

Poster Sessions

Wednesday, 23 May 2012

Track 1:

Advertising, Promotion and Marketing Communications

Brand Logo Recognition and (Low-) Literacy

Ellis A. Van den Hende, University of Amsterdam
Jan P.L. Schoormans, Delft University of Technology

Children's Responses to advertising in Social Games: Persuasion, Knowledge and Susceptibility to Peer Influence

Esther Rozendaal, University of Amsterdam
Moniek Buijzen, Amsterdam School of Communication Research
Eva Van Reijmersdal, Amsterdam School of Communication Research

Integrated marketing communication, a strategy, process or program in international industrial capital goods' business

Päivi Talonen, Tampere University of Technology
Olavi Uusitalo, Tampere University of Technology

Is Tailored Advertising Always Effective? A Comparison of Poland and the Netherlands

Ewa Maslowska, University of Amsterdam
Edith Smit, University of Amsterdam
Bas van den Putte, University of Amsterdam

Prior Knowledge and Information-Seeking: Designing Effective Direct-to-Consumer Advertisements

Danae Manika, Durham University

Seeing is Believing, But it is Best to Imagine Multisensory Imagery of Location-Based (LB) Promotion Ads

Diana Gavilan, Universidad Complutense de Madrid
Maria Avello, Universidad Complutense de Madrid
Carmen Abril, Universidad Complutense Madrid
Roberto Manzano, Universidad Complutense Madrid

The East is the New West: A Comparison of Cultural Values in Chinese and German Premium Car Commercials

Henk Weidenfeld, University of St.Gallen
Christian Purucker, University of St.Gallen
Efstratia Zafeiriou, Audi AG

Why are we on Facebook? Determinants of social media engagement

Elif Karaosmanoglu, Istanbul Technical University
Cigdem Peremeci, Istanbul Technical University
Nimet Uray, Istanbul Technical University

Track 2:

Business-to-Business Marketing and Networks

Is it Just Love at First Sight? – Conceptualizing Frontline Employees' Interaction Competence Across the Interaction Process

Markus Blut, TU Dortmund University
Alke Töllner, TU Dortmund University

Jasmin Ulrich, TU Dortmund University

Track 3: Consumer Behavior

A Model for the Study of the Place-of-Origin Effect: Application to the Region-of-Origin Topic

José Manuel García Gallego, University of Extremadura
Antonio Chamorro Mera, University of Extremadura
María Manuela Palacios González, University of Extremadura

Are Social Media Only Social? Understanding the Role of Social Media in the Processes of Independent and Interdependent Identity Construction

Gachoucha Ktretz, ISC Paris School of Management
Benjamin Voyer, London School of Economics

Assessing Brand Love in the wine Sector: A Multi-Country Study

Silvia Cacho-Elizondo, IPADE Business School
Judy Dremnan, Queensland University of Technology
Nathalie Guibert, University of Paris 2
Sandra Maria Correia Loureiro, University of Aveiro
Constanza Bianchi, Queensland University of Technology
Belvaux Bertrand, University of Paris 2

Brazilian High and Low Income Children Drawings About Going Shopping

Andres Rodriguez Veloso, University of São Paulo
Diogo Hildebrand, Baruch College
Marcos Campomar, University of São Paulo

Certification Labels for Process-Related Product Attributes: The Case of Organic Food

Meike Janssen, University of Kassel

Compliance, an Outcome of Self-Regulation

Stephanie Dellande, Menlo College
Prashanth Nyer, Chapman University

Consumer information treatments as cognitive dissonance reduction strategies: an identification of the successive stages through cluster analysis

Gilles Séré de Lanauze, INSEEC Research Center
Béatrice Siadou-Martin, University of Montpellier

Consumer Knowledge Discrimination: How Objective Knowledge and Confidence Affect knowledge Discrimination

Kishore Pillai, Aston University
Michael Brusco, Florida State University
Ronald Goldsmith, Florida State University
Charles Hofacker, Florida State University

Converging Consumer Preferences Online: The Influence of Community Feedback on creativity and Satisfaction with Self-Designable Products

Christian Hildebrand, University of St. Gallen
Andreas Herrmann, University of St. Gallen
Jan R. Landwehr, University of St. Gallen
Gerald Häubl, University of Alberta

Counterfeit Luxury Products: Consumer Attitudes, Behavior and Cultural Influences

Alberto Pastore, Sapienza University of Rome
Fabrizio Cesaroni, Universidad Carlos III de Madrid
Ludovica Cesareo, Sapienza University of Rome

Disentangling Affect from Memory

Judith Lynne Zaichkowsky, Simon Fraser University
Martin Reimann, University of Southern California
Antoine Bechara, University of Southern California

Does Giving Diamonds Make Men More Attractive?

