



AMA Global Marketing SIG Conference

SANTORINI, GREECE

21st- 23rd May 2018

GLOBAL MARKETING IN
TIMES OF UNCERTAINTY

AM> | SIG
Global Marketing

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UNIVERSITY OF LEEDS

Official language

The official language of the conference is English. No simultaneous translation will be provided.

Name badges

Conference participation and exhibitors are advised to wear their name badges during all conference events. Access to all activities (sessions, exhibitions, coffee breaks, lunch areas, welcome reception, social events, conference dinner) will be prohibited without a name badge.

Liability and safety

Any risk related to participants and exhibitors' property in the conference building or the adjoining grounds, including theft or fire shall be borne by the participants. The organizers will not insure said goods. The organizers shall not be considered liable for damages to property or persons deriving directly or indirectly from participation in the conference, whatever the cause of damage.

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Doctoral consortium organizers

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Track chairs

Global Relationship Marketing and Channel Management



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Global Marketing Communications

Global New Product Development and Innovation



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Export and Import Management

Track chairs

Cross-cultural Consumer Behavior



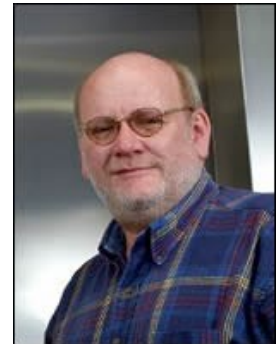
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Global Sales and Account Management



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Market Entry and Internationalization



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Global Consumer Research

Track chairs

Global Entrepreneurship



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Global Marketing Research, Big Data, and Analytics



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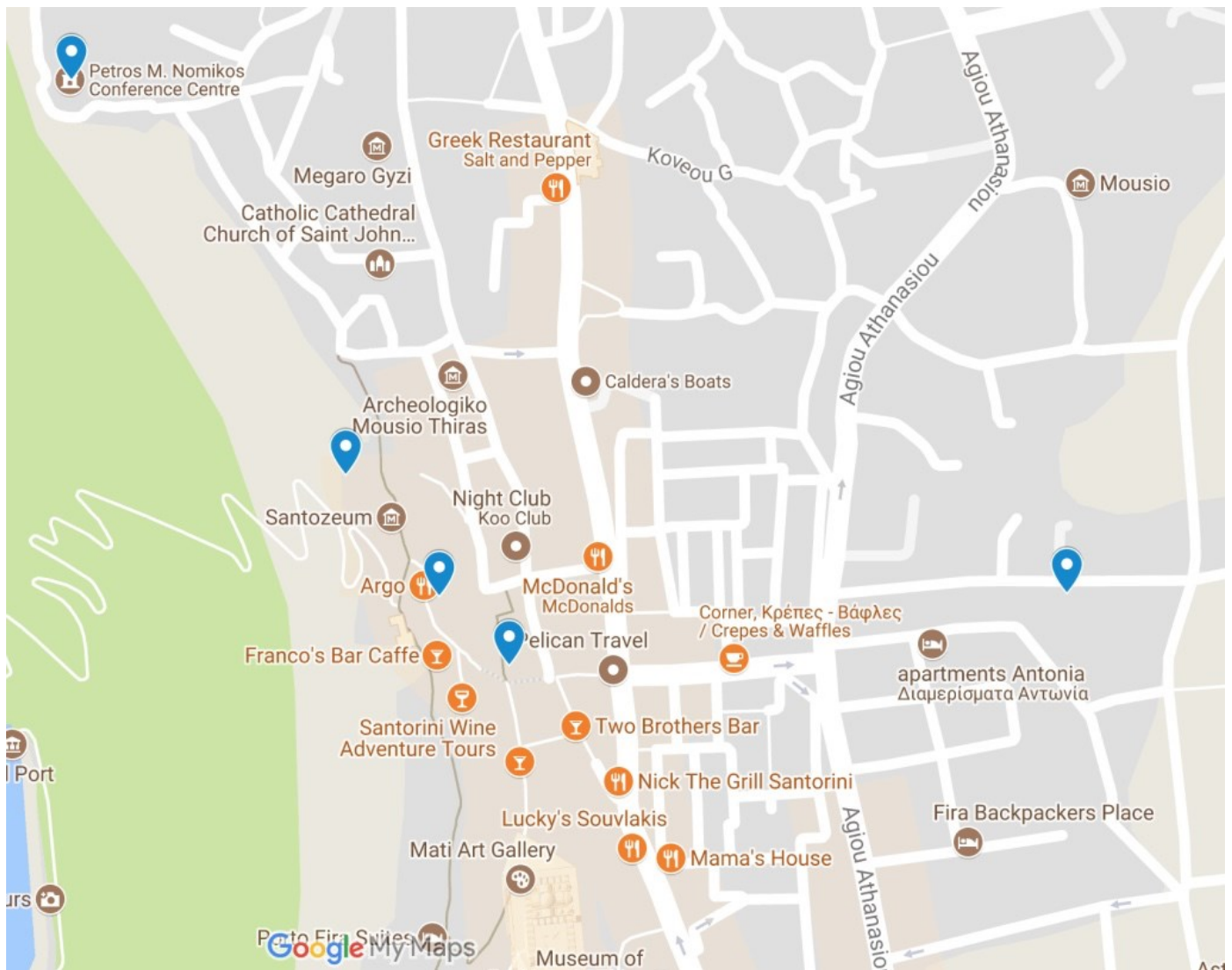


