmental Workshop for Early-Career Scholars**

*Venue - Colorado G-H*

Organised by: Dr. Nandini Nim (Panel Chair) and Dr. Jonathan Zhang (Panel Chair)

8am **General**  
**Journal of Marketing | ERB Meeting (Invite Only)**

*Venue - Colorado I-J*

9:15am **General**  
**Coffee Break**  
*Venue - Colorado E-F*

9:30am **General**  
**Consumer Behavior & Psychology | Interactive Technologies**

*Venue - Denver 1-2*

Organised by: Mrs. Anja von Bosse

**Matching Immersion with Newness: How Experiential Fit Enhances Consumer Evaluation of New Products**

» Prof. Rong Chen, [Dr. Tongtong Yan](#)

**Beyond Rationality: New Perspectives on the Adoption of Immersive Technologies**

» [Mrs. Anja von Bosse](#), Prof. Philipp Rauschnabel

**Breaking Virtual Barriers: Assessing Readiness for VR Integration in Education**

» [Ms. Nia Chunashvili](#), Dr. Ilia Gugenishvili, Prof. Anna-Greta Nyström, Prof. Malin Brännback

**Automated Convenience, Automated Waste? How Self-Service Kiosks Promote Unsustainable Consumer Choices**

» Prof. Chun-Tuan Chang, Prof. Hsiao-Ching Lee, Ms. Yu-Tyng Ou, [Mr. Ting Hsuan Wey](#)

**Service robots will make you wait: How service robots influence intertemporal choice**

» [Dr. Xiaoyu Zhou](#), Dr. Shixin Li, Dr. Qinxue Bai, Prof. Jianping Liang

9:30am **General**  
**Big Data and Artificial Intelligence | AI Methods for Marketing Analytics**

*Venue - Denver 3*

Organised by: Prof. Mark Yi-Chen Yim

**Who Gets Voted Up—and When? Reviewer Attributes, Visual Signals, and the Dynamics of Online Review Helpfulness**

» [Prof. Ioothwan Seo](#), Dr. Jiseon Lee, Prof. Mark Yi-Chen Yim, Prof. Bumsoo Kim



Continued from **Saturday, 25 July**

**Machines or Humans: Are Generative AI and Amazon Product Reviews Substitutes or Complements?**

» [Ms. Hanzhi Li](#), Dr. Huwail Alantari, Prof. Imran Currim

**Interpretable AI-Driven Segmentation for E-Commerce: The ICIF Approach**

» [Dr. Ritu Sharma](#), [Dr. Sonjaya Singh Gaur](#)

**Lowering Barriers, Unequal Gains: How Generative AI Reshaped Participation and Recognition in Knowledge Production on Kaggle**

» [Prof. QIULI SU](#), Dr. Bahar Khasraghi, Dr. Hanieh Khasraghi

9:30am

**General**

**Sales Force Management and Personal Selling | Competitive Paper Session**

*Venue - Denver 4*

Organised by: Dr. Roberto Mora Cortez

**The Effect of Personal Selling on Customer Conversion under Partial Compliance**

» [Dr. Seong kyoung Shin](#), Dr. Tat Chan

**Scroll to Close, Struggle to Cope: Investigating the Ambivalent Effects of Social Media Use on Well-Being and Performance of B2B Salespeople**

» [Ms. Alicia Pett](#), Prof. Christian Homburg, Mr. Florian Holz

**Digital Twins and customer success in B2B settings: Related or not related?**

» [Dr. Roberto Mora Cortez](#), Dr. Michel Van der Borgh

9:30am

**General**

**Advertising and Marketing Communications | Marketing Cues in Consumer Response**

*Venue - Denver 5-6*

Organised by: Dr. Nicole Davis

**I See, I Strive, and I'm Spent: How Visual Perspective and Goal Stages Influence Responses to Restraint and Reward Products**

» [Dr. Ai-Yun Hsieh](#), Dr. Shao-Kang Lo

**Low-Pitched Music Used in Marketing Communications Can Enhance Perceived Brand Luxuriousness**

» [Dr. Zhenyu Jin](#), Dr. Lei Jia, Dr. Xiaoyan Deng, Dr. Xiaojing Yang

**Merging Minds: Marketing Communications Impact on Perceived Marketplace Shared Reality and Consumer Response**

» [Dr. Nicole Davis](#), Dr. Tracy Rank-Christman, Ms. Jessica Farace

9:30am

**General**

**EBSCO-RRBM Award Session 1**

*Venue - Penrose 1*

9:30am

**General**

**Sales Force Management and Personal Selling | Boosting synergy in sales research teaching & practice 2**

*Venue - Penrose 2*

Organised by: Dr. Eli Jones (Panel Chair), Dr. Molly Burchett (Panel Chair), Dr. Murali Mantrala (Panel Chair), Dr. Adam Rapp (Discussant), Dr. Colleen McClure (Discussant), and Dr. Rob Waiser (Discussant)

9:30am

**General**

**B2B Marketing and Interorganizational Issues | New topics on interfirm governance and innovation**

*Venue - Colorado A-B*

Organised by: Dr. Ravi Agarwal (Panel Chair), Nehal Elhelaly (Discussant), Dr. Sourav Ray (Discussant), Dr. Liuyi Wang (Discussant), Prof. Mrinal Ghosh (Discussant), Alok Kumar (Discussant), Masato Abe (Discussant), Dr. Joe Cannon (Discussant), and Dr. Aric Rindfleisch (Discussant)