Ines Branco Illodo, University of Nottingham

Embarrassment, Disclosure and Willingness to buy

Giulia Miniero, Brescia University
Michael Gibbert, Università Svizzera Italiana
Michela Addis, University of Roma Third

Influencing Factors on the Buying Behavior in the Software Market

João Rosário, Escola Superior de Comunicação Social
António Palma dos Reis, Instituto Superior de Economia e Gestão

Marketing of art or art of marketing: how to break resistance?

Joelle Lagier, ESC-Rouen Business School
Virginie De Barnier, IAE Aix en Provence

Online Book Purchasing Behavior in France: Both Bread and Cake?

Mary M. McKinley, ESCEM
Aude-Marie Sakiman, ESCEM

Praise of “Domestic”? Study of Students’ Ethnocentric Behavior in Hungary

Szandra Gombos, Széchenyi István University
Judit Makkos-Kaldi, Széchenyi István University
Szilárd Németh, Széchenyi István University

Seeking Information in Social Media: The role of information seeking propensity

Katerina Fraidaki, Athens University of Economics and Business
Katerina Pramatar, Athens University of Economics and Business
Aristeidis Theotokis, Leeds University

Socio-Demographic Factor and Consumer Price Perception

Maria Encarnacion Andres Martinez, Universidad de Castilla-La Mancha
Miguel-Angel Gomez Borja, Universidad de Castilla-La Mancha
Juna-Antonio Mondejar Jimenéz, Universidad de Castilla-La Mancha

Structural Analysis of Opinion Leadership as Mediator of the Perceived Service and Loyalty in the Arts

Javier Flores-Zamora, Universidad Complutense de Madrid
Jesus García-Madariaga, Universidad Complutense de Madrid

The Characteristics of Buying Decision-Making Processes in Stepfamilies

Boglárka Eisingerné Balassa, Széchenyi István University
László Józsa, Széchenyi István University

The Effect of Consumer Calibration Processes on Consumer Value

Kamran Razmdoost, Cranfield University
Radu Dimitriu, Cranfield University

The Effect of Prior Outcomes on Gender Risk Taking Differences

Bernadete Ozorio, University of Macau
Desmond Lam, University of Macau

The Region-of-Origin Effect on Purchasing Preferences of a Product with a Multiregional Designation of Origin: The case of Spain’s Cava

Antonio Chamorro, University of Extremadura

José M. García, University of Extremadura
Francisco J. Miranda, University of Extremadura
S. Rubio, University of Extremadura
Manuela Palacios, University of Extremadura

**Track 4:
Innovation and New Product Development**

Convergence and Dominant Designs in Companies
Henrik Sievers, Aalto University, School of Economics

Demand Supply, and Diffusion of E-WOM for New Consumer Electronic Products
Tilo Halaszovich, University of Bremen
Christoph Burmann, University of Bremen

How to Trigger Creative Performance in Crowdsourcing: the Role of Psychological Distance
Peter Vandro, WU Vienna University of Economics and Business
Ulrike Kaiser, WU Vienna University of Economics and Business

New product development within off-line brand community: the analysis of motivations
Giuseppe Emanuele Adamo, Carlos III University Madrid
Charlotte Gaston-Breton, Carlos III University Madrid

You are what you eat – an exploratory analysis of the acceptance of a food innovation
Christian Samulewicz, TU Dortmund University
Vanessa J. Haselhoff, TU Dortmund University
Ulya Haenraets, TU Dortmund University

