

AMA > | SIG
Global Marketing



AMA Global Marketing SIG 2022 Conference
Crete, Greece
May 31 – June 3 2022

AMA Global Marketing SIG 2022 Conference – At a Glance

Doctoral Consortium – 31st May 2022

11:00-11:30	Registration
11:30-13:00	Research Mentoring Session
13:00-14:00	Lunch
14:00-15:00	Managing an Impactful Career
15:00-15:15	Refreshment Break
15:15-16:15	Rigor and Relevance in International Marketing
16:15-16:30	Refreshment Break
16:30-17:30	Journal of International Marketing Editors Panel

Conference – 31st May 2022

12:00-14:00	Registration
14:00-15:30	Interactive Sessions and Session 1C
15:30-16:00	Refreshment Break
16:00-17:30	Concurrent Sessions 2B and 2C

19:15 – 21:30 – Welcome Reception, Megalo Arsenal

Conference – 1st June 2022

08:45-10:30	Concurrent Sessions 3A, 3B and 3C
10:30-11:00	Refreshment Break
11:00-12:45	Concurrent Sessions 4A, 4B and 4C
12:45-14:00	Lunch
14:00-15:30	Special Session
15:30-15:45	Refreshment Break
15:45-17:15	Concurrent Sessions 5A, 5B and 5C

Conference – 2nd June 2022

08:45-10:15	Concurrent Sessions 6A, 6B and 6C
10:15 -10:45	Refreshment Break
10:45 -12:30	Concurrent Sessions 7A, 7B and 7C
12:30 -13:45	Lunch
13:45 -15:15	Special Session on Publishing in International Marketing
15:15 -15:30	Refreshment Break
15:30 -17:00	Concurrent Sessions 8A, 8B and 8C

19:45 – 23:00 - Gala Dinner, Aptera Beach Bar

Conference – 3rd June 2022

09:00-13:00	Interaction and Networking
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AMA Global Marketing SIG Doctoral Consortium 2022
31st May 2022
Megalo Arsenali
Michail Afentoulief, Chania 731 32, Greece

Tuesday 31st May 2022

Doctoral Consortium

11:00-11:30	Registration
11:30-13:00	Research Mentoring Session Session Chair: Constantinos N. Leonidou, Open University of Cyprus Format: Each student gives a 15-minute presentation of his/her research, followed by round-table discussions with input from faculty and other students.
13:00-14:00	Lunch
14:00-15:00	Managing an Impactful Career Moderator: Annie Cui, University of West Virginia Panelists <ol style="list-style-type: none">1. Rajeev Batra, University of Michigan2. Francesca Sotgiu, Vrije Universiteit Amsterdam3. Jan Heide, University of Wisconsin4. Saeed Samiee, University of Tulsa
15:00-15:15	Refreshment Break
15:15-16:15	Rigor and Relevance in International Marketing Moderator: Murali Mantrala, University of Kansas Panelists <ol style="list-style-type: none">1. Katrijn Gielens, University of North Carolina at Chapel Hill2. Shaphali Gupta, MICA3. Shuili Du, University of New Hampshire4. V. Kumar, St. John's University
16:15-16:30	Refreshment Break

16:30-17:30 Celebrating 30 Years of Journal of International Marketing: Retrospective and Future Outlook

Moderator: Peter Magnusson, University of Texas Rio Grande Valley

Panelists

1. S. Tamer Cavusgil, Georgia State University, Editor 1993-2000
2. Bodo B. Schlegelmilch, WU Vienna, Editor 2001-2003
3. Dan Bello, Emeritus Georgia State University, Editor 2004-2007
4. David Griffith, Texas A&M University, Editor 2008-2013
5. Constantine S. Katsikeas, University of Leeds, Editor 2014-2019
6. Kelly Hewett, University of Tennessee, Editor 2020-Present

