

08:30-10:00

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

Room: 2B48

*Session 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

*Session Chair: Carlos Sousa*

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*

Inequality Inside, Withdrawal Outside: Gender Pay Inequality and de-Internationalization

*Jieke Chen, Qun Tan and Carlos Sousa*

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*

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

*Session Chair: Saeed Samiee*

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*

The Value Paradox of Innovation: Nonlinear Effects in Export Market Contexts

*Ana Lisboa, John W. Cadogan, Eleni Tsoungkou and João Sá Oliveira*

How are celebrity owners leveraged in born global firms?

*Susanna Sarkki Ekestubbe, Sara Fraccastoro, Essi Pöyry and Petri Parvinen*

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*

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

*Session Chair: Anastasia Stathopoulou*

Managing Prestige in Global Digital Markets: How Communication Style Shapes Luxury Value Perceptions

*Kristina Harthaller, Tim Michael Böttger and Magdalena Laner*

From Reverence to Co-Creation: the Four Regimes of Interactions in the Luxury Retailing Sector

*Maria Chalevelaki, Ilias Kapareliotis, George Kyparissiadis and Angelos Doukas*

The Culture of Indulgence: Decoding Its Influence on Luxury Consumption

*Anastasia Stathopoulou and Geroge Christodoulides*

Status Hope in International Contexts: a Cross-Cultural Conceptualisation of the Status Game

*Guojun He, Weiwei Zhang, Russell W. Belk and Marcos Lima*

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

*Session Chair: Eszter Gedeon*

Seeing Green, Choosing Green: a Systematic Review of Effectiveness of Eco-Label Design, and Consumer Behavior

*Mengyao Hu, Brigitte Muller and Isabelle Muratore*

Navigating Complexity in Phygital Retail: the Roles of Consumer Confusion, Anthropomorphism and Generational Differences in Switching Behavior

*Maali Benhissi*

Investigating the Effects of Attitude Toward Globalization on Consumer Innovativeness

*Bingxuan Guo, Huachao Gao and Yinlong Zhang*

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

*Session 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

*Session Chair: Cristobal Barra*

**Influencers as Brands: Measuring Influencer Brand Experience**

*Cristobal Barra, Gonzalo Pardo and Javiera Escobar*

**Looking Back or Pushing Forward? the Effectiveness of Temporal Framing for Global and Local Brands**

*Mustafa Raji and Peter Magnusson*

**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*

**Sans Serif, Sans Longevity? Bilingual Typography and Perceived Brand Longevity**

*Weixi Kou, Fabien Pecot, Franck Celhay and Mathieu Kacha*

**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

*Session Chair: Jennifer Takhar*

**Cultural Intelligence of Machines: How Generative AI Shapes Cross-Cultural Consumer Experience and Brand Perception in Hospitality Marketing**

*Laiba Ali and Faizan Ali*

**"Mente sana in corpore sano" and the two routes to wellbeing**

*Eliane Karsaklian*

**When Culture Plays the Game: Introducing the Culture Oriented Gamification Marketing Framework**

*Ranam Alkayyali*

**Emotional Dynamics in B2C and B2B Sales Interactions: a Comparative Analysis of Buyers' Pre- and Post-Purchase Emotions**

*Marcus Wardley and Aimee Miller*

**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

*Session Chair: Mario Kafouros*

**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*

**Smart Cities as Gateways to Global Markets: Lessons from the Vaasa IoT Platform**

*Emilene Leite*

**Revisiting the Role of Context in Firm Internationalization**

*Tanja Leppaaho, Nicole Coviello and Ivo Zander*

**Corporate Human Rights Policies: Converging Trend and Market Exit**

*Tatiana Lukoianove, James Agarwal and Quan Li*

**Improvising for Springboard Opportunities: the Role of Autonomy and Improvisation in the Development of Springboard Opportunities and Relational Stability**