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Global Retailing and E-Commerce

Venue

Santorini is a popular place to visit and stay. It is located in the most southern part of the Cyclades group of Greek islands in the Aegean Sea, about 200km southeast of Greece's mainland. Beyond the pretty whitewashed towns, blue-domed churches and world-famous sunsets, the island itself was the site of one of the largest volcanic eruptions in the world and what remains today is a submerged volcano and a caldera. Santorini is frequently regarded as one of the best destinations in the world with rich cultural history. It has an airport and great ferry connections with the mainland and other neighbouring islands. The AMA Global SIG Conference will be held in the Petros M. Nomikos Conference Centre located on the map below:



Hotel map



Travel

Airport

Santorini has its own airport (Santorini International Airport – JTR). You can fly directly or with one or two connections. Scheduled airlines include Ryanair, Olympic Air, and Aegean Airlines, with seasonal scheduled and charter flights from other airlines during the higher seasons in spring, summer, and fall (e.g., Thomas Cook, EasyJet, British Airways, Lufthansa). If a direct flight is not available, consider changing planes in Athens (Athens International Airport – Eleftherios Venizelos) or another European Airport. Transportation to and from the air terminal is through buses, taxis, hotel car-pickups and rental cars.

Port

Santorini also has its own port (Athinios Port) and is connected with Fira and all villages of the island of Santorini by bus. The journey between the Athens (Piraeus) and Santorini (Thira) is between 5 and 8 hours, depending on the type of ferry you are taking (i.e., regular or fast). There are daily regular ferries and high-speed boats that depart from the port of Piraeus in Athens to Santorini island. The frequency of itineraries depends on the season. During summertime, the itineraries are very frequent (more than one per day).

Taxis

At the port, there is a taxi station, where the cabs are waiting after the ferry arrival, although many of them have been reserved in advance. All taxicabs are gray and have a lit ‘taxi’ sign on top. Taxis can seat up to 4 passengers although they might not be able to take that many suitcases. Extra charges will be applied to overweight baggage, port or airport pick up and night transfers.

Fira’s taxi stand is on Dekigala just around the corner from the bus station. A taxi from the port of Athinios to Fira costs around €10 to €15, and a trip from Fira to Oia about €15. Expect to add €2 if the taxi is booked ahead or if you have luggage. A taxi to Kamari is about €15, to Perissa €18 and to Ancient Thira about €25 one-way. Here is a local Taxi company www.santorini-taxi.gr/.

Shuttle and private transfers

Shuttle service is more affordable than taxi transfers and the rates are always fixed. Here are two local transportation companies offering both private and shared transfers for small or large groups:

- (1) Getaways Greece — Tel: +30 210 32 52 138 — www.getawaysgreece.com/transfers-in-santorini/

AMA Global Marketing SIG Program Overview

Monday, May 21

Arrival to Santorini, transfer to hotel

14:30-18:30 - Doctoral consortium

19:00-21:00 - Welcome reception

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Tuesday, May 22

8:00-9:30 - Concurrent sessions

9:30-10:00 - Coffee break

10:00-11:15 - Plenary session I

11:15-11:30 - Coffee break

11:30-12:45 - Concurrent sessions

12:45-14:00 - Networking lunch with interactive presentations

14:00-15:30 - Concurrent sessions

Free Afternoon to enjoy Santorini!