Continued from **Saturday, 25 July**

9:30am **Panel**  
**CRM and Customer Experience | Emerging Topics in Customer Relationships: Navigating Psychological, Contextual, and Technological Frontiers**  
*Venue - Colorado C-D*  
 Organised by: Dr. Kevin Giang Barrera (Convenor), Dr. Colleen Harmeling (Convenor), and Dr. Clay Voorhees (Convenor)

**Emerging Topics in Customer Relationships: Navigating Psychological, Contextual, and Technological Frontiers**  
 » [Dr. Kevin Giang Barrera](#), [Dr. Colleen Harmeling](#), [Dr. Clay Voorhees](#)

9:30am **General**  
**Career Management & Impact - Designing Your Academic Career: A Practical Roadmap Workshop**  
*Venue - Colorado G-H*  
 Organised by: Dr. Robin Coulter (Panel Chair) and Dr. Linda Price (Panel Chair)

9:30am **General**  
**Meet the Editors Session 1**  
*Venue - Colorado I-J*

11am **General**  
**Marketing Education | Competitive Paper Session #1**  
*Venue - Denver 1-2*

**Permission, Policy, and Practice: Observed Outcomes of Structured AI Integration in Marketing Education**  
 » [Dr. Dawn Schneider](#)

**Hope by facilitation and relation: A study of Futures Thinking in Business School Education**  
 » [Dr. Nora Alomar](#), [Dr. Cat Spellman](#), [Dr. Raysa Rocha](#)

**Evidence in Episodes: Teaching Serial Demonstration Advertising Through a Six-Episode Campaign Design Sprint**  
 » [Dr. Philip Boutin](#)

**"DEAR YOUNGER ME": REFLECTIVE LETTERS AS A PEDIGOGICAL TOOL FOR INTEGRATING MARKETING CONCEPTS INTO STUDENTS' LIVED EXPERIENCES**  
 » [Dr. Brittany Beck](#), [Dr. Breanne Mertz](#), [Dr. Ashley Hass](#)

11am **General**  
**Consumer Behavior & Psychology | Luxury Consumption**  
*Venue - Denver 3*  
 Organised by: Prof. Daniel Zane

**Prestige Above All or Value for Money? Status Consumption, Social Dominance Orientation, and Trading-Down Preferences in Luxury Consumption**  
 » [Dr. Chia-Yi Chen](#), [Mr. Yen-Lun Hsu](#)

**Algorithm or Artisan? Consumer Morality in AI-Driven Luxury Design**  
 » [Dr. Aaminah Zaman Malik](#), [Dr. Khue \(Kylie\) Vo](#), [Dr. Fayez Ahmad](#)

**Mental Wellness Products Are Perceived as Luxurious**  
 » [Ms. Saetbyeol Kim](#), [Prof. Daniel Zane](#), [Prof. Caglar Irmak](#)

**Sustainable paradox: Navigating beliefs about the effects of global warming in pursuit of new desires in the luxury market**  
 » [Dr. Nabanita Talukdar](#), [Dr. Charles Aaron Lawry](#)

11am **General**  
**Doctoral Student SIG | Special Session**  
*Venue - Denver 4*



Continued from Saturday, 25 July

11am **General**  
**Society, Public Policy, Social Responsibility, Sustainability, and Ethics | Brands, Backlash, and Consumer Action**  
 Venue - Denver 5-6  
 Organised by: Dr. Gillian Oakenfull

**MORAL GRANDSTANDING IN CONSUMER ACTIVISM: PRESTIGE AND DOMINANCE PATHWAYS TO BUYCOTTING, BOYCOTTING, AND CANCELING**

» [Dr. Sahel Zabolj](#), Dr. Hesam Teymouri Athar, Dr. Steven Shepherd

**Firm Culpability or Symbolic Protest: A Two-Pathway Conceptual Framework of Brand Boycott Propensity**

» [Mr. Md Noor Hossain](#), [Dr. Reto Felix](#)

**From Greenwashing to Brand Hypocrisy: A Cognition-Repair Framework of Trust Breakdown and Recovery**

» Dr. Chin-Wen Chang, [Ms. Yi-Lin Chen](#)

**Effect of a Firm's Commercial Misconduct on Its Business-to-Government Relationship Performance**

» [Ms. Hye Jee Yang](#), Dr. Ju-Yeon Lee, Dr. Hui Feng

**Anger Agriculture: How Manufactured Scarcity Cultivates Zero-Sum Beliefs and Gender Polarization**

» [Dr. Gillian Oakenfull](#)

11am **General**  
**EBSCO-RRBM Award Session 2**  
 Venue - Penrose 1

11am **General**  
**CRM and Customer Experience | The next frontier of CRM and CX research 1**  
 Venue - Penrose 2  
 Organised by: Dr. Denish Shah (Panel Chair), Alice Li (Panel Chair), Dr. Mike Hanssens (Discussant), Dr. V Kumar (Discussant), Dr. Werner Reinartz (Discussant), Dr. Roland Rust (Discussant), and Dr. Jag Sheth (Discussant)

11am **General**  
**Distribution Channels and Supply Chain Management | Nudging priorities: The practice of distribution channels and supply chain in research**  
 Venue - Colorado A-B  
 Organised by: Dr. Tarun Kushwaha (Panel Chair) and Dr. Sourav Ray (Panel Chair)