Faculty Mentors	Doctoral Student Participants
<p>Michelle Andrews, Emory University Fabian Bartsch, Montpellier Business School Rajeev Batra, University of Michigan John Branch, University of Michigan Vasileios Davvetas, University of Leeds Shuili Du, University of New Hampshire Katrijn Gielens, University of North Carolina David Griffith, Texas A&M University Shaphali Gupta, MICA Jan Heide, University of Wisconsin Daekwan Kim, Florida State University V. Kumar, St. John's University Peter Magnusson, University of Texas Rio Grande Valley Timo Mandler, Toulouse Business School Murali Mantrala, University of Kansas Zhaleh Najafi-Tavani, University of Leeds Aysegul Ozsomer, Koç University Kay Peters, University of Hamburg Saeed Samiee, University of Tulsa Francesca Sotgiu, Vrije Universiteit Amsterdam Jan-Benedict Steenkamp, University of North Carolina David Stewart, Loyola Marymount University Tek Thongpapanl, Brock University Ghasem Zaefarian, University of Leeds</p>	<p>Selin Altaras, Koç University Katerina Boncheva, Cardiff University Xiaolan Chen, City, University of London Marina Christofide, University of Leeds Yuge Dong, Durham University Barbara Duffek, Imperial College London Roman Filenko, University of Vaasa Jiseon Han, City, University of London Shuyi Hao, NEOMA Business School Sinan He, City, University of London Xuan Huang, University of Leeds Sana Iqbal, City, University of London Aikaterini Karamoutsou, University of Leeds Yang Liu, University of Leeds Zisis Nikoloudis, University of Manchester Evangelia Papadimitriou, Athens University of Economics and Business Manoella Antonieta Ramos, Halmstad University Ekaterina Sofroneeva, University of Vaasa Kiwoong Yoo, University of Tennessee Eleni Zantidou, University of Leeds Qi Zhang, University of Leeds</p>

AMA Global Marketing SIG Conference 2022

31st May 2022 – 3rd June 2022

Megalo Arsenali

Michail Afentoulief, Chania 731 32, Greece

Tuesday 31st May 2022

12:00-14:00	Registration	
14:00-15:30	<p>Session 1B - Interactive Session</p> <p>**Papers will be divided into groups. Authors will present/ discuss their paper for approximately 15 minutes. Advising scholars will then offer suggestions for improvement. **</p> <p>Moderator: Stavroula Spyropoulou</p>	<p>Session 1C - Special Session</p> <p>Emerging Trends in Global Marketing and Cross-Cultural Consumer Research</p> <p>Session Chairs: Alessandro Biraglia and Vita Kadile</p>
	<p>Linking Firm Internationalization and Performance Outcomes in Affiliate Marketing: A Case of a Medium Business-To-Business Service Company <i>Pham Thi Be Loan, Tran Thanh Tam Nguyen and Thi Thanh Huong Jenny Tran</i></p> <p>Global Value Chain to Regional Value Chain in Post Pandemic Times: A Case-based Analysis from the Vaccines Value Chain from India <i>Pinaki Das Gupta and Sampada Kumar Dash</i></p> <p>International Joint Ventures' Termination and Parent Firms' Value Creation: The Moderating Role of Host Country Factors <i>Roman Filenko and Tahir Ali</i></p> <p>Scaling of Born Digitals <i>Irina Mihailova</i></p> <p>Actors' Engagement in Innovation Ecosystem: Sustainable Energy Transition <i>Ekaterina Sofroneeva</i></p>	<p>Global Marketing and Environmental Shocks: The Role of COVID-related Innovation <i>Ana Lisboa, Charalampos (Babis) Saridakis and Sofia Angelidou</i></p> <p>Political and Global Consumption Orientations as Antecedents of Consumer Attitudes Towards Global Brand Activists <i>Eleni (Lenia) Tsouglou and Maria Karampela</i></p> <p>The Role of Regulatory Focus and Motivation in Animal Ethics Advertising Design Framing <i>Junbeom Pyun, Eunsuk Hur and Pammi Sinha</i></p> <p>Does Entrepreneurial Autonomy Always Drive SMEs Internationalisation? Evidence from Emerging Market SMEs <i>Samuel Kusi, Arinze Christian Nwoba and Francis Donbesuur</i></p>

Product Design in the Driver's Seat: The Influence of Product Design on Brand Personality, Consumer Brand Engagement, and Brand Equity

Nasser Alqahtani

I am Like You, and You Made Me Purchase It: Role of Digital Influencers in inducing Impulse Purchases in S-Commerce

Komal Shamim and Tahir Islam

Experiences in Higher Education in Times of Pandemic: A Systematic Review of the Literature

Andrés Ramírez, Jeisson Rincon-Novoa, Sandra Rojas-Berrio and Alexandra Montoya-Restrepo

Advertising in Live Streaming Commerce Versus Social Media: The Role of Communication Styles

Shuyi Hao, Yan Meng, Jie Xiong and Pradeep Divakaran

Advising Scholars:

Sourindra Banerjee, University of Leeds

Peter M. Fischer, University of St. Gallen

Robert E. Morgan, Cardiff University

Neil A. Morgan, Indiana University

Aulona Ulqinaku, University of Leeds

Kay Peters, University of Hamburg

Carlos Sousa, Molde University College

Narongsak (Tek) Thongpapanl, Brock University

Aristeidis Theotokis, University of Leeds

Goksel Yalcinkaya, University of New Hampshire

15:30-16:00 Coffee Break

Tuesday 31st May 2022

16:00 – 17:30

16:00–17:30	Session 2B Global Consumer Research I Session Chair: Dionysis Skarmeas	Session 2C – Special Session The Global Classroom in Turbulent Times: How a Global Business School Can Survive and Prosper Session Chair: Robert Duke
	Ego-Depletion is in the Way: The Challenges of Controlled Communication and the Role of Regulatory Fit in The Adoption of Environmental Sustainable Change in the Public <i>Tatiana Anisimova, Soniya Billore and Philip Kitchen</i>	Enhancing and Differentiating the Student Experience by Incorporating Reflection into Active Learning: A Markstrat Example <i>Robert Duke</i>
	Perceived Brand Community Globalness and the Impact upon Brand Community Identification <i>Mark Mills, Magnus Hultman and Aristeidis Theotokis</i>	Missing the Student Voice Online: The Case Against Technological Solutions for Student Engagement <i>Cezara Nicoara, Ana Bogdanovic and Elaine Tan</i>
	A Cross-National Comparison of Patient Perception of Immigrant Versus Native-Born Doctors <i>Gary Gregory, Lu Lu, Ngo Liem and Shawn Thelen</i>	Making room for Entrepreneurial Competencies in Marketing Pedagogy <i>Nicky Kinsey and Vita Kadile</i>
	Digital Influencer Marketing: How Message Credibility and Media Credibility Affect Trust and Impulsive Buying? <i>Komal Shamim and Tahir Islam</i>	

19:15 – 21:30

Welcome Reception

Megalo Arsenali

Michail Afentoulief, Chania 731 32, Greece

Wednesday 1st June 2022
08:45 – 10:30

Session 3A Global Consumer Research II Session Chair: Gary Gregory	Session 3B International Relationship Marketing and Channel Management Session Chair: Doug Hughes	Session 3C Firm Internationalization, Market Entry and Market Exit I Session Chair: Giuseppe Musarra
Consumer Animosity: The Mitigating Effect of Perceived Brand Globalness <i>Timo Mandler, Fabian Bartsch, Kyung Ae Kim, Tinka Krüger and C. Min Han</i>	Exporter-Importer Co-Developments of Innovation with a Focus on Relational Antecedents <i>Oksana Kantaruk Pierre, Raluca Mogos Descotes, Bjorn Walliser and Ghasem Zaefarian</i>	A Meta-Analysis of Stock Market Reaction to Foreign Divestment: The Role of Divestment Motives <i>Pratik Arte and Roman Filenko</i>
Multi-Country Examination of Cultural Differences in Consumer's Reaction to Brand Endorsers' Activism <i>Sourjo Mukherjee, Shankha Basu and Sourindra Banerjee</i>	Boosting Inter-Organizational Creativity in the Hotel Industry During the Coronavirus Crisis: The Role of Relational Factors <i>Leonidas C. Leonidou, Bilge Aykol, Thomas A. Fotiadis, Svetla Marinova and Paul Christodoulides</i>	The Role of Product Development Capabilities in Export Channel Selection and Export Performance <i>Min Li, Xinming He and Carlos M.P. Sousa</i>
Fashion Consciousness and Life Satisfaction for Silver Consumers – a Cross Cultural Analysis in Five Western Countries <i>Tatjana Konig, Alina Simion and William V. Larsen</i>	Co-Branding Strategies of International Entrepreneurial Ventures: Signaling Brands Internationally Through Social Media <i>Sara Fraccastoro, Mika Gabrielsson and Per Servais</i>	Determinants of International Joint Venture Termination Mode Choice at Formation and Post-Formation Stages of International Joint Venture <i>Tahir Ali, Roman Filenko and Huu Le Nguyen</i>
The Role of Pro-Social Behavior and Social Support in the Well-Being of Financially Vulnerable Consumers in Emerging Economies <i>Nadia Pomirleanu and Brandon Gustafson</i>	Relational Competences' Role in Managing Key Account Business Relationship: Insights from the Middle Eastern Context <i>Fawaz Baddar Alhussan, Faten Baddar Alhusan and Lulu Alhesan</i>	Explanatory Reasoning as an Individual Level Predictor of Focal Market Entries and Exits <i>Anisur Faroque, Lucrezia Casulli, Olli Kuivalainen and Sanna Sundqvist</i>
	A Dyadic Analysis of Boundary-Spanning Ties in Interorganizational Exchange <i>Ying Huang</i>	International Dynamic Capabilities and Financial Performance of Internationalizing Firms <i>Emmanuel Kusi Appiah, Peter Gabrielsson and Mika Gabrielsson</i>