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Wednesday, May 23

8:00-9:30 - Concurrent sessions

9:30-10:00 - Coffee break

10:00-11:15 - Plenary session II

11:15-11:30 - Coffee break

11:30-12:45 - Concurrent sessions

12:45-14:00 - Networking Lunch with interactive presentations

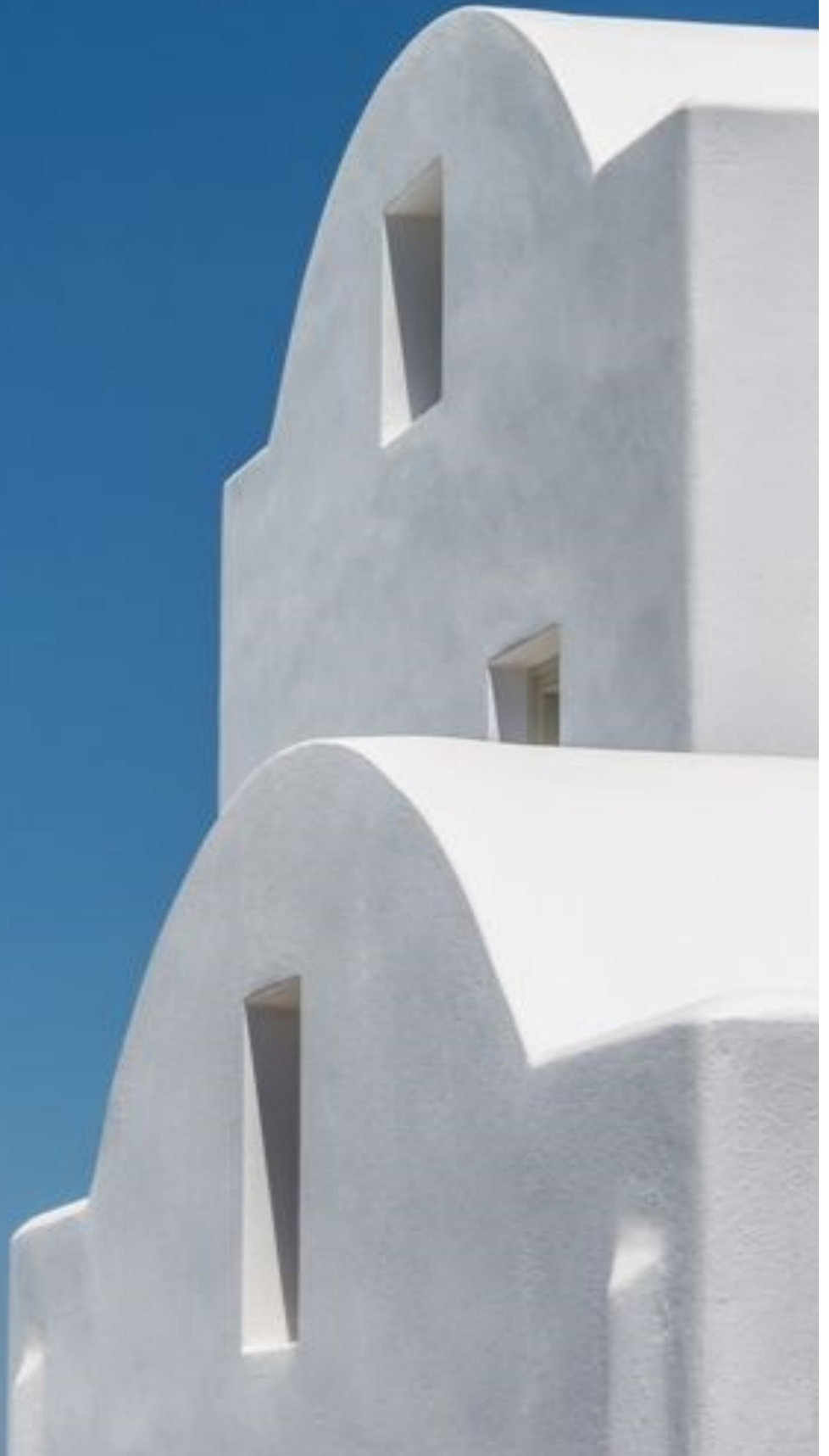
14:00-15:15 - Concurrent sessions

15:15-15:30 - Coffee break

15:30-16:45 - Meet the editors session

Doctoral consortium program

21st May



Doctoral consortium program

AMA Global Marketing SIG Doctoral Consortium

May 21, Santorini Greece

14:30 - Welcome/overview – Global SIG board member(s)

14:45 - Panel discussion: Managing you career and building your academic brand equity. Leading scholars will discuss common mistakes junior scholars make and provide advice on how to approach the career management process.

Participating faculty:

Moderated by Annie Cui, University of West Virginia

Rajesh Chandy, London Business School

Jan Heide, University of Wisconsin

David Stewart, Loyola Marymount University

V. Kumar, Georgia State University

15:45 - Break

16:00 - Breakout sessions with student presentations followed by round-table discussions, paired with faculty based on common interests.

Participating faculty:

Moderated by Costas Leonidou, University of Leeds