Thursday, 24 May 2012

**Track 5:
International and Cross-Cultural Marketing**

Analysis of the effects of cultural differences on status demonstration and luxury brand recognition: An empirical study of Chinese, German and U.S. American consumers
Annette Rieber, University of St. Gallen
Christian Purucker, University of St. Gallen
Efstratia Zafeiriou, Audi AG

Consumer Ethnocentrism: An Italian Validation of the Consumer Ethnocentric Tendencies Scale
Angelo Giraldi, Sapienza University of Rome

Cultural Influence on Service Quality Expectations
Carmen Pérez-Cabañero, University of Valencia
Swetlana Rein, University of Valencia

Direct, Cross-Product and Cross-Country Effects in Multi-Market New Product Diffusion
Antonio Ladrón-de-Guevara Martínez, Universitat Pompeu Fabra
William Putsis, University of North Carolina

Food-Related Lifestyles: a Comparative Study between Italian and Brazilian Consumers
Mateus Canniatti Ponchio ESPM-SP
Paulette Siekierski, ESPM-SP
Vivian Strehlau, ESPM-SP

Track 6:

Marketing in Emerging and Transition Economies

Can Experiential Marketing and Ecological Orientation Improve City Brand Attitudes and Perceived Quality of Life?

Jose T. Marín, Universidad de Valencia

Natalia Vila, Universidad de Valencia

Inés Küster, Universidad de Valencia

Asunción Hernández, Universidad de Valencia

Changing Role, Impact, Power and Effect of Communication Practitioners: Hungarian Public Relations Activity in an European Perspective

Marta Konczos Szombathelyi, Széchenyi István University

Veronika Keller, Széchenyi István University

Elements and an Empirical Analysis of an Integrated Social Marketing Model in Hungary

Istvan Piskoti, University of Miskolc

Szabolcs Nagy, University of Miskolc

László Molnár, University of Miskolc

Anita Marien, University of Miskolc

The Contribution of the New Class C from Brazil to Deindustrialization and increased Imports

Edmir Kuazaqui, Escola Superior de Propaganda e Marketing (ESPM)

Marcia Gamboa, Universidade Paulista

Track 7:

Marketing of Public and Non-profit Organizations

A Member's Value to Membership Nonprofit Organizations: Conceptualizing Member Lifetime Value

Bernd Helmig, University of Mannheim

Christine Rupp, University of Mannheim

Reflecting About Corporate Identity, Image and Reputation

Cristina Ribeiro, University of Aveiro

The Art of Marketing or Marketing as Art? Empirical Evidence from the Museum Market

Linn Viktoria Rampl, Zeppelin University

Inga Wobker, Zeppelin University

Peter Kenning, Zeppelin University

Track 8:

Marketing Research and Research Methodology

Market Research and Internet Surveys: Are We Catching All Internet Users?

Paula Vicente, ISCTE-University Institute of Lisbon, BRU-ILU

Elizabeth Reis, ISCTE-University Institute of Lisbon, BRU-ILU

Track 9:

Marketing Strategy & Leadership

Committed to the Employer Brand

Maria Avello, Universidad Complutense de Madrid

Diana Gavilan, Universidad Complutense de Madrid

Francisca Blasco, Universidad Complutense de Madrid

Susana Fernández, Universidad Complutense de Madrid

Experience Marketing: Conceptual Model, Difference from Experiential Marketing and a Pilot Study

Siiri Same, Tallinn University of Technology

Exploring the Relationship between Entrepreneurial Orientation, Attitudes towards Marketing and Marketing Planning in Small Firms

Efthymia Kottika, Athens University of Economics and Business

Vlasis Stathakopoulos, Athens University of Economics and Business

Strategic Brand Architecture Management – Relevance of Pharmaceutical Umbrella Brands on Pharmacists' Decision-Making

Christopher Kanitz, University of Bremen

Michael Schade, University of Bremen

Christoph Burmann, University of Bremen

Turning Crisis into Advantage through Proactive Marketing: A Case Study

Diana Mesa Correa, Universitat Politècnica de Catalunya

Carme Martinez Costa, Universitat Politècnica de Catalunya

Marta Mas Machuca, Universitat Politècnica de Catalunya

Track 10:

Marketing Theory

Towards an Integrative Definition of Corporate Identity from a Corporate Marketing Perspective

Andrea Pérez, University of Cantabria

Ignacio Rodríguez del Bosque, University of Cantabria

Patricia Martínez, University of Cantabria

Track 11:

Modeling and Forecasting

Track 12:

New Technologies and E-Marketing

Brand-Consumer Relationship: Examining the Saturation Effect of Online Communities in a Social Networking Environment

Ibrahim Abosag, University of Manchester

Zahy Ramadan, University of Manchester

Consumer Adoption of M-Commerce through Context-aware Service

Xiaoyan Chen, University of Rennes 1

Gerard Cliquet, University of Rennes 1

Creating Value through Virtual Brand Communities

Monia Melia, University Magna Graecia of Catanzaro

Angela Caridà, University Magna Graecia of Catanzaro

Maria Colurcio, University Magna Graecia of Catanzaro

Factors affecting young consumers' intention to buy "smart phones" An extended TAM model

Irini Rigopoulou, Athens University of Economics and Business

Ioannis Chaniotakis, Hellenic Open University

John Kehagias, Hellenic Open University

How “mutual friends” affect viral diffusion on Facebook?

Florian Paillason, Institut Telecom-Telecom School of Management

Christine Balagué, Institut Telecom-Telecom School of Management

Madeleine Besson, Institut Telecom-Telecom School of Management

IS/ICT-enabled innovation in Marketing. Catalyst or Inhibitor for Marketing Performance?

Ioannis Plemmenos, Piraeus University

Measuring Social Media Activity: An Index Development And Validation

Marc Zinck University of Twente

Efthymios Constantinides, University of Twente

Repeat purchase after the deep discount online: Does your service quality benefit just Groupon?

Ela Ari, Ozyegin University

Koen Pauwels, Ozyegin University

The Impact of Motivation for Sharing on Behavior in Social Networks

Marie Nour Haikel-Elsabeh, Institute Nationale des Télécommunications

Le Ahn Ngoc, Université Paris Nanterre-Ouest La Défense

Christine Balagué, Télécom Ecole de Management

Jean-Christophe Bénavent, Université Paris Nanterre-Ouest La Défense

Track 13:

Pricing and Financial Issues in Marketing

Track 14:

Product and Brand Management

Assessing the importance from the firm's perspective of the origin, quality and price of wine with designation of origin: The case of the Ribera del Guadiana PDO

María del Mar García Galán, Universidad de Extremadura

Are Consumers Willing to buy Fictional Brands? The Case of Harry Potter's "Bertie Bott's Every Flavour Jelly Beans

Laurent Muzellec, University of Bremen

Christopher Kanitz, ESSCA Business School

Brands as Action Nets

Sylvia von Wallpach, University of Innsbruck

Andrea Hemetsberger, University of Innsbruck

Children's Brand Awareness: An Empirical Study of Children's and Parents' Perceptions

Sibylle Böttner, Otto-Friedrich-Universität Bamberg

Björn Sven Ivens, Otto-Friedrich-Universität Bamberg

Christian Franz Horn, Otto-Friedrich-Universität Bamberg

Isabelle Hillebrandt, Otto-Friedrich-Universität Bamberg

Customer-Based Equity in the Brazilian Automotive Market

Eliane Cristine Francisco Maffezzoli, Pontifícia Universidade Católica do Paraná

Paulo Henrique Muller Prado, Universidade Federal do Paraná

Determinants of Evaluations of Product-Upgrades: Differences between Expert-Critics and Consumers

Frederik Situmeang, University of Amsterdam

Mark Leenders, University of Amsterdam

Nachoem Wijnberg, University of Amsterdam

Gender-oriented Employer Branding: Does Message Design of Gender Issues in Job Ads Affect Employer's Attractiveness?

