



# Conference Program

2026 AMA Global Conference  
May 27-30, 2026

Nice, France



# AM > | SIG

## Global Marketing

### 2026 AMA Global Organizing Team

#### Conference Chairs:

Magnus Hultman, Brock University | Peter Magnusson, University of Texas Rio Grande Valley | Goksel Yalcinkaya, University of New Hampshire

#### Local Conference Chairs:

Catherine Aussilhou, IAE Nice | Mantiaba Coulibaly, IAE Nice | Mohamed Didi-Alaoui, IAE Nice | Anastasia Stathopoulou, SKEMA Business School | Katharina Zeugner-Roth, SKEMA Business School

#### Doctoral Consortium Chairs:

Fabian Bartsch Montpellier Business School | Annie Cui West Virginia University | Timo Mandler NEOMA Business School | Katharina Zeugner-Roth, SKEMA Business School

#### Track Chairs:

Abbie Iveson, University of Manchester | Anastasia Stathopoulou, SKEMA Business School | Anne Souchon, Loughborough University | Arinze Nwoba, Loughborough University | Aulona Ulqinaku, LIUC Carlo Cattaneo University | Christina Papadopoulou, University of Leeds | Claude Obadia, ESCE Paris | Constantinos Leonidou, Open University of Cyprus | Cristobal Barra, University of Chile | Dionysis Skarmelas, Athens University of Economics and Business | Eleni Zantidou, American College of Greece | Fabien Pecot, TBS Education Toulouse | Gary Gregory, University of New South Wales | Giuseppe Musarra, University of Leeds | Jean François Lemoine, Paris Panthéon Sorbonne | Jennifer Takhar, SKEMA Business School | Jingyu Zhu, University of Essex | Johanna Frösén, Aalto University | Karen Tejedor Bowen, University of Leeds | Mai Kikumori, Ritsumeikan University | Mathieu Kacha, University of Lorraine | Matthew Robson, Cardiff University | Narongsak (Tek) Thongpapanl, Brock University | Nasia Nalmpanti, University of Limassol | Nazan Colmekcioglu, Cardiff University | Nükhet Harmancıoğlu, Koç University | Oksana Kantaruk Pierre, ICN Creative Business School | Peter Fisher, HEC Paris | Peter Gabrielsson, University of Vaasa | Raluca Mogos Descotes, Université du Littoral Côte d'Opale | Ryuta Ishii, Ritsumeikan University | Simos Chari, University of Manchester | Stanford Westjohn, University of Alabama | Thi Thanh Huong TRAN, SKEMA Business School | Ulrike Mayrhofer, University Côte d'Azur, IAE Nice | Valeria Penttinen, Northern Illinois University | Zi Wang, IESEG School of Management

# 2026 AMA Global Conference

## Conference Program — Wednesday, May 27

18:00-22:00

### Opening Reception

IAE Nice Graduate School of Management

5 rue du 22ème B.C.A. 06300 Nice, FRANCE

Parvis Saint Jean d'Angely

# 2026 AMA Global Conference

## Conference Program — Thursday, May 28

08:30-10:00

### Session 1A: Special Session: Rethinking Academia in the Age of AI

Room: 2B48 | Chairs: Kathleen Desveaud and Timo Mandler

Participants: Kathleen Desveaud, Timo Mandler, Giulia Pavone, Konstantin Pikal, and Camille Gaudy

### Session 1B: Marketing in Emerging Markets

Room: 1B08 | Chair: Carlos Sousa

- 1. From Green Clicks to Local Picks: How Digital Green Engagement Sparks Ethnocentrism, Environmental Concern, and Shapes Consumer Choices in Vietnam**  
*Nguyen Yen Lan and Chia-Wu Lin*
- 2. Inequality Inside, Withdrawal Outside: Gender Pay Inequality and de-Internationalization**  
*Jieke Chen, Qun Tan, and Carlos Sousa*
- 3. The Impact of Consumer Trust in Social Media Influencers in Selection of Brands: a Mixed Methods Study on Bangladeshi Consumers**  
*Zerin Momtaz Chowdhury and Samira Rahman*
- 4. The Prestige of Pixels: Status-Seeking Motivation and Preference for Visually Complex Products in the Metaverse**  
*Yujie Zhao and Wanyue Li*

### Session 1C: Global Marketing Strategy I

Room: 1B16 | Chair: Saeed Samiee

- 5. An Investigation of the International Customer Adversity Literature: Using Knowledge Structure to Propose New Research Possibilities**  
*Brian Chabowski, Saeed Samiee, Abdullah Almashayekhi, and Zafar Ahmed*
- 6. The Value Paradox of Innovation: Nonlinear Effects in Export Market Contexts**  
*Ana Lisboa, John W. Cadogan, Eleni Tsoungkou, and João Sá Oliveira*
- 7. How are celebrity owners leveraged in born global firms?**  
*Susanna Sarkki Ekestubbe, Sara Fraccastoro, Essi Pöyry, and Petri Parvinen*
- 8. The Role of Same-Side and Cross-Side Influences in the Multinational Diffusion of Two-Sided Digital Platforms**  
*Murali Mantrala, Paul Parker, and Yeji Lim*
- 9. The Effect of Firms' Customer Experience Initiatives on Firm Value: Evidence from the United States and Latin America**  
*Walter Palomino-Tamayo, Elias Huerta, and Julio Cerviño*