1. Josko Brakus, University of Leeds
2. Rajesh Chandy, London Business School
3. Annie Cui, University of West Virginia
4. Adamantios Diamantopoulos, University of Vienna
5. Dan Flint, University of Tennessee
6. Peter Gabrielsson, University of Vaasa
7. David Griffith, Lehigh University
8. Jan Heide, University of Wisconsin-Madison
9. Kelly Hewett, University of Tennessee
10. Satish Jayachandran, University of South Carolina
11. Costas Katsikeas, University of Leeds
12. Thomas Kramer, University of California Riverside
13. V Kumar, Georgia State University

14. Bryan Lukas, University of Manchester
15. Peter Magnusson, University of Alabama
16. Bulent Menguc, Kadir Has University
17. Neil Morgan, Indiana University
18. Aysegul Ozsomer, Koç University
19. Nicholas Paparoidamis, NEOMA Business School
20. Matthew Robson, University of Leeds
21. Randall Rose, University of Tennessee
22. Linda Shi, University of Victoria
23. Christina Sichtmann, University of Vienna
24. David Stewart, Loyola Marymount University
25. Felipe Thomaz, University of Oxford
26. Kevin Zhou, University of Hong Kong

17:15 - Break

17:30 - Panel discussion: The challenges of conducting international marketing research and how to build a high-impact research program in international marketing.

Participating faculty:

Moderated by Peter Magnusson, University of Alabama

Adamantios Diamantopoulos, University of Vienna

David Griffith, Lehigh University

Kelly Hewett, University of Tennessee

Kevin Zhou, University of Hong Kong

18:30 - Consortium concludes

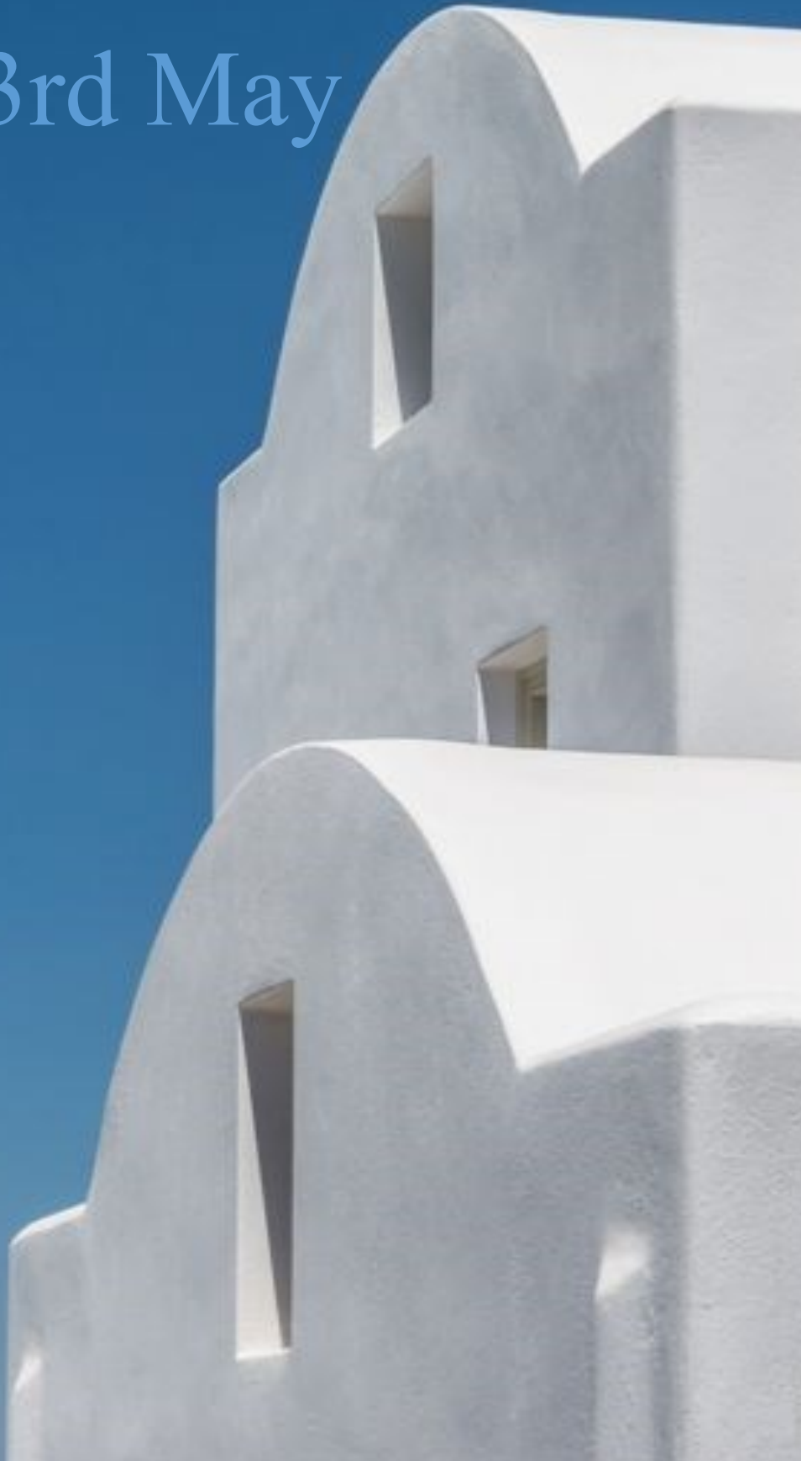
19:00 - Opening reception for main conference

Ph.D Student Participants

1. James Adeniji, University of Leeds
2. Vicki Andonopoulos, University of New South Wales
3. Orhan Bahadir Dogan, Georgia State University
4. John Balabanis, University of Leeds
5. Nilay Bicakcioglu, Dokuz Eylul University
6. Arinze Christian Nwoba, University of Leeds
7. Pamela Dhosi, University of Leeds
8. Francis Donbesuur, University of Leeds
9. V.G.Gamithri Gayana Karunasena, University of New South Wales
10. Ranjitha GP, Indian Institute of Management Kozhikode
11. Sabrina Heix, TU Dortmund
12. Reika Igarashi, University of Leeds
13. Su Jin Yeon, Chungbuk National University
14. Jacqueline Jing You, Durham University
15. Hyeyoon Jung, University of Alabama
16. Samuel Kusi, University of Vaasa
17. Luciano Lapa, Brock University
18. Eva Mavroudi, University of Leeds
19. Mowshine McChamp, Chang Jung Christian University
20. Mark Mills, University of Leeds
21. Iuliia Mykhailiuk, University of Agder
22. Cezara Nicoara, University of Leeds
23. Oluwaseun Olabode, University of Leeds
24. Christina Papadopoulou, University of Leeds
25. Yi Peng, University of Alabama
26. Ieva Puke, University of Latvia
27. Karen Tejedor Bowen, University of Leeds
28. Annette Tower, University of Tennessee
29. Jenny Tran, IESEG
30. Merve Turgut, University of Leeds

Conference program

22nd - 23rd May



Tuesday, May 22nd

08:00-09:30 Session 1A: Global Entrepreneurship

Session Chair: Peter Naudé

Location: Room A

How and When does Entrepreneurial Knowledge Impact New Venture Performance?