Wednesday 1st June 2022

11:00 – 12:45

<p>Session 4A Global Marketing Research, Big Data and Analytics Session Chair: Brian Chabowski</p>	<p>Session 4B Global Consumer Research III Session Chair: Erdener Kaynak</p>	<p>Session 4C Global Brand Management I Session Chair: Fabian Bartsch</p>
<p>Customer Engagement in International Marketing Research: Intellectual Structure and Research Agenda <i>Fang Fang Li and Brian Chabowski</i></p>	<p>Consumer Versus Product Accommodation: A Study Using Regional Dialects <i>Yanic Lochbaum, Peter Mathias Fischer and Katharina Petra Zeugner-Roth</i></p>	<p>Breaking the News: How Does CEO Media Coverage Influence Consumer and Investor Evaluations? <i>Samuel Staebler and Prachi Gala</i></p>
<p>The Effects of Surge Pricing on Driver Behavior in the Ride-Sharing Market: Evidence from a Quasi-Experiment <i>Wei Miao, Yiting Deng, Wei Wang, Yongdong Liu and Christopher Tang</i></p>	<p>Brand-Pandemic Fit and Desirable Brand Consequences: The Role of Ad Appeals and Moral Identity <i>Ayşegül Özsumer, Zeynep Müge Güzel, Casey E. Newmeyer and Ellen Schmidt-Devlin</i></p>	<p>Voting with Your Wallet: on the Relationship Between Political Ideology and Global Brand Performance <i>Burcu Sezen, Andres Barrios and Timo Mandler</i></p>
<p>Digital, Social Media, and Mobile Marketing in International Marketing: a Thematic Exploration and an Agenda for Future Inquiry <i>Lea Iaia, Michael Christofi and John Cadogan</i></p>	<p>Cross-Cultural Differences in the Privacy Calculus of Loyalty Program Participants in Regular and Upscale Stores <i>George Balabanis and Anastasia Stathopoulou</i></p>	<p>Integrating Brands After Acquisitions: The Importance of Internal and External Factors in Emerging and Developed Countries <i>Manoella Antonieta Ramos, Svante Andersson and Ulf Aagerup</i></p>
<p>Foe or Friend: Flat-Rate Pricing and Market Outcome in the Ride-Hailing Market <i>Wei Miao and Junhong Chu</i></p>	<p>Visualization and Framing of Numerical Information in 'Green' Brand Messages <i>David Bourdin, Ilona Pezenka and Gisela Reiter</i></p>	<p>Country of Origin Still Matters for Increasing Purchase Intent: Learning from an Experiment Between Brazil and Sweden <i>Davi Rogerio Waltrick, Ulf Aagerup, Dinorá Floriani and Mariana Bassi Suter</i></p>
<p>Coping with a Brand Crisis: Consumers' and Investors' Reactions to the Firm's Actions <i>Marc Fischer, Samuel Stäbler and Max Backhaus</i></p>	<p>Six Decades of Research on Consumer Country-of-Origin Perceptions: A Critical Review <i>Leonidas C. Leonidou, Saeed Samiee, Constantine S. Katsikeas and Bilge Aykol</i></p>	<p>The Impacts of Product-Focused Versus Cause-Focused Green Advertising on Consumers' Brand Attitude, Perceived Product Luxury and Purchase Intention for Luxury Fashion Brands <i>Shuang Wu, Maria Logkizidou and Pammi Sinha</i></p>