### Session 1D: Global Luxury Marketing

Room: 2B08 | Chair: Anastasia Stathopoulou

- 10. Managing Prestige in Global Digital Markets: How Communication Style Shapes Luxury Value Perceptions**  
*Kristina Harthaller, Tim Michael Böttger, and Magdalena Laner*
- 11. From Reverence to Co-Creation: the Four Regimes of Interactions in the Luxury Retailing Sector**  
*Maria Chalevelaki, Ilias Kapareliotis, George Kyparissiadis, and Angelos Doukas*
- 12. The Culture of Indulgence: Decoding Its Influence on Luxury Consumption**  
*Anastasia Stathopoulou and Geroge Christodoulides*
- 13. Status Hope in International Contexts: a Cross-Cultural Conceptualisation of the Status Game**  
*Guojun He, Weiwei Zhang, Russell W. Belk, and Marcos Lima*
- 14. NEW Hotel Athens: a Representation of Luxury, Social Identity, and Symbolism**  
*Maria Chalevelaki, Konstantinos Korachais, and Ilias Kapareliotis*

## Session 1E: Global Consumer Research I

Room: 2B16 | Chair: Eszter Gedeon

15. **Seeing Green, Choosing Green: a Systematic Review of Effectiveness of Eco-Label Design, and Consumer Behavior**  
*Mengyao Hu, Brigitte Muller, and Isabelle Muratore*
16. **Navigating Complexity in Phygital Retail: the Roles of Consumer Confusion, Anthropomorphism and Generational Differences in Switching Behavior**  
*Maali Benhissi*
17. **Investigating the Effects of Attitude Toward Globalization on Consumer Innovativeness**  
*Bingxuan Guo, Huachao Gao, and Yinlong Zhang*
18. **Popular Culture as a Matrix of Female Friendships: Representations and Consumption Practices**  
*Eszter Gedeon and Magali Trelohan*

## 10:00-10:45

### REFRESHMENT BREAK & CONFERENCE OPENING REMARKS

## 10:45-12:15

## Session 2A: Special Session: Navigating Grand Challenges in Global Marketing

Room: 2B48 | Chairs: Sourindra Banerjee and Constantinos N. Leonidou

Participants: Qiang Zhang, Yeyi Liu, Martin Heinberg, Wenxin Wang, Ali Obaidan, Sourindra Banerjee, Constantine Katsikeas, Ming Cheng, Karolos Papadas, Constantinos Leonidou, Andreas Procopiou, and Dimitrios Georgakakis

## Session 2B: Global Brand Management I

Room: 1B08 | Chair: Tatiana Anisimova

19. **Influencers as Brands: Measuring Influencer Brand Experience**  
*Cristobal Barra, Gonzalo Pardo, and Javiera Escobar*
20. **Looking Back or Pushing Forward? the Effectiveness of Temporal Framing for Global and Local Brands**  
*Mustafa Raji and Peter Magnusson*
21. **From FoMO to JoMO: Rethinking Global Branding Strategies in a World of Overconsumption**  
*Tatiana Anisimova, Farida Wally, Demetris Vrontis, and Manoella Antonieta Ramos da Silva*
22. **Sans Serif, Sans Longevity? Bilingual Typography and Perceived Brand Longevity**  
*Weixi Kou, Fabien Pecot, Franck Celhay, and Mathieu Kacha*
23. **Rethinking 'Going Global': How Ethicality and Health Signals Shape Consumer Response Across Income Segments**  
*Richard Huaman Ramirez, Jean François Toti, and Mohamed Didi-Alaoui*

## Session 2C: Global Consumer Research II

Room: 1B16 | Chair: Jennifer Takhar

24. **Cultural Intelligence of Machines: How Generative AI Shapes Cross-Cultural Consumer Experience and Brand Perception in Hospitality Marketing**  
*Laiba Ali and Faizan Ali*
25. **"Mente sana in corpore sano" and the two routes to wellbeing**  
*Eliane Karsaklian*
26. **When Culture Plays the Game: Introducing the Culture Oriented Gamification Marketing Framework**  
*Ranam Alkayyali*
27. **Emotional Dynamics in B2C and B2B Sales Interactions: a Comparative Analysis of Buyers' Pre- and Post-Purchase Emotions**  
*Marcus Wardley and Aimee Miller*
28. **Gamification Around the World: Element-Level MDA Effects on Consumer Engagement Through Psychological Factors**  
*Amna Abdullah*

## Session 2D: Firm Internationalization, Market Entry, and Market Exit

Room: 2B08 | Chair: Mario Kafouros

29. **Beyond Peer Imitation in International Strategy: When Do State-Owned Enterprises Influence the Foreign Location Choices of EMNEs?**  
*Mario Kafouros, Eva Mavroudi, Wei Zheng, and Hongjun Xie*
30. **Smart Cities as Gateways to Global Markets: Lessons from the Vaasa IoT Platform**  
*Emilene Leite*
31. **Revisiting the Role of Context in Firm Internationalization**  
*Tanja Leppaaho, Nicole Coviello, and Ivo Zander*
32. **Corporate Human Rights Policies: Converging Trend and Market Exit**  
*Tatiana Lukoianove, James Agarwal, and Quan Li*
33. **Improvising for Springboard Opportunities: the Role of Autonomy and Improvisation in the Development of Springboard Opportunities and Relational Stability**