Francis Donbesuur and Ghasem Zaefarian

Is R&D Good for New Venture Survival? A Double-edged View of Financial Resource and Industry Knowledge

Xu Wang

Understanding Sources of Competitive Advantage on Global Freelancing Platforms: The Case of Design Professionals

Ekaterina Nemkova and Pelin Demirel

Does Institutional Support Cultivate Firm's Entrepreneurial Orientation In Emerging Economies?

Zhenxin Xiao, Xiaoyun Chen, Maggie Dong, Shanxing Gao and Kevin Zhou

From Fragile to Agile - Agile Marketing as a Key Driver of Entrepreneurial Internationalization

Birgit Hagen and Antonella Zucchella

08:00-09:30 Session 1B: Market Entry and Internationalization I

Session Chair: Pejvak Oghazi

Location: Room B

Unpredictability and Market Entry Performance: The Mediating Effects of Improvisation and Business Network Commitment

Mikael Hilmerston, Martin Johanson, Heléne Lundberg and Stelios Papaioannou

The Effect of Managerial Self-interest on a Foreign Exit Decision: The Role of Trust and Local Embeddedness

Qun Tan, Carlos Sousa, and Wei Jiang

Global Sourcing Decision-making Process: Antecedents and Outcomes of Decision Speed

Kevin D. Clark and Barbara Francioni

How Does Market Knowledge Drive Mode of Foreign Subsidiary Establishment at Market Entry and Post Entry?

Anders Pehrsson

The Effect of Managerial Mindset on Internationalization Decisions: An Experimental Investigation

Christina Papadopoulou, Magnus Hultman, and Aristeidis Theotokis

08:00-09:30 Session 1C: Global Consumer Research I

Session Chair: Yeyi Liu

Location: Room C

Crowdfunding and the Redefinition of Consumer Power: a Global Perspective

Damien Chaney

A Cross-Cultural Study on Counterfeit Luxury Consumption: Does Acculturation Play a Role?

Linda Shi, Annie Cui, and Ling Jiang

Prisoners of Our Own Experiences: Emigrants' Reconciliation of Domestic Product Offering During Homecoming Honeymoons

Anton Fenik and Helena Allman

Individuals' Perceptions of Non-profit Organizations: A Three Country Evaluation of Non-profit Brand Image

Nina Michaelidou, Milena Micevski, and Selma Kadic-Magljajic

Red or Blue? The Impact of Power on Consumers' Color Preference From the Perspective of Culture Orientation

Yeyi Liu, Hongyan Jiang, and Bangshun Liu

09:30-10:00 Tea and Coffee Break

10:00-11:15 Plenary session I

Session Chair: Dave Stewart

Location: Room A

Presentations by:

Michael Ahearne

Rajesh Chandy

Costas Katsikeas

V Kumar

11:15-11:30 Tea and Coffee Break

11:30-12:45 Session 2A: Global Innovation I

Session Chair: Nicole Hartley

Location: Room A

Does Global Perspective Lead to Sustainable Innovation? Empirical Evidence from International Firms

Goksel Yalcinkaya, Shuili Du, and Ludwig Bstieler

Investigating the impact of New Product Introduction NPI Process Characteristics on Firm Performance: Case of Global Pharmaceutical Industry

Amalesh Sharma, Alok Saboo, and V Kumar

Disruptive Innovation: Theory, Evidence, and Implications for Global Competition

Peter Yannopoulos

Balancing Marketing and New Product Development Capabilities to Export Performance: Direct and Moderating Effects

Ana Lisboa and Dionysis Skarmas

11:30-12:45 Session 2B: Global Relationship Management

Session Chair: Bodo Schlegelmilch

Location: Room B

Forty Years of Research on Exporter-importer Relationships: A Review

Bilge Aykol and Leonidas Leonidou

When does Cross-Border Customer Engagement in Design Stage Drive Supplier Performance? A Motivation-Opportunity-Ability Framework