12:45-14:00 – Networking Lunch

Wednesday 1st June 2022

14:00 – 15:30

Special Session - Room A The Global Education Vortex: Embrace Change or Become Irrelevant	Special Session – Room B Consumption Tendencies and Marketing Strategy Reassessment in the Era of COVID-19 Session Chair: Vasileios Davvetas
PANELISTS Bodo B. Schlegelmilch (Chair) Vienna University of Economics and Business, Austria Surat Teerakapibal Thammasat University, King Prajadhipok's Institute, Thailand William F. Crittenden Northeastern University, USA Lailani L. Alcantara Asia Pacific University, Japan Victoria L. Crittenden Babson College, USA	Indulge, Support or Conserve? Fulfillment of Psychological Needs and (Anti)Consumption Tendencies During the COVID-19 Pandemic <i>Petra Riefler, Oliver Büttner and Vasileios Davvetas</i>
	"Buy Local" Campaigns in Times of COVID: Insights from Reactance Theory <i>Michaela Matarazzo, Adamantios Diamantopoulos and Andreas Raff</i>
	An Analysis of eWOM Emotionality Throughout the COVID-19 Crisis <i>Maximilian Gerrath, Alexander Mafael, Aulona Ulqinaku and Alessandro Biraglia</i>
	Less Speed, More Haste: Crisis Response Speed, Information Strategy, and Consumer Brand Relationships in the Context of the COVID-19 Pandemic <i>Abbie Iveson, Magnus Hultman and Vasileios Davvetas</i>

15:30 – 15:45 Coffee Break

Wednesday 1st June 2022

15:45 – 17:15

<p>Session 5A Global Marketing Communications I Session Chair: Goksel Yalcinkaya</p>	<p>Session 5B Export and Import Management Session Chair: Stavroula Spyropoulou</p>	<p>Session 5C Global Ethics, Sustainability, and Corporate Social Responsibility Session Chair: Paraskevas Argouslidis</p>
<p>Apology, Service Failure and Purchase Intentions on Online-to-Offline Platforms <i>He Wan, Maggie Qiuzhu Mei, Jie Yan, Jie Xiong and Le Wang</i></p>	<p>The Effect of Organizational Inertia on Export Intensity and Customer Asset: Structural Internal Forces and Lack of Gender Diversity as a Source of Inertia <i>Walter Palomino-Tamayo and Julio Cerviño</i></p>	<p>A review of the drivers and outcomes of companies' international sustainability business strategies. <i>Alexis Ioannidis, Leonidas C. Leonidou, Zhiteng Feng and Konstantinos Chalvatzis</i></p>
<p>Analysis of the Communication of Exporting SMEs During the COVID-19 Crisis <i>Emilie Lachery and Alina Simion</i></p>	<p>Composite Collaboration and Differentiation Strategy of Emerging Marketing Firms Exporting to the Advanced Markets <i>Huda Khan</i></p>	<p>The Nexuses Between Social Media Marketing Activities and Consumers' Engagement Behaviour: The Moderating Role of Social Media Sales Intensity <i>Khalid Mehmood, Fauzia Jabeen and Hina Rehman</i></p>
<p>The Effect of Distance on Persuasion in International E-Mail Marketing Campaigns <i>Peter Magnusson, Stanford Westjohn and Ai Nhan Ngo</i></p>	<p>Enhancing Export Intensity Through Bricolage and International Opportunity Recognition: The Differential Role of Explorative and Exploitative Learning <i>Francis Donbesuur, Diana Owusu-Yirenkyi, Arinze Christian Nwoba and Kalama Adefe</i></p>	<p>Building a Socially Responsible Global Community? B Corps on Social Media <i>Elzbieta Lepkowska-White, Amy Parsons, Alexandria White and Bridget Wong</i></p>
<p>The Evolution of Advertising: How the Impact of Different Advertising Channels Has Changed in the Last Two Decades in the Motion Picture Industry <i>Sebastiano Delre and Margot Sibel</i></p>	<p>Unpacking the Link Between Importer Involvement and Exporter New Product Development Performance: An Organizational Learning Perspective <i>Zhaleh Najafi-Tavani, Matthew Robson, Ghasem Zaefarian and Constantine S. Katsikeas</i></p>	<p>Some Rise by Sin and Some by Virtue Fall: Corporate Social Responsibility, Corporate Social Irresponsibility and the Role of Cultural Tightness <i>Evangelia Papadimitriou</i></p>