11am **Panel**  
**Sales Force Management and Personal Selling | Beyond the Hype: Evaluating AI's Role in Sales Performance**  
 Venue - Colorado C-D  
 Organised by: Dr. Victor V. Chernetsky (Convenor, Panel Chair), Dr. Dayle Childs (Panel Chair), and Dr. Colleen McClure (Panel Chair)

11am **General**  
**Societal & Stakeholder Impact - Rethinking Ethics and Societal Impact in Marketing: Turning Emerging Tensions into Research Opportunities**  
 Venue - Colorado G-H

11am **General**  
**Meet the Editors Session 2**  
 Venue - Colorado I-J

12:30pm **General**  
**Awards Lunch**  
 Venue - Colorado E-F



Continued from **Saturday, 25 July**

2pm

**General**

**Global and Cross-Cultural Marketing | Leveraging technology in managing brands, products, and payment options in cross-national markets**

*Venue - Denver 1-2*

Organised by: Dr. Yuri Martirosyan

**When Does Mobile Money Empower? A Global Marketing Strategy Perspective on Adoption and Retail Use in Developing Markets**

» Dr. Nandini Nim, [Mr. Youngjin Kim](#), Dr. Deepa Chandrasekaran, Dr. Richard Gretz

**Evaluating Factors Affecting the Effectiveness of Foreign Branding Strategy**

» [Dr. Yuri Martirosyan](#), Dr. Xiaojing Sheng, Dr. Manhui Jin, Dr. Peter Magnusson

**My Pleasure to Work Hard: Power Distance Belief and Preferences for Effortful Products**

» [Mr. Jaeyoung Oh](#), Prof. Jeongbin Whang

**Modernize the Craft, Discount the Brand: How AI Design Shapes Perceived Brand Globalness in Emerging Markets**

» [Dr. Yi Chen](#), Prof. Zhuomin Shi

2pm

**General**

**Society, Public Policy, Social Responsibility, Sustainability, and Ethics | What Drives Sustainable Consumption?**

*Venue - Denver 3*

Organised by: Mrs. Aadya Sanwal

**Dry Spells and Green Habits: Can Drought-Induced Water Restrictions Drive Consumers to Purchase Eco-Friendly Products?**

» [Mrs. Aadya Sanwal](#), Dr. J. Andrew Petersen, Dr. Suresh Muthulingam

**Philanthropy or Functionality? How Product Description Orientation Influences Purchasing in Social Ventures**

» [Dr. Emma Gibbons](#), Dr. Pallav Routh, Dr. Bonnie Simpson, Dr. Suman Basuroy

**Turning Transparency into Competitive Advantage: Digital Product Passports as Instruments of Sustainable Marketing Communication**

» [Ms. Alin Schröder](#), Prof. Christian Homburg, Dr. Aline Lanzrath

**Regulating Responsible Consumption: The Impact of Utah's H.B. 155**

» Dr. Kartik Kalaiganam, [Dr. Sotires Pagiavlas](#)

**Recalibrating Sustainability: The Cost of Silence**

» [Ms. Julia Maria Schulze Boelling](#), Prof. Franziska Krause

2pm

**General**

**Consumer Behavior & Psychology | Goals and Self-regulation**

*Venue - Denver 4*

Organised by: Mr. Alexis Perreault

**Sweat Out of Rhythm, Spend without Restraint: How Irregular Exercise Fuels Indulgent Consumption**

» [Dr. Yuxuan Chu](#), Dr. Xiaoyu Zhou

**Planning Horizon and Repeated Goal Attainment as Boundary Conditions to the Goal-Gradient Effect in Loyalty Programs**

» [Mr. Alexis Perreault](#), Dr. Marcelo Vinhal Nepomuceno, Dr. Yany Grégoire

**From Helplessness to Action: How Program Focus Shapes Goal Initiation and Acceleration**

» [Ms. Valentina Ortiz Ubal](#), Dr. Maura Scott, Dr. Martin Mende

**When Productivity is an Illusion: The Effect of Goal- versus Leisure-Oriented User-Generated-Content on Viewers**

» [Ms. Seong Ioo Lee](#)



Continued from **Saturday, 25 July**

2pm **General**  
**Digital Marketing and Social Media | AI and Robots**  
 Venue - Denver 5-6

**Confiding in Generative AI: Consumer Voice Willingness in Service Interactions**

» [Ms. Yijia Cao](#), Prof. Fang Wang

**Rethinking the Personalization-Privacy Paradox in Mobile and Omnichannel Marketing: Consumer Responses to AI-powered Personalization**

» [Ms. Rebecca Boritzki](#), Mrs. Guzi Huang, Prof. Christian Homburg

**Substance or Hype? Multimodal AI Communication Credibility and Financial Market**

» [Ms. Sichen Meng](#)

**From Inspiration To Skepticism: How AI-Generated Influencer Content Shapes Travel Avoidance**

» [Dr. Ayushi Sharma](#)

**The Effect of Humanoid Robot Facial Expressions on Social Media Engagement: A Multimodal Analysis**

» [Ms. Tanu Tiwari](#), [Dr. Tribikram Budhathoki](#)

2pm **General**  
**Global and Cross-Cultural Marketing | Databases for International Marketers**  
 Venue - Penrose 1

2pm **General**  
**CRM and Customer Experience | The Next Frontier of CRM and CX Research 2**  
 Venue - Penrose 2

2pm **General**  
**B2B Marketing and Interorganizational Issues | B2B Marketing & interorganizational exchange: Setting the research priorities**