## **Session 2E: Global Consumer Research III**

*Room: 2B16 | Chair: Valeria Penttinen*

- 34. Stocks, stress and strategy: how consumers cope across cultures**  
*Delphine Canonge Dumas, Virginie Thevenin, and Virginie De Barnier*
- 35. Sustainability Information Shaping Consumer Trust and Willingness to Pay Premium: a Cross Cultural Analysis**  
*Amina Irfan and Pawel Bryla*
- 36. Cross-Cultural Bias in AI-Driven Predictions of Ethical Consumer Behavior: Toward Epistemic Pluralism in Global Marketing Analytics**  
*Sara El Matouk*
- 37. Kidult Parent: a Game Changer for Family Consumption**  
*Elodie Jouny-Rivier and Julien Jouny-Rivier*
- 38. From Scrolling to Performing Skincare: How Beauty Influencers Shape Consumers' Routines and Cultural Meanings**  
*Valeria Penttinen, Elina Ludborza, and Ma Čaić*

**12:15-13:15**

**LUNCH**

**13:15-14:15**

## **Session 3: MEET THE EDITORS 1: International Marketing**

*Room: Auditorium 4 | Moderator: Timo Mandler*

- David Griffith – Journal of International Business Studies
- Ayşegül Özsoy – Journal of International Marketing
- John Cadogan – International Marketing Review
- Kelly Hewett – International Journal of Research in Marketing

**14:30-16:00**

## **Session 4A: Special Session: Advancing Global Marketing for a Sustainable World**

*Room: 2B48 | Chair: Vita Kadile | Discussant: Alessandro Biraglia*

*Participants: Martin Heinberg, Matthew Robson, Johanna Frösén, and Paraskevas Argouslidis*

## **Session 4B: Global Marketing Communications I**

*Room: 1B08 | Chair: Brittney C. Bauer*

- 39. How Audiences Value Social Media Content: a Comparison of Video and Image Formats**  
*Flavia Herle and Ioana Dan*
- 40. Black Box Branding: the Mythologies of AI Services and Algorithmic Opacity**  
*Jon Engström, Aysan Lotfi, and Stefan Biscevic*
- 41. Generative AI for Meme Marketing: Consumer Evaluation in Indonesia**  
*Risqo Wahid and Bobby Halim*
- 42. Consumers Engagement with Virtual Influencers: Generation Type and Awareness Anchoring Effects**  
*Julien Morange, Isabelle Muratore, and Brigitte Müller*
- 43. Cultural Influences on Gender-Based Stereotyping in Celebrity Endorsements**  
*Brittney C. Bauer, Clark Johnson, and Carri Reisdorf*

## **Session 4C: Global Ethics, Sustainability, and Corporate Social Responsibility I**

*Room: 1B16 | Chair: Karolos Papadas*

- 44. Reshoring: the Shifting Landscape of Global Value Chains and Its ESG Implications.**  
*Katerina Makri, Karolos Papadas, and Charalampos Saridakis*
- 45. Authenticity as a Sustainability Strategy: How “Phoenix” Entrepreneurs Navigate Toxic Positivity to Build Resilience in Global Consumer-Vulnerability Contexts**  
*Stéphane Lautissier*
- 46. Can Advertising Improve Sales Outcomes Following a Negative ESG Event? an Empirical Examination of Advertising, Sustainability Controversies, and Sales**  
*Stacey Sharpe and Nicole Hanson*
- 47. Effect of Social Media Opinion on Sustainable Purchase Decision: a Comparative Study over Different Economies**  
*Nuzhat Nuery and Jeta Majumder*
- 48. Local Brands and Environmental Sustainability Messaging: the Power of Social Norms**  
*Ekaterina Salmikova and Yuliya Strizhakova*

## Session 4D: Global Brand Management II

Room: 2B08 | Chair: Abbie Iveson

49. **Brand Tone of Voice: Conceptualization and Measurement of Linguistic Styles in Global Brand Communication**  
*Abbie Iveson, Hai-Anh Tran, Heiner Evanschitzky, and Guowei Huang*
50. **Global Brand Proximity Effects: How Shelf Placement Influences Organic Private Label Brand Perceptions and Purchases**  
*Maryam Tofghi*
51. **Measuring Brand Coherence: Introducing the Nas-Bci Dual-Metric Framework**  
*Richard Bulan*
52. **From Utility to Purpose: Navigating Brand Values in Public Service**  
*Ulrika Leijerholt and Sofia Molander*
53. **Making Sense of Conscientious Corporate Brands: a Leadership Perspective**  
*Sonja Sarasvuo, Valeria Penttinen, Susanne Pedersen, and Christiane Marie Høvring*

## Session 4E: Global Marketing Strategy II

Room: 2B16 | Chair: Pejvak Oghazi

54. **From Local Track to Global Hit: Cultural Market-Fit in International Music Success**  
*Rouven Seifert, Levent Uyar, Michel Clement and Sönke Albers*
55. **The Role of Cultural Dimensions in Servitization Strategies**  
*Ashkan Faramarzi, Leonard Rackowitz and Stefan Worm*
56. **The Role of Artificial Intelligence in Advancing Circular Business Models and Global Marketing Strategy**  
*Rana Mostaghel and Pejvak Oghazi*
57. **Brand Origin Effects on Consumer Brand Perception of Chinese Culturally Symbolic Brands**  
*Xiaoxuan Yang*
58. **Global Strategic Marketing When Performance Is Noncommensurable: How Quantum-Computing Vendors Articulate Global Positions Through Nontechnical Signals**  
*Joachim Ehrental, Tracy Gonzalez-Padron, and Thomas Gruen*