Thursday 2nd June 2022

08:45 – 10:15

<p>Session 6A Global Innovation and New Product Development I Session Chair: Carlos Sousa</p>	<p>Session 6B Global Retailing, Services and E-Commerce Session Chair: Daekwan Kim</p>	<p>Session 6C Global Supply Chains and Covid-19 Session Chair: Karen Tejedor Bowen</p>
<p>Business Model Innovation in Multinational Organisations: Identification of Gaps in the Literature and Directions for Future Research <i>Eleni Zantidou, Zhaleh Najafi Tavani and Constantinos N. Leonidou</i></p>	<p>An Investigation of the Impact of Black Male and Female Actors on U.S. Movies' Box-Office Performance Across Countries <i>Verdiana Giannetti and Jieke Chen</i></p>	<p>If Covid-19 Pandemic Cause a Reshoring Decision? Expanding the Understanding of Demand-Side Effect of Reshoring <i>Özge Özgen and Çağla Dayançan</i></p>
<p>Using Artificial Intelligence to Spur Innovations in Corporate Social Responsibility: A Global and Stakeholder-Oriented Approach <i>Shuili Du, Sankar Sen and Jaakko Aspara</i></p>	<p>Influence of Consumers' Trust Beliefs and Regulatory Focus on Digital Commerce Usage Behavior: A Multiple Country Perspective <i>Narongsak (Tek) Thongpapanl, Abdul Ashraf and Raeesah Chohan</i></p>	<p>Stress Management Capability and Supply Chain Resilience During COVID-19 and Container Shortage Disruptions <i>Gokcay Balci, Ebru Surucu-Balci and Ceren Altuntas Vural</i></p>
<p>Innovation Performance and Outward FDI: the Moderating Role of Inward FDI Spillovers <i>Can Meng, Carlos M.P. Sousa and Jieke Chen</i></p>	<p>Keeping Options Open: How Decision Reversibility Dampens Evaluations of Choices Based on Quality <i>Dionysius Ang, Stijn Maesen, Yeyi Liu, Vasileios Davvetas and Jeffery Inman</i></p>	<p>Marketing'S Role in Improving the Health of Africa'S Population: a Focus on Mobile Healthcare <i>Van Wood</i></p>
<p>Does a Nudge a Day Keep the Doctor Away? Utilizing a Firm's Digital Marketing Communication to Guide Wellness <i>Orhan Bahadir Dogan and V Kumar</i></p>	<p>How Do Store Value and Country Stereotypes Affect Actual Purchases in Cross-Border E-Stores? The Mediating Role of Cross-Border Trust <i>Sjoukje Goldman, Hester Van Herk, Tibert Verhagen and Jesse Weltevrede</i></p>	<p>The Role of Power Asymmetry and Institutions in Suppliers' Capabilities for Sustainability in Global Value Chains <i>Tarikul Islam and Samudi Perera</i></p>

10:15 – 10:45 Coffee Break

Thursday 2nd June 2022
10:45 – 12:30

Session 7A Global Brand Management II Session Chair: Seigyoung Auh	Session 7B Global Consumer Research IV Session Chair: Katharina Petra Zeugner-Roth	Session 7C Global Marketing Strategy I Session Chair: Ahmet Kirca
Measurement, Effects, and Contingencies of Retail Evolution across Countries <i>Martin Heinberg, Constantine S. Katsikeas and Sourindra Banerjee</i>	Understanding Social Distance: A Cross-Cultural Perspective <i>Rodoula H. Tsiotsou, Hana Medler-Liraz, Tali Seger-Guttmann, Judith Partouche-Sebban and Chen-Ya Wang</i>	Strategic Framework for Global OTT Adoption and User Engagement: Exploring Cross-Cultural Implications <i>Shaphali Gupta and Pooja Shrivastava</i>
A Typology of Perceived Brand Localness Profiles: Empirical Assessment and Implications for Local Branding Strategy <i>Vasileios Davvetas and Adamantios Diamantopoulos</i>	Brand Origin Stories: When to Emphasize Place-of-Origin Versus Person-of-Origin <i>Brittney C. Bauer and Clark D. Johnson</i>	Overconfidence in International Market Selection: Cognitive Bias or Expansion Catalyst? <i>Markos Tsogas, Marina Kyriakou and Georgia Sioupouli</i>
Capturing International Consumer Perceptions of Brand Activism: Moving Towards Scale Development <i>Selma Saracevic and Bodo B. Schlegelmilch</i>	A Comprehensive Model of Trust in Online Shopping in Advanced and Emerging Markets <i>Michaela Luger, Katharina Maria Hofer and Yen-Ting Helena Chiu</i>	The Impact of Economic Policy Uncertainty on Firm Strategic Emphasis <i>Nithya Shankar and Bill Francis</i>
The Effect of Social Closeness on Global Consumer Response to the Environmental Messaging of Global Brands <i>Ekaterina Salnikova and Yuliya Strizhakova</i>	Resolution of Complexity in Envy Occurrence Towards Hedonic Consumption: A Cross Cultural Study <i>Nazan Colmekcioglu, Bekir Bora Dedeoglu and Fevzi Okumus</i>	The Barriers of Success for Emerging Health Technology Firm <i>Reza Mohammadi and Isanelle Guerrero</i>
Cause-Related Marketing in Luxury Brands: Does the Global Vs. Local Scope Matter? <i>Ling Jiang and Juan Shan</i>	Employee Productivity When Work Enters the Family Domain: A Cross-Cultural Study <i>Thi Thanh Huong Tran, Thi Be Loan Pham, Kate Robinson and Nicholas G. Paparoidamis</i>	What Defines Internationalization of INVs: Explanatory Power of Business Model Approach and RBV <i>Irina Mihailova and Mika Gabrielsson</i>