*Stylianos Papaioannou and Martin Johanson*

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

Room: 2B16

*Session Chair: Valeria Penttinen*

**Stocks, stress and strategy: how consumers cope across cultures**

*Delphine Canonge Dumas, Virginie Thevenin and Virginie De Barnier*

**Sustainability Information Shaping Consumer Trust and Willingness to Pay Premium: a Cross Cultural Analysis**

*Amina Irfan and Pawel Bryla*

**Cross-Cultural Bias in AI-Driven Predictions of Ethical Consumer Behavior: Toward Epistemic Pluralism in Global Marketing Analytics**

*Sara El Matouk*

**Kidult Parent: a Game Changer for Family Consumption**

*Elodie Jouny-Rivier and Julien Jouny-Rivier*

**From Scrolling to Performing Skincare: How Beauty Influencers Shape Consumers' Routines and Cultural Meanings**

*Valeria Penttinen, Elina Ludborza and Ma Caic*

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  
Aysegul Ozsomer – 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**

*Session Chair: Vita Kadile | Discussant: Alessandro Biraglia*

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

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

**Room: 1B08**

*Session Chair: Brittney C. Bauer*

How Audiences Value Social Media Content: a Comparison of Video and Image Formats  
*Flavia Herle and Ioana Dan*

Black Box Branding: the Mythologies of AI Services and Algorithmic Opacity  
*Jon Engström, Aysan Lotfi and Stefan Biscevic*

Generative AI for Meme Marketing: Consumer Evaluation in Indonesia  
*Risqo Wahid and Bobby Halim*

Consumers Engagement with Virtual Influencers: Generation Type and Awareness Anchoring Effects  
*Julien Morange, Isabelle Muratore and Brigitte Müller*

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**

*Session Chair: Karolos Papadas*

Reshoring: the Shifting Landscape of Global Value Chains and Its ESG Implications.  
*Katerina Makri, Karolos Papadas and Charalampos Saridakis*

Authenticity as a Sustainability Strategy: How "Phoenix" Entrepreneurs Navigate Toxic Positivity to Build Resilience in Global Consumer-Vulnerability Contexts  
*Stéphane Lautissier*

Can Advertising Improve Sales Outcomes Following a Negative ESG Event? an Empirical Examination of Advertising, Sustainability Controversies, and Sales  
*Stacey Sharpe and Nicole Hanson*

Effect of Social Media Opinion on Sustainable Purchase Decision: a Comparative Study over Different Economies  
*Nuzhat Nuery and Jeta Majumder*

Local Brands and Environmental Sustainability Messaging: the Power of Social Norms  
*Ekaterina Salnikova and Yuliya Strizhakova*

**Session 4D: Global Brand Management II**

**Room: 2B08**

*Session Chair: Abbie Iveson*

Brand Tone of Voice: Conceptualization and Measurement of Linguistic Styles in Global Brand Communication  
*Abbie Iveson, Hai-Anh Tran, Heiner Evanschitzky and Guowei Huang*

Global Brand Proximity Effects: How Shelf Placement Influences Organic Private Label Brand Perceptions and Purchases  
*Maryam Tofghi*

Measuring Brand Coherence: Introducing the Nas–Bci Dual-Metric Framework  
*Richard Bulan*

From Utility to Purpose: Navigating Brand Values in Public Service  
*Ulrika Leijerholt and Sofia Molander*

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

*Session Chair: Pejvak Oghazi*

From Local Track to Global Hit: Cultural Market-Fit in International Music Success

*Rouven Seifert, Levent Uyar, Michel Clement and Sönke Albers*

The Role of Cultural Dimensions in Servitization Strategies

*Ashkan Faramarzi, Leonard Rackowitz and Stefan Worm*

The Role of Artificial Intelligence in Advancing Circular Business Models and Global Marketing Strategy

*Rana Mostaghel and Pejvak Oghazi*

Brand Origin Effects on Consumer Brand Perception of Chinese Culturally Symbolic Brands