16:00-16:30

REFRESHMENT BREAK

16:30-18:00

## Session 5A: Global Marketing Research, Big Data, and Analytics

Room: 2B48 | Chair: Andreas Strebinger

59. **Understanding User Experiences in Digital Banking: a Bilingual Analysis**  
*Ali Raza, Raouf Rathar and Muhammad Shahzad*
60. **Rethinking Multicollinearity: New Solutions**  
*Steven Shugan and Taikgun Song*
61. **Harnessing YouTube Comments to Explore Cross-Cultural Variations in User Sentiment Toward Autonomous Vehicles**  
*Andreas Strebinger and Yi-Yu Bruce Liu*
62. **The Impact of Musical Product Design Dimensions on Music Consumption**  
*Jordan Truong*
63. **AI in Action: How AI-Integrated Financial Services Foster Consumer Engagement and Co-Creation**  
*Raouf Rather, Ali Raza, Amir Abbasi, and Muhammad Faisal Shahzad*

## Session 5B: Global Ethics, Sustainability, and Corporate Social Responsibility II

Room: 1B08 | Chair: Okai Ozbal

64. **TikTok Wisdom in France and Germany: a Remedy Against the Flow-Addiction Tie?**  
*Tatjana Koenig, Chiara Mauri, and Michelle Drumm*
65. **Solidarity-Sustainability-Accountability: Emmaüs'S Utopian Legacy in Question**  
*Okai Ozbal and Eugene Chan*
66. **Deep into the Blue: the Effects of Immersive Environmental Exhibitions on Engagement, Concern, and Pro-Environmental Behavior**  
*Barbara Buljat Raymond, Holger J. Schmidt, and Agnès Festré*
67. **Artificial Intelligence in Recruitment : Dual Impacts on Employer Brand Perception and Candidate Experience**  
*Anissa Djabi-Saidani, Zeineb Farhat, Alexis Allain, and Nourha Toure*
68. **Drivers of Mindful Consumption Behavior in a Cross-Cultural Context: Using National Cultural Values and Servant Leadership to Explain Consumer Attitudes**  
*Sadiq Abdulganiyu and Brian Chabowski*

## Session 5C: Global Marketing Communications II

Room: 1B16 | Chair: Thi Thanh Huong Tran

69. **Beyond Borders and Screens: the Impact of Livestreaming Immersion on Foreign Brand Purchases in Emerging Markets**  
*Kha Tuyet Phuong Le, Thi Be Loan Pham, and Thi Thanh Huong Tran*
70. **The Dual Role of TV Advertising: a Geo-Experimental Study of Brand Awareness and Sales Across Customer Segments**  
*Christina Antonie Reh, Adriana Ricklin and Dominik Georgi*
71. **“Natty or Not?” - Male Perceptions of Fitness Influencer Authenticity and PED Use**  
*Christina Giakoumaki, Dimitrios Tsoutsoplidis, Ilias Kapareliotis, and Toulia Perrea*
72. **Regulatory Fit and Interactivity in Mobile Donation PSAs: Evidence from an Exploratory 2×2 Experiment**  
*Sampath Kumar and Walter Henley*
73. **Perceived Expertise of Influencers in Sports Supplements: How Female Consumers Evaluate Authority and Credibility**  
*Christina Giakoumaki, Persefoni Charavgi, Ilias Kapareliotis, and Athanassios Krystallis-Krontallis*

## Session 5D: Global Retailing, E-Commerce, and Supply Chain Research

Room: 2B08 | Chair: Ryuta Ishii

74. **How B2B Managers Interpret Inconsistent eWOM Reviews: Experimental Evidence from International Digital Platforms**  
*Ryuta Ishii, Mai Kikumori, and Zsofia Toth*
75. **Do Digital Voices Matter? Online Reviews Versus Surveys as Drivers of Retail Performance**  
*Sebastian Oetzel and Philip Rosenberger*
76. **Can Digital Technologies Enhance the Power of Structural Constraints of Buyer Opportunism in Global Supply Chains?**  
*Lei Wang, Chun Zhang, and Ying Huang*
77. **Showrooming Drivers and Retailer Responses**  
*Markus Blut, Natalia Yannopoulou, Eleftherios Alamanos, Martin Liu, and Jun Luo*
78. **The role of digital personalization techniques in client acquisition and retention on C2C luxury resale platforms**  
*Zeynepnaz Dag and Meriem Agrebi*