12:30 – 13:45 Networking Lunch

Thursday 2nd June 2022

13:45 – 15:15

Special Session

On Publishing in International Marketing: Considerations, Perspectives, and Some Guideposts

PANELISTS

Constantine S. Katsikeas (Chair), Area Editor, *Journal of International Business Studies* and *Journal of the Academy of Marketing Science*

David Griffith, Past Editor, *Journal of International Marketing* and Area Editor-Elect, *Journal of International Business Studies*

Kelly Hewett, Editor-in-Chief, *Journal of International Marketing*

Neil A. Morgan, Associate Editor, *Journal of Marketing* and *Journal of the Academy of Marketing Science*

Saeed Samiee, Area Editor, *Journal of International Business Studies* and *Decision Sciences*

Jan-Benedict Steenkamp, Associate Editor, *Journal of Marketing*

David Stewart, Immediate-Past AMA Vice President of Publications

15:15 – 15:30 – Coffee Break

Thursday 2nd June 2022

15:30 – 17:00

Session 8A Global Innovation and New Product Development II Session Chair: Sourindra Banerjee	Session 8B Global Marketing Strategy II Session Chair: Dayananda Palihawadana	Session 8C International Branding, Channels and customer Behavior Session Chair: Raeesah Chohan
Impact of Cluster Networks on Exporting Scope: Strategic Fit with Firm's Upgrading Innovation Strategies and Organizational Capabilities <i>Poh-Lin Yeoh</i>	Cross-Border Marketing Ecosystem Orchestration: A Conceptualization of Its Determinants and Boundary Conditions <i>Kelly Hewett, G. Tomas Hult, Murali Mantrala, Nandini Nim and Kiran Pedada</i>	The Influence of Stimuli on Motivational CQ <i>Arilova Randrianasolo and Alexey Semenov</i>
How a Salesperson's Empathy Impacts Buyer Satisfaction: The Moderating Role of Emotions <i>Ilona Pezenka and Andreas Zehetner</i>	Antecedents and Outcomes of a Strategic Digital Marketing Approach <i>Marina Christofide</i>	Determinants of Virtual Payment Channels in the Purchase of Goods and Services: Evidence from a Developing Country <i>Nestor Diaz, Johanna Rueda, Oscar Robayo-Pinzon and Sandra Rojas-Berrio</i>
Product Rollovers: An Empirical Investigation <i>Nikolaos Kyriakopoulos, Paraskevas Argouslidis and Dionysis Skarmneas</i>	Governance Mode Choice: The Role of Strategic Emphasis and CMO Presence <i>Girish Mallapragada, Raghu Bommaraju and Kiran Pedada</i>	The Patterns of the Past and Suggestions for a Future Agenda in International Branding: A Literature Review <i>Manoella Antonieta Ramos</i>
Configurations of Sustainability-Focused Innovation Practices <i>Ludwig Bstieler, Shuili Du, Moein Khanlari and Goksel Yalcinkaya</i>		

19:45 – 23:00

**Gala Dinner – Aptera Beach
Apteron 731 00 Chania Town**

Friday 3rd June 2022
09:00 – 13:00

Interaction and Networking for Developing Collaborative Research Projects