*Xiaoxuan Yang*

Global Strategic Marketing When Performance Is Noncommensurable: How Quantum-Computing Vendors Articulate Global Positions Through Nontechnical Signals

*Joachim Ehrenthal, 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

*Session Chair: Andreas Strebinger*

Understanding User Experiences in Digital Banking: a Bilingual Analysis

*Ali Raza, Raouf Rathar and Muhammad Shahzad*

Rethinking Multicollinearity: New Solutions

*Steven Shugan and Taikgun Song*

Harnessing YouTube Comments to Explore Cross-Cultural Variations in User Sentiment Toward Autonomous Vehicles

*Andreas Strebinger and Yi-Yu Bruce Liu*

The Impact of Musical Product Design Dimensions on Music Consumption

*Jordan Truong*

AI in Action: How AI-Integrated Financial Services Foster Consumer Engagement and Co-Creation

*Raouf Rathar, Ali Raza, Amir Abbasi and Muhammad Faisal Shahzad*

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

Room: 1B08

*Session Chair: Okai Ozbal*

TikTok Wisdom in France and Germany: a Remedy Against the Flow-Addiction Tie?

*Tatjana Koenig, Chiara Mauri and Michelle Drumm*

Solidarity-Sustainability-Accountability: Emmaüs'S Utopian Legacy in Question

*Okai Ozbal and Eugene Chan*

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*

Artificial Intelligence in Recruitment: Dual Impacts on Employer Brand Perception and Candidate Experience

*Anissa Djabi-Saidani, Zeineb Farhat, Alexis Allain and Nourha Toure*

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

*Session Chair: Thi Thanh Huong Tran*

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*

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*

"Natty or Not?" - Male Perceptions of Fitness Influencer Authenticity and PED Use

*Christina Giakoumaki, Dimitrios Tsoutsopolidis, Ilias Kapareliotis and Toulia Perrea*

Regulatory Fit and Interactivity in Mobile Donation PSAs: Evidence from an Exploratory 2x2 Experiment

*Sampath Kumar and Walter Henley*

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

*Session Chair: Ryuta Ishii*

**How B2B Managers Interpret Inconsistent eWOM Reviews: Experimental Evidence from International Digital Platforms**

*Ryuta Ishii, Mai Kikumori and Zsófia Toth*

**Do Digital Voices Matter? Online Reviews Versus Surveys as Drivers of Retail Performance**

*Sebastian Oetzel and Philip Rosenberger*

**Can Digital Technologies Enhance the Power of Structural Constraints of Buyer Opportunism in Global Supply Chains?**

*Lei Wang, Chun Zhang and Ying Huang*

**Showrooming Drivers and Retailer Responses**

*Markus Blut, Natalia Yannopoulou, Eleftherios Alamanos, Martin Liu and Jun Luo*

**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

*Session Chair: Valérie Fossats*

**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*

**Understanding Misclassification in Green Brand Categorization: the Influence of Ecological Concern, Market Reputation, and Socio-Demographics**

*Erwan Ghesquiere*

**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*

**Challenging Corporate Social Responsibility: LEGO and the Limits of Sustainability**

*Ted Gournelos and David Marutschke*

**Understanding Green Behavior Through Personal Values and Pro-Environmental Climate**

*Ali Raza, Raouf Rathar and Muhammad Shahzad*

08:30-10:00

**Session 6A: Global Marketing Strategy III**

Room: 2B48

*Session Chair: Dayananda Palihawadana***The Role of Managerial Overconfidence in Internationalization Decision Making as a Speeding Catalyst. Can the End Justify the Means?***Markos Tsogas and Marina Kyriakou***External drivers, performance outcomes, and managerial contingencies of exporters' ESG strategy***Leonidas C. Leonidou, Bilge Aykol, Dayananda Palihawadana, Frode Nilssen and Paul Christodoulides***Algorithmic Empathy or Amplified Inequality? a Critical Framework for Ai-Mediated Stakeholder Engagement in Global Marketing***Ricardo Limongi and Mariana Bassi Suter***Green Export Marketing Strategy: Antecedents, Boundary Conditions and Performance Consequences***Frederick Awuni, Arinze Nwoba and Anne Souchon***Under Pressure from Headquarters: Challenge–Hindrances 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