## Session 5E: Global Ethics, Sustainability, and Corporate Social Responsibility III

Room: 2B16 | Chair: Valérie Fossats

79. **When Sustainability Labels Backfire: Showcasing Temporal and Moderating Effects in Online Retail Using Amazon’s Climate Pledge Friendly Label Sales Data**  
*Christina Antonie Reh, Laura Ebbinghaus, Jessica Mazurek, Dominik Georgi, Erik Maier, and Christian Schlereth*
80. **Understanding Misclassification in Green Brand Categorization: the Influence of Ecological Concern, Market Reputation, and Socio-Demographics**  
*Erwan Ghesquiere*
81. **Inclusive AI Capability as a Driver of Responsible Service Innovation: a Comparative Study of UK and French Firms**  
*Mina Tajvidi, Faranak Farzaneh, and Rana Tajvidi*
82. **Challenging Corporate Social Responsibility: LEGO and the Limits of Sustainability**  
*Ted Gournelos and David Marutschke*
83. **Understanding Green Behavior Through Personal Values and Pro-Environmental Climate**  
*Ali Raza, Raouf Rathar and Muhammad Shahzad*

# 2026 AMA Global Conference

## Conference Program — Friday, May 29

08:30-10:00

### Session 6A: Global Marketing Strategy III

Room: 2B48 | Chair: Dayananda Palihawadana

- 1. The Role of Managerial Overconfidence in Internationalization Decision Making as a Speeding Catalyst. Can the End Justify the Means?**  
*Markos Tsogas and Marina Kyriakou*
- 2. External drivers, performance outcomes, and managerial contingencies of exporters' ESG strategy**  
*Leonidas C. Leonidou, Bilge Aykol, Dayananda Palihawadana, Frode Nilssen, and Paul Christodoulides*
- 3. Algorithmic Empathy or Amplified Inequality? a Critical Framework for Ai-Mediated Stakeholder Engagement in Global Marketing**  
*Ricardo Limongi and Mariana Bassi Suter*
- 4. Green Export Marketing Strategy: Antecedents, Boundary Conditions and Performance Consequences**  
*Frederick Awuni, Arinze Nwoba, and Anne Souchon*
- 5. Under Pressure from Headquarters: Challenge–Hindrane Stressors, Work Engagement, and Financial Slack in Subsidiary Performance**  
*Ghasem Zaefarian, Chong Yu, Zhaleh Najafi Tavani, and Matthew Robson*

### Session 6B: Global Brand Management III

Room: 1B08 | Chair: Rana Mosthagel

- 6. Determinants of Country Brand, Brand Equity and Consumer Preference: a Holistic Approach with Master Brand and Sub-Brand Framework**  
*Aycan Duran Tekoglu, Musa Pinar, and Tulay Girard*
- 7. Brand Activism Motives Across International Markets**  
*Souha Itani, Fabien Pecot, and Sylvie Borau*
- 8. European Fans' Perception of Sponsors' and Teams' Brand Image in Formula 1**  
*Rana Mostaghel, Emma Sofie Egelund Wulff and Olivia Emmero*
- 9. Maternal Guilt and Brand Communication: the Impact of Idealized Versus Authentic Motherhood Portrayals on Brand Perceptions and Wellbeing**  
*Monica Mendini and Valentina Mazzoli*

### Session 6C: Global Consumer Research IV

Room: 1B16 | Chair: Christina Papadopoulou

- 10. Why Collectivism Predicts AI Receptivity: a Cross-Cultural Account of Mind Attribution**  
*Maren Doemer, Christina Papadopoulou, Aristeidis Theotokis, and Joško Brakus*
- 11. Beyond Wealth: How Socioeconomic Status Shapes Attention to Everyday Pleasures**  
*Nanjia Lin, Catherine Yeung and Meng Zhang*
- 12. Does the Effectiveness of AI-Generated Advertising Vary Across Cultures? Evidence from Luxury Advertising**  
*Emanuele Ghianda, Michela Matarazzo, Alice Mazzucchelli, Roberto Chierici, and Angelo Di Gregorio*
- 13. How Do Luxury Fragrance Brands Use Generative AI in Content Creation and Storytelling While Preserving Brand Authenticity? a Cross-Cultural Comparison Between France and the UAE**  
*Messer Aldosh, Maxime Koromyslov, and Rébecca Stekelorum*
- 14. Brand Misinterpretation as Cultural Value Creation: a Conceptual Framework**  
*Ger Xiong*

### Session 6D: JIM Special Issue Session I

Room: 2B08 | Chairs: David Griffith, Aysegül Özsoy, and Goksel Yalcinkaya

- 15. Esg as a Double-Edged Sword for Entrepreneurial Brand Value: Evidence from Global Brands in B2b and B2c Markets**  
*Leslier Valenzuela-Fernández and Lisgrey Barrera Legorburo*
- 16. Mapping the Singularity in Marketing: Exploring the Convergence of Big Data Analytics and AI-Driven Marketing Innovations**  
*Ekaterina Glebova, Agnieszka Rzepka, and Faranak Fazaneh*
- 17. Market Orientation as the Antecedent of Responsible Innovation: Cross-Cultural Comparison Between the U.S., Germany, and Japan**  
*Tomoko Kawakami, Shashi Matta, Maximilian Bauer, and Linda Hamdi-Kidar*
- 18. Selling Sustainability Across Markets: a Contingency-Theoretic Perspective on Circular Solution Sales in Developed and Emerging Markets**

Moritz Haeussler and Thomas Friedli

**19. How to Implement Collaborative Market-Driving Strategy in Emerging Markets: Insights from Sri Lanka'S Sustainable Tea Tourism Industry**