Zhaleh Najafi Tavani, Ghasem Zaefarian, Sahar Mousavi, and Peter Naudé

Trust, Distrust, and Performance of International Strategic Alliances in Times of Uncertainty

Giuseppe Musarra, Matthew Robson, and Constantine Katsikeas

SMEs' Export Channel Choice: Predictions from Real Options Theory

Edith Ipsmiller, Keith D. Brouthers, and Desislava Dikova

11:30-12:45 Session 2C: Cross-border and Regional Branding-State of Play and future Directions

Session Chair: Christos Pitelis

Location: Room C

Cross-border Global Brand Management- An Integrated Perspective

Christos Pitelis and Eleni E. N. Piteli

Inter-national Branding Strategy and its Effect on Brand Performance: A Comparison Between the USA and China

Sharifah Faridah Syed Alwi, Andreas Georgiadis, Christos Pitelis, and Lia Zarantonello

The Effect of Ethical Branding on Brand Performance: An International Comparison Between USA and China

Sharifah Faridah Syed Alwi, Andreas Georgiadis, Christos Pitelis, and Lia Zarantonello

The Role of Stakeholders in Managing Place Brand in Crisis: Stavanger Region Case Study

Julia Mykhailiuk

12:45-14:00 Lunch and Interactive Session I

Location: Room A

Emerging Market SME Export Performance

Constanza Bianchi

RETAILARCH: A Multiple-Item Scale for Measuring Consumer Perceptions of International Retail Architecture

Mohammad Foroudi, Pantea Foroudi, Suraksha Gupta, and Michael Czinkota

Customer Value Perceptions towards Novel Products in a Developed and an Emerging Market

Toula Perrea, Pol Chryssochou, and Athanasios Krystallis

The Effects of Sleepiness on Variety-Seeking Behavior

Zhongqiang Tak Huang, Yitian Sky Liang, Charles B. Weinberg, and Gerald J. Gorn

Do Big Data Affect International Business Strategy and Performance

Itzhak Gnizy

Consumer Personality Traits and iPhone Consumption in China

Steven D'Alessandro, Gong Sun, Jie Li, Lester Johnson, Leanne Carter, and Zhiming Cheng

Dynamic Capabilities in Turkish Export Ventures

Merve Turgut, Constantine Katsikeas, Bulent Menguc, and Stavroula Spyropoulou

Firm Status, Collaboration Network, and Innovation: Behind the Rise Of Chinese High-Speed Train Sector (1993-2014)

Justin Tan

Information Processing Capacity and Market Agility

Nick Hajli and Farid Shirazi

An Application of Fuzzy Cognitive Maps to Explore Educational Policy Marketing

Moonshine McChamp, and Cheng-Hua Wang

An Empirical Study about the Influence of Country Personality and Product Involvement on Consumer's Purchase and Visit Intentions

Ana Sousa, Helena Nobre, and Minoo Farhangmehr

14:00-15:30 Session 3A: Global Marketing Strategy I

Session Chair: Aviv Shoham

Location: Room C

TV Series Adaptations and Their Repercussions on Consumers: A Qualitative Analysis

Bilge Aykol, İlayda İpek, and Nilay Bıçakcıoğlu

Chief Marketing Officer Presence and Strategic Alliance Success

Hang Nguyen and Hui Feng

Chutzpah-driven Export Marketing: Effects on Export Responsiveness and Performance

Kalanit Efrat, Yoel Asseraf, and Anne Souchon

Export Marketing Adaptation and Export Performance: An Intra-Firm Analysis

João S. Oliveira, John W. Cadogan, and Anssi Tarkiainen

How Outside-in and Inside-out Positional Advantages Impact Strategic International Performance?