*Session Chair: Rana Mosthagel***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***Brand Activism Motives Across International Markets***Souha Itani, Fabien Pecot and Sylvie Borau***European Fans' Perception of Sponsors' and Teams' Brand Image in Formula 1***Rana Mostaghel, Emma Sofie Egelund Wulff and Olivia Emmero***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

*Session Chair: Christina Papadopoulou***Why Collectivism Predicts AI Receptivity: a Cross-Cultural Account of Mind Attribution***Maren Doemer, Christina Papadopoulou, Aristeidis Theotokis and Joško Brakus***Beyond Wealth: How Socioeconomic Status Shapes Attention to Everyday Pleasures***Nanjia Lin, Catherine Yeung and Meng Zhang***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***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***Brand Misinterpretation as Cultural Value Creation: a Conceptual Framework***Ger Xiong***Session 6D: JIM Special Issue Session I**

Room: 2B08

*Session Chairs: David Griffith, Aysegul Ozsomer, and Goksel Yalcinkaya***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***Mapping the Singularity in Marketing: Exploring the Convergence of Big Data Analytics and AI-Driven Marketing Innovations***Ekaterina Glebova, Agnieszka Rzepka and Faranak Fazaneh***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***Selling Sustainability Across Markets: a Contingency-Theoretic Perspective on Circular Solution Sales in Developed and Emerging Markets***Moritz Haeussler and Thomas Friedli***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 Karicek, Ioannis G. Theodorakis and Marek Hudík*

## Session 6E: Global Entrepreneurship

Room: 2B16

*Session Chair: Fabian Bartsch*

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

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

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

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

Mediating Improvisation to Develop Novelty and Value of International Opportunities of SMEs

*Stylianos Papaioannou*

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

*Stefania Masè and Virginie Thevenin*

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

*Session Chair: V Kumar*

Why Nations Succeed/Fail?

*Rohit Bansal (Reliance Industries Limited)*

Global Innovation – what, why and How?

*Amrit Kumar Jha (Deloitte)*

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

*Yajna Prakash (Acclime Corp.)*

A Programmatic approach to Research in International Marketing for creating IMPACT

*V Kumar (Brock University)*

## Session 7B: Global Consumer Research V

Room: 1B08

*Session Chair: Gary Gregory*

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

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

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

*Claudiu Dimofte*

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

*Muhammad Faisal Shahzad*

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*

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

*Session Chair: Sengun Yenyurt*

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

*Mia-Kristina Lager*

Toward a Model of Caring Experience for Sustainable Food Choices

*Ghita Zaher, Maud Dampérat and Eline Jongmans*

Cancel Culture, Social Media Addiction, and Related Ethical Considerations

*Qin Sun, Rajasree K Rajamma and Audhesh Paswan*

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

*Dionne Nickerson and Karen Anne Wallach*

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

*Session Chair: Oluwaseun Olabode*

Sustainable Enotourism and Cultural Identity: How Local Narratives Drive Territorial Attractiveness and Innovation in Occitanie

*Hurova Anastasiia*

A Stakeholder Perspective on Balancing Tension Between Responsible Innovation and Esg Embeddedness, and Economic Performance

*Eleni Zantidou, Oluwaseun Olabode, Nathaniel Boso and Magnus Hultman*

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*

From Market Pressure to Strategic Choice: How Market Underperformance Affects Firms' Decisions for Technological Collaboration

*Eva Mavroudi, Mario Kafourous, Renfei Gao and Murod Aliyev*

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

*Session Chairs: David Griffith, Aysegul Ozsomer, and Goksel Yalcinkaya*

Green Export Market Orientation and New Product Success: a Cross-National Examination of Sustainable Exporting Strategies

*Ilayda Ipek, John Cadogan, Ryuta Ishii and Murat Karacay*

Demarketing in a water-saving program: can drought be anticipated with nudges and boosts?