*Herman Mahendra Abeykoon, Efthymia Kottika, Miroslav Karlíček, Ioannis G. Theodorakis, and Marek Hudík*

**Session 6E: Global Entrepreneurship**

*Room: 2B16 | Chair: Fabian Bartsch*

**20. Match Frictions and Engagement: Two-Sided Matching for Digital Business Mentoring in Indonesia**

*Soniya Gupta-Rawal, Ahmed Khwaja, and Jaideep Prabhu*

**21. Cognitive Flexibility and Performance in SME Internationalization: the Mediating Role of Imitative and Vicarious Learning**

*Wensong Bai, Martin Johanson, Anlan Zhang, and Zilvinas Zidonis*

**22. Mediating Improvisation to Develop Novelty and Value of International Opportunities of SMEs**

*Stylianos Papaioannou*

**23. From Marginal to Mainstream: Institutional Entrepreneurship and Ideological Narratives in Plant-Based Adoption**

*Stefania Masè and Virginie Thevenin*

**24. Cross-Border Tensions in Creative Service Delivery on Global Professional Digital Platforms**

*Ekaterina Nemkova, Zsófia Tóth, and Fabian Bartsch*

**10:00-10:45**

**REFRESHMENT BREAK**

**10:45-12:15**

**Session 7A: Special Session: Traveling the Academic-Practice Road in International Marketing**

*Room: 2B48 | Chair: V Kumar*

**25. Why Nations Succeed/Fail?**

*Rohit Bansal (Reliance Industries Limited)*

**26. Global Innovation – What, Why and How?**

*Amrit Kumar Jha (Deloitte)*

**27. Foreign Market Entry Strategy: A Four Stage Modeling Framework for MNCs**

*Yajna Prakash (Acclime Corp.)*

**28. A Programmatic approach to Research in International Marketing for creating IMPACT**

*V Kumar (Brock University)*

**Session 7B: Global Consumer Research V**

*Room: 1B08 | Chair: Gary Gregory*

**29. Consumer-Influencer Parasocial Relationships: Performing Closeness and Projecting Status on TikTok**

*André Luiz Maranhão de Souza Leão, Grayci Kelli Patrocínio, and Jéssica Maria Morais*

**30. Self-Serving Motivations Alter U.S. Consumers' Response to Global Marketing Stimuli**

*Claudiu Dimofte*

**31. Linking Service Failures to Negative Customer Outcomes: Insights from Tiqmo and Alinmapay Mobile Wallets Users in Saudi Arabia**

*Muhammad Faisal Shahzad*

**32. Anthropomorphizing Health Apps to Promote Usage Among the Elderly: the Roles of Human-Technology Relationship and Anticipated Emotions**

*Shuili Du, Richard Bagozzi, Chunyan Xie, Kristi Bjørnes Skeie, Tatiana Iakovleva, and Elin M. Oftedal*

**33. Choosing Close to Home: How Disease Threats Drive Preference for Local over Global Brands**

*Yunxin Liu, Dionysius Ang, and Verdiana Giannetti*

**Session 7C: Global Ethics, Sustainability, and Corporate Social Responsibility IV**

*Room: 1B16 | Chair Sengun Yeniurt*

**34. Ethical Challenges in AI-Driven International Marketing: the Role of Institutional Pressures in Shaping MNE Practices**

*Mia-Kristina Lager*

**35. Toward a Model of Caring Experience for Sustainable Food Choices**

*Ghita Zaher, Maud Dampérat, and Eline Jongmans*

**36. Cancel Culture, Social Media Addiction, and Related Ethical Considerations**

*Qin Sun, Rajasree K Rajamma, and Audhesh Paswan*

**37. Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets**

*Dionne Nickerson and Karen Anne Wallach*

**38. The Global Illusion of Naturalness. the Misleading Impact of Au Naturel Package Colors on Consumer Health Perceptions**

*Mia Birau*

## Session 7D: Global Innovation and New Product Development

Room: 2B08 | Chair: Oluwaseun Olabode

39. **Sustainable Enotourism and Cultural Identity: How Local Narratives Drive Territorial Attractiveness and Innovation in Occitanie**  
*Hurova Anastasiia*
40. **A Stakeholder Perspective on Balancing Tension Between Responsible Innovation and Esg Embeddedness, and Economic Performance**  
*Eleni Zantidou, Oluwaseun Olabode, Nathaniel Boso, and Magnus Hultman*
41. **Product Distinctiveness, User Innovation Involvement, and New Product Performance: Evidence from Multimodal Ai-Driven Empirical Reserach**  
*Fuxin Lin, Zhi Chen, Dongqi Wang, and Xiaobo Wu*
42. **From Market Pressure to Strategic Choice: How Market Underperformance Affects Firms' Decisions for Technological Collaboration**  
*Eva Mavroudi, Mario Kafourous, Renfei Gao, and Murod Aliyev*
43. **Internal brand orientation, entrepreneurial orientation and firm performance: market and organizational structure contingencies**  
*Piha Lamprini, Vasileios Davvetas, and Karolos Papadas*

