

# 2026 AMA Global Doctoral Consortium

## Program — Wednesday, May 27

**IAE Nice Graduate School of Management**  
5 rue du 22ème B.C.A. 06300 Nice, FRANCE  
Parvis Saint Jean d'Angely

*The AMA Global Doctoral Consortium aims to foster the growth of the next generation of international marketing scholars by offering an enriching environment for advancing research and laying the foundation for a fruitful academic career. The DC is structured to provide an intimate, collaborative atmosphere where Ph.D. students can engage directly with established leaders in the field and expand their professional networks.*

**11:00-11:30**

**Registration**

**11:30-12:30**

**Panel Discussion I: Developing a Career in Marketing**

*Panelists: Kelly Hewett, Julien Schmitt, Jan-Benedict E.M. Steenkamp, Z. John Zhang*  
*Room: Auditorium 6*

**12:30-13:30**

**LUNCH**

**13:30-15:00**

**Mentoring Session**

*Research presentations & feedback in small mentor-mentee groups*  
*Rooms: 1b08, 1b16, 2b16(1), 2b16(2), 2b48, 2b30*

**15:00-15:30**

**COFFEE BREAK**

**15:30-16:30**

**Panel Discussion II: Crafting Impactful Research in Marketing**

*Panelists: David A. Griffith, Jan Heide, V. Kumar, Aysegül Özsoyner*  
*Room: Auditorium 6*

**16:30-17:00**

**Closing**

## List of Mentees

Name	Institution	Country	Project Title
Nesrine Agrebi	Università Cattolica del Sacro Cuore in Milan	Italy	Effects of Digital Marketing and Growth Hacking on Early Internationalization: an empirical study of Tunisian Startups
Peace Anaba	Africa Business School	Morocco	The Rationality of Non-Inclusion: Unpacking Voluntary Exclusion from Digital Financial Services among SMEs.
Oubaida Bagoudou Labo	Université du Québec à Montréal	Canada	Making Sustainability Desirable: Self-Oriented Benefits and Social Influences in the Adoption of Sustainable Fashion
Lisgrey Barrera Legorburo	University of Chile	Chile	The Purpose Premium or Penalty? Mapping the Nonlinear Value of Brand Purpose
Maximilian Bauer	Catholic University of Eichstätt-Ingolstadt	Germany	Market Orientation as an Antecedent of Responsible Innovation in Multinational Firms: A Cross-National Comparison of the U.S., Germany, and Japan
Linh Doan	University of Economics Ho Chi Minh City	Viet Nam	When Does AI Enabled Personalisation Pay Off? Cross-Country Evidence and the Moderating Role of AI Literacy
Maren Doemer	University of Leeds	UK	How Collectivism Shapes AI Receptivity: The Role of Mind Attribution
Sara El Matouk	Universitas Mercatorum	Italy	Cross-Cultural Semantic Analytics in Global Digital Marketing: Adapting the PRAXIS Framework for Federated Learning and Cultural Meaning Systems
Sparsh Gahlawat	Stockholm School of Economics	Sweden	The Activism Hangover: Temporal Dynamics of Consumer Response to Sociopolitical Stands
Barsha Ghosh	Indian Institute of Management, Lucknow	India	To Haul or Not? The Role of Indulgence vs Restraint Culture in Purchase Haul Behavior
Rukmini Gohain	University of Leeds	UK	Perceived Brand Corporateness and Authenticity in the Choice of Global-versus-Local Brands: The Role of National Culture in Shaping Consumer Perceptions and Outcomes
Chryso Iasonos	Open University of Cyprus	Cyprus	Stimuli and Barriers on Sustainability Strategies and Their Effect on Performance
Chaïma Jdioui	Cadi Ayyad University	Morocco	The Influence of Digital Branding on the Internationalization Process of Moroccan Handicraft SMEs
Erik Kriukov	ESCP Business School	France	Additional Option or Additional Concern? Consumer Prosocial Reactions to the Introduction of Automation Technologies
Mia-Kristina Lager	University of Vaasa	Finland	Ethical Challenges in AI-Driven International Marketing: The Role of Institutional Pressures in Shaping MNE Practices
Taehyun Lee	Bayes Business School	UK	Information Travels Unevenly: Do Borders Matter for Media Sentiment and Consumer Spending?
Yingzi Liu	Toulouse School of Management	France	Local Brands' Ambition to Change the Meaning of "Global": A Typology of "Chinese Trend"
Son Nguyen	University of Lincoln	Viet Nam	Understanding Online Impulse Buying Behaviour through Online Social Influence, Flow Experience and Cultural Values: Evidence from Vietnamese Gen Z
Jiazheng Nie	University of Leeds	United Kingdom	A Platform-Specific Meta-Analytic Structural Model of TikTok-Based Fashion Marketing: Cross-Cultural Persuasion Pathways and Attitude-Mediated Effects
Gonzalo Pardo	Universidad de Chile	Chile	A Theories-in-Use Approach to the Management of International Brand Communities
Miriam Rabeya Cuartas	SKEMA Business School	France	The Role of Awe in Consumer Behavior: A Critical Review and Research Outlook for Integrating Awe into Marketing
Shuvashish Roy	University of Exeter	UK	Effect of Code-Switching Subjective Advertising Claims on Consumer Responses: A Linguistic Message Framing Perspective in Cross-Cultural Markets
Hourik Sarafian	HEC Montreal	Canada	How Effective Are Virtual Livestreamers Across Cultures? A Meta-Analytic Examination of Livestream E-Commerce
Aya Shaker	University of Vaasa	Finland	Perceived Brand Globalness and Localness: Reconceptualization, Scale Development, and Validation
Xiaohui Sun	Xiamen University	China	Foreign Ownership and Corporate Green Innovation in Emerging Markets
Hanh Thi My Tran	University of Lincoln	Viet Nam	Cultural Logics in Global AR Domestication: How Vietnamese Consumers Make Sense of Digital Home Decor
Pascale Tugayé	Université Côte d'Azur	France	Demarketing in a Water-Saving Program: Can Drought be Anticipated with Nudges and Boosts?
Ger Xiong	West Virginia University	Japan	Brand Misinterpretation as Cultural Value Creation: A Conceptual Framework
Tengyue Xu	Zhejiang University	China	Cultural Tightness and Preferences for Visual Complexity
Guotao Ye	Xi'an Jiaotong University	China	The Dilution Effect of Bonus Packs: When Integrated Packaging Lowers Perceived Product Efficacy
Zhiqian Zhang	Hong Kong Polytechnic University	Hong Kong	The Impact of Foods with Cartoon Illustrations on Calorie Estimation