Venue - Colorado A-B

Organised by: Dr. Jody Crosono (Panel Chair), Dr. Tarun Kushwaha (Panel Chair), Dr. Ju-Yeon Lee (Panel Chair), Prof. Mrinal Ghosh (Discussant), Dr. Colleen Harmeling (Discussant), Dr. Ruby Lee (Discussant), Dr. Girish Mallapragada (Discussant), and Dr. Aric Rindfleisch (Discussant)

2pm **General**  
**Meet the AMA Legends**  
 Venue - Colorado C-D

2pm **General**  
**Practitioner Impact session: Driving research impact among practitioners: Strategies & techniques to build awareness and increase engagement**

Venue - Colorado G-H

Organised by: Dr. Greg Carpenter (Panel Chair) and Dr. Bernie Jaworski (Panel Chair)

2pm **General**  
**Journal of Marketing Research | Awards Session**  
 Venue - Colorado I-J

3:15pm **General**  
**Coffee Break**  
 Venue - Colorado E-F



Continued from **Saturday, 25 July**

3:30pm **Panel**  
**Teaching and Learning SIG | Peer Evaluations of Teaching: Quality, Consistency and Credibility**  
*Venue - Denver 1-2*  
 Organised by: Dr. Adam Mills (Convenor), Dr. Todd Bacile (Convenor), Dr. Karen Robson (Convenor), Dr. Martin Key (Convenor), and Dr. Lauren Beitelspacher (Convenor)

3:30pm **Panel**  
**Sustainable Marketing & Innovation SIG | Special Session**  
*Venue - Denver 3*  
 Organised by: Dr. Crystal Reeck (Convenor) and Dr. Neil Bendle (Convenor)

**Sustainable Marketing & Innovation Special Interest Group Special Session**  
 » [Dr. Amit Bhattacharjee](#), [Dr. Anders Gustafsson](#), [Dr. Xiaoxu Wu](#), [Prof. Daniel Zane](#), [Dr. Neil Bendle](#)

3:30pm **General**  
**Tech SIG | Special Session**  
*Venue - Denver 4*

3:30pm **Panel**  
**Branding SIG | Special Session**  
*Venue - Denver 5-6*  
 Organised by: Dr. Maria Rodas (Convenor), Dr. Melanie Koskie (Discussant), Dr. Traci Freling (Discussant), and Dr. Mansur Khamitov (Convenor)

**Empirical Generalizations in Branding: Meta-Analyzing Branding Scholarship on Coolness, Authenticity, and Activism**  
 » [Dr. Melanie Koskie](#), [Dr. Traci Freling](#), [Dr. Julie Moulard](#), Ms. Sarah Lee, Ms. Devika Sharma, Ms. Linda Anderson, Ms. Zahra Babazadeh, Dr. Ryan Freling

3:30pm **General**  
**Global Marketing SIG | AI Across Borders: Adoption, Strategy, and Market Transformation**  
*Venue - Penrose 1*

3:30pm **General**  
**Entrepreneurial Marketing SIG | Marketing Communication Strategy and Entrepreneurship**  
*Venue - Penrose 2*

3:30pm **Panel**  
**Interorganizational Marketing SIG | 2026 Louis W. Stern Award - Reflections and Guidance for B2B Research**  
*Venue - Colorado A-B*  
 Organised by: Dr. Jessica Hoppner (Convenor, Panel Chair), Dr. Jody Crosno (Convenor, Panel Chair), Dr. Qiong Wang (Convenor, Panel Chair), and Dr. Jialie Chen (Convenor)

3:30pm **Panel**  
**Marketing Strategy SIG | Doctoral Student Research Award Winners**  
*Venue - Colorado C-D*  
 Organised by: Ms. Sakshi Sanjay Babar (Convenor), Dr. Anindita Chakravarty (Convenor, Discussant, Panel Chair), and Dr. Mahima Hada (Convenor, Discussant, Panel Chair)

**Special Session Proposal: Winners of the 2025 Marketing Strategy SIG Doctoral Student Research Awards**  
 » [Dr. Mahima Hada](#), [Dr. Anindita Chakravarty](#), [Mr. Ritesh Adhyapak](#), [Ms. Jocelyn Cao](#), [Ms. Laurel Johnston](#), [Mr. Chengzhe Liu](#), [Ms. Liuyi Wang](#), Prof. Anwasha De, Prof. Alok Saboo, Prof. Sundar Bharadwaj, Prof. Pengyuan Wang, Prof. Andrew Crecelius, Prof. Shijie Lu, Prof. Amir Zahedi, Prof. Nawar Chaker, Prof. Kelly Hewett, Prof. Mrinal Ghosh



Continued from **Saturday, 25 July**

3:30pm **Panel**  
**Marketing Research SIG | Women in Marketing Strategy: Research Across Borders**

Venue - Colorado G-H

Organised by: Prof. Annette Tower (Convenor), Prof. Brianna JeeWon Paulich (Convenor), and Prof. Anita Pansari (Convenor)

3:30pm **Panel**  
**Sport and Sponsorship Linked Marketing SIG | Special Session**

Venue - Colorado I-J

Organised by: Prof. Rodoula Tsiotsou (Convenor) and Dr. Brett Christenson (Convenor)

**Filling the Seats with Social Media? What Really Drives Attendance in a New Sports League**

» [Dr. Jan Boehmer](#)

3:30pm **General**  
**Publication Policy Marketing (Invite Only)**

Venue - Matchless

5pm **General**  
**Doctoral Student SIG x Sustainable Marketing SIG | Reception**