## Session 7E: JIM Special Issue Session II

Room: 2B16 | Chairs: David Griffith, Aysegül Özsoy, and Goksel Yalcinkaya

44. **Green Export Market Orientation and New Product Success: a Cross-National Examination of Sustainable Exporting Strategies**  
*Ilayda İpek, John Cadogan, Ryuta Ishii, and Murat Karacay*
45. **Demarketing in a water-saving program: can drought be anticipated with nudges and boosts?**  
*Pascale Tugayé*
46. **Transparency in Sustainable Luxury Value Chain: Value Addition or Risky Exposure?**  
*Dusica Lehmann*
47. **Market-Oriented Resilience and International Marketing Competence: Exploring Behavioral and Cognitive Dimensions**  
*Chenxin Xie and Zuohao Hu*
48. **Standardization-Adaptation of Sustainability-Intensive International Marketing Strategies Under Cross-National Regulatory and Activist Divergence: a Systematic Review and Conceptual Synthesis**  
*Agnieszka Małeczka, Maciej Mitreğa, and Gregor Pfajfar*

**12:15-13:15**

**LUNCH**

**13:15-14:15**

## Session 8: MEET THE EDITORS 2: (General) Marketing

Room: Auditorium 4 | Moderator: Peter Magnusson

- J.B. Steenkamp – Journal of Marketing
- Jan Heide – Journal of Marketing Research
- Costas Katsikeas – Journal of the Academy of Marketing Science
- Nicole Coviello – Journal of Business Venturing
- Karolos Papadas – Journal of Sustainable Marketing
- Sukki Yoon – Journal of Current Issues and Research in Advertising
- Aulona Ulqinaku – Psychology & Marketing
- Elodie JOUNY-RIVIER - Journal of Consumer Behaviour

**14:30-16:00**

## Session 9A: Special session: The Future of International Marketing Research

Room: 2B48 | Chair: Timo Mandler

Participants: Timo Mandler, David A. Griffith, Martin Heinberg, Aysegül Özsoy, and Jan-Benedict E.M. Steenkamp

## Session 9B: Global Consumer Research VI

Room: 1B08 | Chair: Eliane Karsaklian

49. **The Value of Nothing: The Effects of Framing Zero in Financial Decision-Making**

Marcus Wardley

**50. Anticipated Emotions in Consumer Behaviour: Review, Future Directions and Implications**

*Barsha Ghosh and Anirban Chakraborty*

**51. When Brands Feel Human: Effects on Trust and Chatbot Experience in Global Markets**

*Camilo Andres Rojas Contreras and Aniket Sengupta*

**52. Participatory Digital Influencers: Enacting Utopian Bodies Through Cosplay Digital Performances**

*Bruno Melo Moura and André Luiz Maranhão de Souza Leão*

**53. Are Hungry Individuals More Likely to Donate? the Effect of Timing Donation Feedback on Donors' Willingness to Donate Again**

*Xin Jiang, Zhihua Ding, Yi Lu, and Shuai Shao*

**Session 9C: Global Marketing Education I**

*Room: 1B16 | Chair: Nicky Kinsey*

**54. Rosé on the Rocks: Vinal Valley's Bridge from French Terroir to Brazilian Taste**

*Mariana Bassi-Suter, Dinora Floriani, Annalisa Fraccaro, and Yasmine El Alami-Pinzon*

**55. From Incremental to Transformative? Tracking Sustainability Related Behavior Through Longitudinal Q Method in a University Course**

*Katalin Asvanyi and Eszter Gedeon*

**56. Curricular and Careers in Marketing. Do They Align?**

*Nicky Kinsey*

**57. Towards Effective Artificial Intelligence Syllabi Policies for the Future of Marketing Education in a Global Context**

*Raj Sachdev*

**Session 9D: Learning and Global Communications**

*Room: 2B08 | Chair: Christina Antonie Reh*

**58. When Platforms Slow down: User Engagement and Influencer Adaptation During the YouTube Throttling**

*Alexander Krasnikov, Vera Rebiagina, and Alexander Vorobiev*

**59. The Critical Role of Learning in Export Strategy Development**

*Annette Tower, Kelly Hewett, Kay Peters, and Luciano Lapa*

**60. Episodic Vs. Single-Exposure: How Content Format Determines Cross-Border Cultural Communication Effectiveness**

*Burcu Sezen, Koen Pauwels, and Aysegül Özsoy*

**61. When territoriality comes through communication**

*Valérie Fossats*

**Session 9E: JIM Special Issue Session III**

*Room: 2B16 | Chairs: David Griffith, Aysegül Özsoy, and Goksel Yalcinkaya*

**62. Make Sustainability POSSIB (B) Le: a Cross-Cultural Framework for Pro-Sustainability Behavior Barriers with Empirical Validation**