Silke Göddertz, Bamberg University

Björn Ivens, Bamberg University

Philipp Rauschnabel, University of Bamberg

How Linear Aspects of Brand Manifestations Affect Consumers' Preferences

Denis Darpy, Université Paris Dauphine
Gerald Mazzalovo,

Measuring and Managing Customer-based Brand Equity in Household Decision Making

Uta Herbst, University Tuebingen
Natalie Schmidt, University of Hohenheim
Viola Austen, University Tuebingen

Measuring the Characteristics of Cool Brands and their Relationship with Brand Connection

Sandra Maria Correia Loureiro, University of Aveiro
Rui Lopes, University of Aveiro

Price Premium: A Multi Research Approach in Branding

Nebojsa Davcik, ISCTE Business School, Lisbon University Institute

Sports Branding – The Impact of League, Team and Star Player Brands on Fan Behavior

Christoph Burmann, University of Bremen
Michael Schade, University of Bremen
Christopher Kanitz, University of Bremen

Store Brand Typology as a Moderating Factor of the Relationship Between Store Brand Loyalty and Store Brand Share

Teresa Serra, IE University
Alberto Maydeu-Olivares, IE University
Roberto Manzano, Universidad Complutense Madrid

The Relevance of Brand Personality in the Context of Professional Sport Teams

Michael Schade, University of Bremen
Christopher Kanitz, University of Bremen
/Christoph Burmann, University of Bremen

Friday, 25 May 2012

Track 15:

Relationship Marketing

Customer Value under Uncertainty

Joerg Henseler, Radboud University Nijmegen
Ellen Roemer, Hochschule Ruhr West - University of Applied Sciences

Proposition of a New Theoretical Model to Investigate the Role of Social Network Sites in Driving Customer Relationship Loyalty

Daniela Langaro da Silva do Souto, Instituto Universitario de Lisboa (ISCTE-IUL), BRU-IUL
Paulo Rita, Instituto Universitario de Lisboa (ISCTE-IUL), BRU-IUL

Reconciling Brand Equity and Customer Equity: a cross-industry approach

Jaime Romero, Universidad Autónoma de Madrid
Maria Jesús Yagüe, Universidad Autónoma de Madrid
Laura Jiménez, Universidad Autónoma de Madrid

Track 16:

Retailing, Channel Management and Logistics

“Counterfeiting is not bad, it is just making copies” Consumer and vendor perceptions of counterfeits in Vietnam

Barbara Stoettinger, Vienna University of Economics & Business

Elfriede Penz, Vienna University of Economics & Business

Consumer Intentions in Limited Assortment and Limited Time contexts: An Experiment in a Retail Setting of Temporary Stores

Marko Schwertfeger, Freiberg Technical University

Doreén Pick, Freie Universität Berlin

How Store Environmental Factors Help Enhance Retailer Brand Equity

Margit Enke, Freiberg University of Technology

Marko Schwertfeger, Freiberg University of Technology

Alexander Leischnig, Freiberg University of Technology

Lighting and Consumer Behavioral Intentions in a Store Environment: the Mediating Role of Perceived Stimulation

Gwenaëlle Briand Decré, ISG Paris Business School

Bernard Pras, Université Paris-Dauphine (DRM Research Center) and Essec Business School

On the adoption of Visual Heuristics in GIS-based Marketing Decision Making

Thomas Reutterer, WU Vienna University of Economics and Business

Ana-Marija Ozimec, University of Frankfurt

Martin Natter, University of Frankfurt

Service Quality in Goods Transportation: A Methodological Approach

Maria Eugenia Ruiz Molina, University of Valencia

Santiago Ospina Pinzón, University of Valencia

Gloria Berenguer Contrí, University of Valencia

Irene Gil Saura, University of Valencia

Why is it important for private labels to innovate?

Carmen Abril, Universidad Complutense Madrid

Diana Gavilan, Universidad Complutense Madrid

Maria Avello, Universidad Complutense Madrid

Joaquim Martinez, Universidad Complutense Madrid

Roberto Manzano, Universidad Complutense Madrid

Track 17:

Sales Management and Personal Selling

Antecedents and Consequences of CRM Technology Implementation: an empirical study

Samppa Suoniemi, Turku University School of Economics

Harri Terho, Turku University School of Economics

Rami Olkkonen, Turku University School of Economics

Track 18:

Services Marketing

Consumer's Choice of a Credence Service Provider Abroad: An Exploratory Study on the Higher Education Market