Venue - Denver 3

5pm **General**  
**Tech SIG Reception**

Venue - Denver 4

5pm **General**  
**Toast to the Track Chairs (Invite Only)**

Venue - Denver 5-6

5:30pm **General**  
**Parlin Award Reception**

Venue - Denver 1-2

6pm **General**  
**Doctoral Student SIG | 30 Years of DocSIG Celebration**

Venue - Venue TBD

**Sunday, 26 July**

8am **General**  
**Distribution Channels and Supply Chain Management & New Product Development, Innovation, and Technology | Competitive Paper Session**

Venue - Denver 3

Organised by: Dr. Ankit Anand

**From Investments to Impact: How Channel Equity and Artificial Intelligence Shape Market Performance**

» [Dr. Manisha Mathur](#)

**Automated Daily Inventory Record Correction Influence on Buy-Online-Pickup-in-Store Service Failures**

» Dr. Daniel Taylor, [Dr. Ankit Anand](#), Dr. Dale Duhan

**BRIDGING MARKETS AND TECHNOLOGY: SALES-R&D COLLABORATION FOR NEW PRODUCT SUCCESS**

» [Mrs. Nicola Weber](#), Prof. Christian Homburg, Dr. Aline Lanzrath

**FLASH TALK | Consumers' Intention to Adopt Voice Payment: A Push-Pull-Mooring Perspective**

» [Dr. Shuling Liao](#), Ms. Nguyen Thi Thao



Continued from **Sunday, 26 July**

8am **General**  
**Consumer Behavior & Psychology | Financial Decisions and Information**

Venue - Denver 4  
 Organised by: Dr. Nora Alomar

**Matching Principle and Visual Framing in Donation Persuasion.**

» [Dr. Fayez Ahmad](#), [Dr. Aaminah Zaman Malik](#)

**A Perfect Match: How Product Price Affects Credit Card Choice**

» [Mrs. Julia van de Sandt](#), Dr. Elise Chandon Ince, Dr. Mathew S. Isaac, Dr. Rajesh Bagchi

**Negotiating Power, Privacy, and Value: Female Consumers' Perceptions of FemTech**

» [Dr. Nora Alomar](#)

**On Consumers' Reactions to Tariffs**

» [Mr. Will Wu](#), Dr. Rodrigo Dias

8am **General**  
**Digital Marketing and Social Media | Influence and Influencers**

Venue - Denver 5-6

**Breaking Up with Influencers: A Mixed-Methods Investigation into Why Followers Disengage**

» Dr. Myra Wang, [Dr. Garth Harris](#), Dr. Suman Saha

**Singing for Unsung: Effect of "Pro-social" Social media influencers on Brand Attitude**

» [Dr. Vibhas Amawate](#)

**VIRTUAL INFLUENCERS OR HUMAN INFLUENCERS? - THE IMPORTANCE OF DIGITAL ATTRIBUTES**

» [Dr. Shan-Yu Chou](#)

**Human or Virtual? An Experimental Study of Influencer Disclosure and Its Impact on Attitudinal and Behavioral Outcomes**

» Ms. Greta Francisca Budde, [Prof. Carmen-Maria Albrecht](#)

**Impact of Virtual Influencers on sustainable consumption of consumers- A study of the role of Virtual influencers devising effective strategies for Brands.**

» [Dr. Dr. Jaspreet Kaur](#), [Dr. Neeraj Kaushik](#), [Mr. Devansh Sharma](#), [Dr. Shikha Sharma](#)

8am **General**  
**Marketing Strategy & Management | Steering the Firm: Leadership and Strategic Design**

Venue - Penrose 1  
 Organised by: Dr. Yashar Atefi

**Cracks or Channels? When Demographic Faultlines in Top Management Teams Shape Marketing Capability**

» [Mr. Mohamed Ali Kanj](#)

**Transforming the C-Suite: Fractional Leaders, Intermediary Firms, and Strategic Flexibility**

» [Dr. Chris Palmisano](#), Mr. Hendrik Martin Schierwater, Dr. Yashar Atefi, Dr. Sebastian Hohenberg

**Organizing for Growth: How Market-Facing Department Formation Drives Early Startup Success**

» [Mr. Bradley Peterson](#), [Mr. Jagan Reddy](#), Dr. Yashar Atefi, Mrs. Angela Deabler, Mr. Robery Hernandez

**"MARKETING THE MARKETING METRICS" - IMPACT OF METRIC PERCEPTION ON METRIC USE AND FIRM PERFORMANCE**

» [Dr. Wengian Ni](#), Mr. Dong Wook Chae, Ms. Keziah Kim, Prof. Lopo Rego, Prof. Neil Morgan

8am **General**  
**Digital Marketing and Social Media | Digital Brand Levers**

Venue - Penrose 2



Continued from **Sunday, 26 July**

**Which Signals Matter for Retargeting?: Evidence from Targeting Cart Reminder Messages**

» [Prof. Jessica Kim](#), Prof. Yu-Chang Chen, Prof. Jauer Chen, Mr. Chung-Kang Lo

**The Rationale for Wish Lists and Their Implications in Online Retail Settings**

» [Dr. Pallavi Jha](#), Dr. Chu (Ivy) Dang, Prof. Sayan Gupta

**User Experience and Innovation in Virtual Brand Communities**

» [Dr. Xinmeng Wang](#), [Dr. Tanfei Liu](#), [Dr. Bo Yang](#)

**Luxury Paradox on Social Media: Effects of Brand-Owned Social Media Deletion On Brand Interest and Financial Performance**