*Yaning Ren and Andreas Strebinger*

**63. Shades-of-Green: How Green Loyalty Programs Can Transform Customer Behaviors and Impact Attitudes**

*Valeria Stourm, Nicole Moch, Anastasia Buyalskaya, and Jonathan Z. Berman*

**64. Leveraging Conversational AI to Enhance Sustainability in Global Marketing**

*Peter Mathias Fischer and Katharina Petra Zeugner-Roth*

**65. How Avatar Customization Drives Prosocial Behavior: the Roles of Avatar Identification and Similarity**

*Tao Xie, Huaxiao Shen and Yuling Wei*

**66. Instagrammable Sustainability: What Drives Engagement in Environmental Video Content on Social Media?**

*Barbara Buljat Raymond and Holger J. Schmidt*

**16:00-16:30**

**REFRESHMENT BREAK**

**16:30-18:00**

**Session 10A: Global Consumer Research VII**

*Room: 2B48 | Chair: Adamantios Diamantopoulos*

**67. When Luxury Meets Ethics: How Perceived Brand Ethicality Shapes Trust, Guilt, Identification, and Brand Love**

*Dragana Medic, Nadia El Nemr, and Serhal Rania*

**68. Drivers and Outcomes of Privacy Empowerment in AI-Personalized E-Commerce: an Integrated Framework**

*Halima El Amrani El Joutei, Siham Mourad, and Dina Abarchan*

**69. Are Users Ready for Global Decentralized Platforms? Evidence from Controlled Experiments**

*Elissar Toufaily and Saeedeh Rezaee Vessal*

**70. Additional Option or Additional Concern? Consumer Prosocial Reactions to the Introduction of Automation Technologies**

*Erik Kriukov, Michael Haenlein, and Rhonda Hadi*

**71. Country Stereotypes, Product-Country Image, and Ecological Country Image: Their Impact on Consumer Perceptions of Product Sustainability**

*Chiara Scrimieri, Adamantios Diamantopoulos, and Alberto Pastore*

**Session 10B: Global Brand Management IV**

*Room: 1B08 | Chair: Peter Gabrielsson*

**72. Reconceptualizing Perceived Brand Globalness: Scale Development and Validation**

*Aya Shaker, Peter Gabrielsson, and Emilene Leite*

**73. High-Performance Social Media Ads in the AI Era: Balancing Transparency and Effectiveness**

*Li Zheng and Nishok Kathiraven*

**74. Global and Local Brands in Data Collection Requests: Privacy Concerns and the Role of Data Residency**

*Onur Osmanoglu, Aysegül Özsoy, and Zeynep Müge Güzel*

**75. That'S Mine!: Commercial Use and Consumer Connections to Music**

*Zoe Godfrey and Erick Mas Román*

**76. Country of Origin Effects on Customer-Based Brand Equity in Product Categories of Chinese Brands**

*Xiaoxuan Yang*

**Session 10C: Aspects of Global Communication and Value Cocreation**

*Room: 1B16 | Chair: Mika Gabrielsson*

**77. Mapping the AI-Social Media Marketing Landscape: a Systematic Review and Research Agenda**

*Fangfang Li and Zhe Zhu*

**78. AI in International Marketing: How Digital Service Firms Standardize and Adapt Marketing Across Borders**

*Arto Ojala, Thilini Mudiyanse, Sara Fraccastoro, and Mika Gabrielsson*

**79. Examining the Impact of Digital Traceability on Sustainability Performance: Considering the Roles of Traceability Systems, Enablers and Drivers in a Study of User Perception in the Context of China and the United Kingdom**

*Congye Zhang, Pantea Foroudi, and Dongmei Zha*

**80. Museums as Activist Brands: How Social Media Shapes Diversity and Inclusion**

*Christina Giakoumaki, Konstantinos Dermitzakis, and George Kyparissiadis*

**81. The role of value cocreation orientation, market orientation and marketing department power in firm performance: a cluster analysis**

*Carole Charbonnel and Pierre Valette Florence*

**Session 10D: Global Marketing Education II**

*Room: 2B08 | Chair: Holger J. Schmidt*

**82. Institutional Narrative Capital: a Framework for Understanding Intangible Value, Reputation, and Trust in Global Higher Education**

*Maya Farah, Lara Khabbaz, and Omayya Kuran*

**83. An Empirical Analysis of Consumer Perceptions Toward Franchised Educational Brands Using AI Tools for Mentoring: a Value-Percept Theory Perspective**

*Muhammad Akib Warraich and Muhammad Hassan Mushtaq*

**84. "Paws for Learning": How Dogs Influence Student Engagement in a Marketing Course**

*Monica Mendini, Daina Matise Schubiger, and Salvatore Maione*

**85. Training Researchers for Academia, Not Practice: an Analysis of European PhD Programmes in Marketing**

*Holger J. Schmidt and Jörn Redler*

**Session 10E: Global Luxury, Identity, and Sustainability**

*Room: 2B16 | Chair: Dionysis Skarneas*

**86. Narrative-Led Luxury: How Jacquemus Scales Founder Story into Global Brand Success**

*Lara Khabbaz, Maya Farah, and Carine Abboud*

**87. Footsteps of Identity, The Unseen Footwear Problem: Exploring Footwear Consumption Among Transwomen – A Qualitative Approach**

*S Krishna and Nithya Murugan*

**88. Symbolic Struggles for Climate Meaning: Assembling Resistance in the Digital Sphere**

*André Luiz Maranhão de Souza Leão and Ana Carolina Sampaio*

**89. Designing for Durability: The Role of Symmetry in Sustainable Luxury Consumption**

*Alba D'Aniello, Cesare Amatulli, Matteo De Angelis, and Rumen Pozharliev*

**19:00-23:00**

**Gala Dinner**

**Radisson Blue Hotel Nice**

*223 Prom. des Anglais, 06200 Nice, France*

# 2026 AMA Global Conference

## Conference Program — Saturday, May 30

10:00-13:30

### Networking Event

*Room: 1B08*

**A relaxed / informal setting for conference participants to meet with others, exchange ideas, discuss common interests, and develop professional connections across the field.**