Ying Wang, Aix-Marseille University

Nabil Ghantous, Aix-Marseille University

Development of a Scale for Servicescape for the Dental Clinics

Magdal Justino Frigotto, Pontifícia Universidade Católica do Paraná

Heitor Kato, Pontifícia Universidade Católica do Paraná

Eliane Cristine Francisco Maffezzoli, Pontifícia Universidade Católica do Paraná

Tomas Sparano Martins, Pontifícia Universidade Católica do Paraná

Sales Employee Turnover and Retail Store Performance: The Buffering Role of Organizational Memory

Simon J Bell, University of Melbourne
Bulent Menguc, Brock University
Seiyoung Auh, Thunderbird School of Global Management
Omar Merlo, Imperial College
Andreas Eisingerich, Imperial College

Services Quality: A Comparative Analysis Between Employees' and Customers' Perceptions. Case Study: Bank of Brazil in Portugal

Cláudia Sofia Magalhães de Carvalho, University Portucalense
Danielle Miotto, Faculty of Economics of Porto

Understanding Demand for Local Food: Perceptions of Restaurant Chefs

Natalia Maehle, Institute for Research in Economics and Business Administration

Track 19:

Social Responsibility, Ethics and Consumer Protection

Are visual elements on products efficient to tell about the "healthy" dimension of aliments?

Claude Pecheux, Catholic University of Leuven
Gordy Pleyers, Catholic University of Leuven

Do Consumers and Company Perceptions of Corporate Philanthropy Align?

Ilona Szöcs, Vienna University of Economics and Business
Bodo Schlegelmilch, Vienna University of Economics and Business

Greening the Gap: A Procedure for Evaluating the Green Gap

Caroline Boivin, Sherbrooke University
Fabien Durif, Université du Québec à Montréal

Investigating the Factors that Influence Materialism in Children: can family religiosity make a difference?

Juan Francisco Dávila, ESADE Business School
Mònica Casabayó, ESADE Business School

Marketing Sustainability: Perceptions from Tunisian Consumers after the Revolution

Asma Chaieb University of Sousse
Chiraz Aouina- Mejri, University Paris Est

Nutritional Information Labeling and New Technologies: An Exploration of Consumer Preferences

Benjamin Lowe, Kent Business School University of Kent
Diogo de Souza Monteiro, Kent Business School University of Kent
Iain Fraser, School of Economics, University of Kent

The Impact of Food Quality Seals on Parental Decision Making: Does Social Standing Matter?

Ulya Haenraets, TD Dortmund University
Vanessa Haselhoff, TD Dortmund University
Miriam Ziesak, TD Dortmund University
Christian Samulewicz, TD Dortmund University

Why do Consumers Not Adopt a Responsible Energy Consumption Behavior?

Dhouha EL Amri, Université Paris-Est & Télécom Business School
Abdelmajid Amine, Université Paris-Est

Track 20:

Tourism Marketing

Contributions to the Development of a Tourist Experience Scale

Elisabeth Kastenholz, University of Aveiro

Sandra Loureiro, University of Aveiro

Carlos Marques, University of Trás-os-Montes e Alto Douro

Maria João Carneiro, University of Aveiro

European Tourists' Use of Information Sources: An Empirical Study

Tor Korneliusen, Bodo Graduate School of Business

How to Improve the Choice of Films for Promoting Tourist Destinations

Ignacio Redondo, Universidad Autónoma de Madrid

Negative Emotional Contagion: The Moderating Role of LMX, Trust in Leader, and Customer-oriented Attitudes

Jennifer Y.M. Lai, University of Macau

Cheris W. C. Chow, University of Macau

Man-Lung Jonathan Kwok, Hong Kong Polytechnic University

Tourists' Satisfaction and Loyalty in the Hotel business: An application in the Azores

Maria Batista, University of Azores

João Couto, University of Azores

Diana Botelho, University of Azores

Cláudia Faias, University of Azores

Understanding the Characteristics of Chinese Outbound Tourist: A Comparison between Gaming Destination (Macau) and Non-Gaming Destination (Hong Kong)

Ka Wai (Anita) Chan, University of Macau

C.H. (Adrian) Lei, University of Macau

Pui U Lao, University of Macau