» [Ms. Suyoung Moon](#), Dr. Anindita Chakravarty

**WHEN "NOT SPONSORED" WORKS: SOME PRELIMINARY EVIDENCE**

» [Ms. Crystal Wenyan Wang](#), Prof. Tracy Junfeng Zhang

8am

**Panel**

**Branding | Betting on Your Vision in Marketing Academia**

Venue - Colorado A-B

Organised by: Mrs. Kelly Schuknecht (Convenor)

8am

**Panel**

**Consumer Behavior & Psychology | Sweat Out of Rhythm, Spend without Restraint: How Irregular Exercise Fuels Indulgent Consumption**

Venue - Colorado C-D

Organised by: Dr. Yuxuan Chu (Convenor, Discussant)

8am

**Panel**

**Society, Public Policy, Social Responsibility, Sustainability and Ethics | Marketing Accountability**

Venue - Colorado G-H

Organised by: Dr. David Stewart (Convenor, Discussant, Panel Chair), Dr. Neil Bendle (Discussant), Dr. Nobuyuki Fukawa (Discussant), and Dr. John Gaski (Discussant)

**Introduction: Marketing Accountability, Best Practices, and Regulation**

» [Dr. David Stewart](#)

**A Brief History of MASB and Its Common Language Marketing Dictionary**

» [Dr. John Gaski](#)

**Accountability to Avoid Sustainability's Twin Perils**

» [Dr. Neil Bendle](#)

**The Emergence of AI-powered Advertising Platforms: Opportunities and Challenges**

» [Dr. Nobuyuki Fukawa](#)

8am

**General**

**Data Challenges and Opportunities in Global Marketing Research**

Venue - Colorado I-J

Organised by: Prof. Annette Tower (Panel Chair), YuiIya Strizhakova (Panel Chair), and Dr. Ayşegül Özsoy (Discussant)

9:15am

**General**

**Coffee Break**

Venue - Colorado E-F

9:30am

**General**

**CRM and Customer Experience | Competitive Paper Session**

Venue - Denver 3

Organised by: Max Tu



Continued from **Sunday, 26 July**

**It's Not Just What You Say, But When You Say It**

» [Mr. Max Tu](#)

**The Effects of Market Orientation and Organizational Flexibility on Organizational Performance: The Mediating Role of CRM Usage**

» Ms. Ching Yi Tsai, [Ms. Myungchan Jung](#), Prof. Jeong Eun Park

**From Dyadic to Triadic: Characterizing Customer Experience Management in B2B2C Ecosystems Through Service-Dominant Logic**

» [Mr. Souhaib El Haouzi](#), Prof. Kofi Osei-Frimpong, Dr. Nouha Berrada

**A network-based view of Customer Lifetime Value**

» [Mr. Gonzalo Pardo](#)

9:30am

**General**

**Service Marketing | The Bots Will See You Now: AI and Robots in the Service Encounter**

*Venue - Denver 4*

Organised by: Mr. Jeta Majumder

**TRAPPED BY TECHNOLOGY: HOW AGENTIC AI SHAPES SERVICE CAPTIVITY**

» [Dr. Hesam Teymouri Athar](#), Dr. Steven W. Rayburn, Dr. Mayoor (Max) Mohan

**Digital Coaches: When Robot Feedback Is Impactful**

» [Dr. Jana Holthöwer](#), Prof. Jenny van Doorn, Prof. Stephanie Noble

**Designing AI for the Journey: A Meta-Analysis of Anthropomorphic Cues and Customer Responses Across Pre-Purchase, Purchase, and Post-Purchase Stages**

» [Ms. Elaheh Saffari](#), Dr. Yuping Liu-Thompkins

**Does Empathetic AI Lead to Customer Engagement?**

» [Mr. Jeta Majumder](#), Ms. Nusrat Jahan

**Robots or Humans? How Social Exclusion Shapes Consumer Preferences in Service Encounters**

» [Ms. Tangwutu Yang](#), Prof. Yaping Chang, Dr. Yi Li, Prof. Zhihao Yu

9:30am

**General**

**Consumer Behavior & Psychology | Market Information and Misinformation**

*Venue - Denver 5-6*

Organised by: Dr. Iman Paul

**More Than a Stake: Employee Ownership and Consumer Perceptions of Product Quality**

» [Dr. Smaraki Mohanty](#), [Dr. Iman Paul](#), Dr. Jeffrey Parker

**From Belief to Identity: The Fissile-Fuzzle Cycle of Misinformation in Consumer Markets**

» [Dr. Ran Liu](#), [Dr. Khondoker Hossain](#)

**The Customer-funded Effect**

» [Ms. Zoe Y. Lu](#), Mr. Robin Tanner, Prof. Kurt Carlson

**Trust at First Sight: How Processing Fluency Shapes Consumers' Judgment of Brand Logos?**

» [Ms. Shruti Trehan](#), Prof. Arti D. Kalro

**Accountability Without Fallout: Market correcting policies in response to customer misconduct**

» [Dr. Raika Sadeghein](#), Dr. M. Paula Fitzgerald

9:30am

**General**

**Retail and Pricing | Competitive Paper Session #1**

*Venue - Penrose 1*

Organised by: Dr. Manaswini Acharya

**The Impact of Inflated Reference Price on E-commerce Store Preference: The Roles of Sugrophobia and Perceived Deception**