*Pascale Tugayé*

Transparency in Sustainable Luxury Value Chain: Value Addition or Risky Exposure?

*Dusica Lehmann*

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

*Chenxin Xie and Zuohao Hu*

Standardization–Adaptation of Sustainability-Intensive International Marketing Strategies Under Cross-National Regulatory and Activist Divergence: a Systematic Review and Conceptual Synthesis

*Agnieszka Malecka, Maciej Mitrega 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

14:30-16:00

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

Room: 2B48

*Session Chair: Timo Mandler*

*Participants: Timo Mandler, David A. Griffith, Martin Heinberg, Aysegul Ozsomer and Jan-Benedict E.M. Steenkamp*

## Session 9B: Global Consumer Research VI

Room: 1B08

*Session Chair: Eliane Karsaklian*

The Value of Nothing: the Effects of Framing Zero in Financial Decision-Making

*Marcus Wardley*

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

*Barsha Ghosh and Anirban Chakraborty*

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

*Camilo Andres Rojas Contreras and Aniket Sengupta*

Participatory Digital Influencers: Enacting Utopian Bodies Through Cosplay Digital Performances

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

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

*Session Chair: Nicky Kinsey*

**Rosé on the Rocks: Vinovale'S Bridge from French Terroir to Brazilian Taste**

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

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

*Katalin Asvanyi and Eszter Gedeon*

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

*Nicky Kinsey*

**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

*Session Chair: Christina Antonie Reh*

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

*Alexander Krasnikov, Vera Rebiuzina and Alexander Vorobiev*

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

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

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

*Burcu Sezen, Koen Pauwels and Aysegul Ozsomer*

**When territoriality comes through communication**

*Valérie Fossats*

## Session 9E: JIM Special Issue Session III

Room: 2B16

*Session Chairs: David Griffith, Aysegul Ozsomer, and Goksel Yalcinkaya*

**Make Sustainability POSSIBLE: a Cross-Cultural Framework for Pro-Sustainability Behavior Barriers with Empirical Validation**

*Yaning Ren and Andreas Strebinger*

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

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

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

*Peter Mathias Fischer and Katharina Petra Zeugner-Roth*

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

*Tao Xie, Huaxiao Shen and Yuling Wei*

**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

*Session Chair: Adamantios Diamantopoulos*

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

*Dragana Medic, Nadia El Nemr and Serhal Rania*

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

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

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

*Elissar Toufaily and Saeedeh Rezaee Vessal*

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

*Erik Kriukov, Michael Haenlein and Rhonda Hadi*

**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

*Session Chair: Peter Gabrielsson*

Reconceptualizing Perceived Brand Globalness: Scale Development and Validation

*Aya Shaker, Peter Gabrielsson and Emilene Leite*

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

*Li Zheng and Nishok Kathiraven*

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

*Onur Osmanoglu, Aysegul Ozsomer and Zeynep Müge Güzel*

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

*Zoe Godfrey and Erick Mas Román*

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

*Session Chair: Mika Gabrielsson*

Mapping the AI–Social Media Marketing Landscape: a Systematic Review and Research Agenda

*Fangfang Li and Zhe Zhu*

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

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

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*

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

*Christina Giakoumaki, Konstantinos Dermitzakis and George Kyparissiadis*

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

*Session Chair: Jean-François Lemoine*

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

*Maya Farah, Lara Khabbaz and Omayya Kuran*

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*

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

*Monica Mendini, Daina Matise Schubiger and Salvatore Maione*

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

*Session Chair: Dionysis Skarmeeas*

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

*Lara Khabbaz, Maya Farah and Carine Abboud*

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

*S Krishna and Nithya Murugan*

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

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

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

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