» [Mr. Byung Wook Chung](#), Dr. Abhijit Biswas



Continued from **Sunday, 26 July**

**Beyond Digital Gravity: The Rationalizing Effect of Non-Transactional Mobile Apps on the Offline Grocery Journey**

» [Mrs. Hyeseon Choo](#), Dr. Yousung Park, Dr. Jaewook Kim

**When Big Discounts Backfire: The Role of Framing and Persuasion Knowledge**

» [Dr. Somak Banerjee](#), [Dr. Swati Verma](#), [Dr. Ayan Bhattacharyya](#), Dr. Abhijit Biswas

**Polarized Politics, Polarized Prices: The case of Asymmetric Pricing in the Small**

» [Dr. Xiao Ling](#), Dr. Mayank Anand, Dr. Sourav Ray, Dr. Daniel Levy, Dr. Mark Bergen

**When Design Substitutes for Reputation: Sensory Signals and Market Valuation Under Uncertainty**

» Dr. Mayukh Dass, Dr. Manaswini Acharya, [Dr. Abhishek Nirjar](#)

9:30am

**General**

**Marketing Education | Competitive Paper Session #2**

Venue - Penrose 2

**Message Before Media: Teaching Integrated Marketing Communications Through Agency Realism and AI-Guided Dialogue**

» [Dr. Elizabeth Parkins](#)

**The Reluctant Architect: The AI Trust Paradox in the Next Generation of Marketing Professionals**

» [Dr. Ryan Baltrip](#)

**Teaching Customer Segmentation with RFM Analysis: An Excel-Based Marketing Analytics Case for Principles of Marketing**

» [Dr. Lina Xu](#)

**Learning Across Oceans: Gamified Rituals and Intercultural Transformation on Semester at Sea**

» [Prof. Sven Tuzovic](#), Dr. Viviana Premazzi

9:30am

**General**

**Consumer Behavior & Psychology | Consumer Evaluation and Use of AI**

Venue - Colorado A-B

Organised by: Dr. Yuri Martirosyan

**How Implicit Theories Shape Reliance on ChatGPT**

» [Dr. Jin Smale](#), [Dr. Yuri Martirosyan](#), [Ms. Hui Zhang](#)

**The Gift of Giving - No one else can make it for you? How consumers devalue AI-generated gifts**

» [Ms. Alessa Daumann](#), Dr. Martin Klarmann, Dr. Susanne Adler

**Will AI Enhance Savvy Purchase? Use of Artificial Intelligence Tools on Subsequent Dupe Purchase**

» Prof. Chun-Tuan Chang, Prof. Hsiao-Ching Lee, Ms. Wing Yu Ho, [Mr. Ting Hsuan Wey](#)

**Episode-Level Calibration in AI-Assisted Compositional Work**

» [Mr. Arsalan Fakhraeirad](#)

**How Political Ideology Shapes Preferences for Human vs. AI Agents**

» [Dr. Sujeong Hong](#)

9:30am

**Panel**

**Sales Force Management and Personal Selling | Driving Value In The Modern Sales Environment**

Venue - Colorado C-D

Organised by: Dr. Dayle Childs (Convenor, Panel Chair), Dr. Colleen McClure (Convenor, Panel Chair), and Dr. Victor V. Chernetsky (Convenor, Panel Chair)



Continued from **Sunday, 26 July**

9:30am **Panel**  
**Society, Public Policy, Social Responsibility, Sustainability and Ethics | WHAT IF MARKETERS JOINED HEALTHCARE PROVIDERS AND POLICY EXPERTS TO BOOST FAMILY CAREGIVER INCLUSION AND EFFECTIVENESS?**

Venue - Colorado G-H

Organised by: Dr. Mark Peterson (Convenor, Panel Chair)

9:30am **Panel**  
**New Product Development, Innovation, and Technology | INNOVATION-TO-IMPACT: MARKET-FACING CAPABILITIES THAT CONVERT TECHNOLOGY INTO GROWTH, FUNDING, AND RISK RESILIENCE**

Venue - Colorado I-J

Organised by: Mr. Maximilian Bauer (Convenor, Discussant, Panel Chair), Dr. Nandini Nim (Convenor, Discussant, Panel Chair), Prof. Kelly Hewett (Convenor, Discussant), Prof. Kelly Martin (Convenor, Discussant), Dr. Michael Christofi (Convenor, Discussant), Dr. Shashi Matta (Convenor, Discussant), Prof. Ruby Lee (Convenor, Discussant), Dr. Narendra Bosukonda (Convenor, Discussant), Dr. Anita Pansari (Convenor, Discussant), Dr. Ioanna Stylianou (Convenor, Discussant), Dr. Hoorsana Damavandi (Convenor, Discussant), Ms. Laurel Johnston (Convenor, Discussant), Prof. Brianna JeeWon Paulich (Convenor, Discussant), and Dr. Georg Beckmann (Convenor, Discussant)

**INNOVATION-TO-IMPACT: MARKET-FACING CAPABILITIES THAT CONVERT TECHNOLOGY INTO GROWTH, FUNDING, AND RISK RESILIENCE**

» Prof. Kelly Hewett, Prof. Kelly Martin, [Dr. Nandini Nim](#), Dr. Michael Christofi, Dr. Shashi Matta, [Mr. Maximilian Bauer](#), [Prof. Ruby Lee](#), [Dr. Narendra Bosukonda](#), Dr. Anita Pansari, Dr. Ioanna Stylianou, [Dr. Hoorsana Damavandi](#), [Ms. Laurel Johnston](#), Prof. Brianna JeeWon Paulich, Dr. Georg Beckmann

11am **General**  
**Consumer Behavior & Psychology | Online Influence and Interaction**

Venue - Denver 4

Organised by: Dr. Nari Yoon

**When Being Irrelevant is Relevant: How the Relative Relevance of Brands' Social Media Posts Impacts Brand Perception**

» [Dr. Nari Yoon](#), Dr. Mansur Khamitov

**Are you selling the right emojis? Effects of emoji location on consumer responses to advertisements**

» Dr. Ou Li, [Prof. Yining Yu](#), Dr. Mengmeng Xu

**Accounting for Higher Sharing of Emotional Media Content: People Overestimate How Much Others Value Emotional Content**

» [Ms. Fengshu Xie](#), Dr. Bruce Doré, Dr. Laurette Dubé

**TALKING TO STREAMERS: HOW STREAMERS' COMMUNICATION STYLES INFLUENCE CONSUMER PURCHASE INTENTIONS IN LIVESTREAMING E-COMMERCE**

» [Dr. Xiaojuan Hu](#)

**Dehumanization in the AI-Driven Marketplace: Consumer Worldviews and the Future of Human Roles**

» [Ms. Erica Ji Hyun Lee](#), Dr. Aric Rindfleisch

11am

**General**

**Marketing Strategy & Management | The Human Touch: Employee and Customer Engagement**

Venue - Denver 5-6

Organised by: Dr. Chengxin Cao

**Too Comfortable to Innovate? Collective Employee Satisfaction, its Dispersion, and Innovation Output**

» [Mr. Lennart Reissner](#), Prof. Arnd Vomberg, Prof. Andreas Bayerl

**Competency Reconfiguration in the Age of Generative AI: Revisiting the Technology Acceptance Model**

» Ms. Myungchan Jung, [Ms. Ha Eun Yang](#), Prof. Jeong Eun Park

**Doing Good or Doing Well? The Impact of CSR-Based versus Business-Oriented Brand Actions on Consumer Trust and Purchase Intention**

» [Mr. SIFAT MD IFTEKHAR BHUIYAN](#)



Continued from **Sunday, 26 July**

**The Effect of Layoffs on Customer Engagement and Firm Performance**

» [Mr. Mohammad Hakimi](#), Prof. Andrew Crecelius, Dr. Ju-Yeon Lee, Dr. Chengxin Cao

11am

**General**

**Digital Marketing and Social Media | Misc**

*Venue - Penrose 1*

**Stuck but Scaling Back: Distinct Emotional Pathways from Approach-Avoidance Stressors to SNS Reduction Intention via Sunk Cost Moderation**

» [Dr. Miri Chung](#)

**Decoding Motivational Barriers to Reducing Social Media Use: Evidence from Reddit**

» [Dr. Xupin Zhang](#), Ms. Yifan Wei, Ms. Yiran Yang

**Candidate Behavior in Local Elections: Campaigning in the Digital Age**

» [Ms. Carolina Prado](#)

**Fake or Real? When User-Generated Content Feels Less Authentic**

» [Dr. Plavini Punyatoya](#)

**When and Why Do Consumers Judge the Expressive Authenticity of Online Reviews?**

» [Dr. Md Fourkan](#)

11am

**General**

**Marketing Education | Competitive Paper Session #3**

*Venue - Penrose 2*

**Do Students Retain What AI Helps Them Create? Observations from Authentic Assessment in Work-Integrated Learning**

» [Dr. Anh Nguyen](#), Dr. Ebony Boletu, Dr. Phuong Hoang

**Career Ready by Design: An Experiential Learning Framework For Workforce-Ready Student Marketing Talent**

» [Dr. Tracy Nickl](#), [Dr. Setayesh Sattari](#), [Ms. Rosie Baker](#)

**Beyond the Hype: How Generative AI Tools Shape Perceived Usefulness in Business Education**

» [Dr. Sandra Habil](#), [Ms. Joumana Khalil](#), [Dr. Sharafat Hussain](#)

**FROM CLASSROOM TO CLIENT: INTEGRATING NEUROMARKETING TECHNOLOGY AND COMMUNITY PARTNERSHIPS IN ADVERTISING EDUCATION**

» [Dr. Mark Sciuchetti](#), Dr. Coco Huang

11am

**Panel**

**New Product Development, Innovation, and Technology | From Conversation to Crisis: AI and Immersive Technology's Impact on Marketing Outcomes**

*Venue - Colorado A-B*

Organised by: Prof. Anwesha De (Convenor) and Prof. Sayan Gupta (Convenor)

**From Conversation to Crisis: AI and Immersive Technology's Impact on Marketing Outcomes**

» [Prof. Anwesha De](#), Prof. Sayan Gupta

11am

**Panel**

**Society, Public Policy, Social Responsibility, Sustainability and Ethics | Political Marketing on Social Media Platforms**

*Venue - Colorado C-D*

Organised by: Dr. Narendra Bosukonda (Convenor, Panel Chair) and Dr. Yoonsun Jeong (Convenor)

11am

**General**

**Distribution Channels and Supply Chain Management | From Investments to Impact: How Channel Equity and Artificial Intelligence Shape Market Performance**

*Venue - Colorado G-H*



Continued from **Sunday, 26 July**

11am

**General**

**Rethinking Societal Impact in Marketing: Turning Emerging Tensions into Research Opportunities**

*Venue - Colorado I-J*

Organised by: Dr. Chris Berry (Panel Chair) and Dr. Chris Blocker (Panel Chair)