Yoel Asseraf and Aviv Shoham

14:00-15:30 Session 3B: Global Consumer Research II

Session Chair: Adamantios Diamantopoulos

Location: Room B

Is it Really Better to Take Two? Effects of Dual Language Labelling in a National and Cross-Cultural Setting

Sabrina Heix and Hartmut Holzmüller

The Role Of Consumer Nationality And Product Country-Of-Origin For Brand Choice In Countries Of Low Product Ethnicity

Katharina Zeugner-Roth, Claudiu Dimofte, and Fabian Bartsch

Building Brand Credibility in Post- Globalizing Markets: The Role of Perceived Brand Globalness and Cultural Symbolism

Timo Mandler, Fabian Bartsch, and Choong Min Han

The Global/Local Product Attribute: Decomposing and Predicting Attribute Weight and Preference in Developed and Emerging Markets

Christina Sichtmann, Vasileios Davvetas, and Adamantios Diamantopoulos

The Effect of eWoM Characteristics on Consumers' Purchase Intentions: The Moderating Role of Culture

Sabrina Hegner and Bart Horstman

14:00-15:30 Session 3C: Global Sales and Account Management

Session Chair: Nicholas Paparoidamis

Location: Room C

Global Account Management: Dynamic Capabilities, Strategies, and Business Environments

Linda Shi

Key Account Managers' Competencies: Evidence from an Arab Context

Fawaz Baddar Alhussan, Faten Baddar Alhusan, Amarachi Amaugo, and Lulu Alhesan

Role Stressors, Does It Really Affect Sales Performance?

Nicholas Paparoidamis and Fawaz Baddar Alhussan

Adopting M-commerce in Developing Countries: The Influences of Consumer Innovativeness on Perceived Risk, Cost, Ubiquity, Value, and Usage

Abdul Ashraf, Narongsak Thongpapanl, Ali Anwar, and Carman Cullen

Effects of Customer E-Commerce Transitions on Short- and Long-Term Channel Performance

Brett Josephson, Ju-Yeon Lee, Shrihari Sridhar, and Robert Palmatier

Free afternoon

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Wednesday, May 23rd

08:00-09:30 Session 4A: Global Ethics, Sustainability, and Corporate Responsibility

Session Chair: Matthew Robson

Location: Room A

International Venturing, Green Institutional Entrepreneurship, and Moderating Role of SOEs versus Non-SOEs: Empirical Evidence from a Transitional Economy

Chengli Shu, Jinxin Liu, and Per Davidsson

Sustainability Strategy: Examination of its Antecedents, Consequences, and Contingency

Arinze Christian Nwoba, Nathaniel Boso, and Matthew Robson

Corporate Boards Must Act as Ethical Gatekeepers If They Are to Serve their Fiduciary Duties

Theodore Peridis and David Weitzner

Responsible Entrepreneurship: Multilevel Determinants of CSR Engagement in SMEs

Cezara Nicoara and Vita Kadile

Exploring Green Business Strategies within Exporting Context: Drivers, Processes, and Consequences

Nilay Bıçakcıoğlu

08:00-09:30 Session 4B: Cross-cultural Consumer Behavior

Session Chair: Katharina Zeugner-Roth

Location: Room B

Antecedents and Outcomes of Consumer Country-of-Origin Perceptions: A Meta-analysis

Leonidas Leonidou, Saeed Samiee, Bilge Aykol, and Nikolaos Korfiatis

Consumer Xenocentrism: Its Personality Trait Antecedents and the Role of Consumer Disidentification and Public versus Private Consumption

Yi Peng and Hyeyoon Jung

Consumption as a Mechanism to Compensate the Perceived Loss of Psychological Ownership of self: A Cross-cultural Study of Women in Relationships

Ranjitha G P and Anandakuttan B Unnithan

Consumer Authenticity Seeking: Conceptualization, Measurement, Antecedents, and Consequences

Fabian Bartsch and Katharina Zeugner-Roth

The Role Of Cultural Intelligence in Intercultural Service Encounters: A Cross-Cultural Examination

Nicholas Paparoidamis and Thi Thanh Huong - Jenny Tran

08:00-09:30 Session 4C: Global Marketing Strategy II

Session Chair: Aysegül Özsomer

Location Room C

The Relationship Between Multimarket Contact and MNCs Performance – The Moderating Effects of Global Integration and Local Responsiveness

Yu-Ching Chiao, Chun-Chien Lin, and Ting-Wei Lu

Does Crowd Wisdom Bring Wealth? The Impact of Crowdsourcing on Shareholder Value

Zixia Cao and Hui Feng

The Role of Market Orientation and Market Learning in Managing a Prolonged Economic Crisis

Aysegül Özsomer and Markos Tsogas

Chief Marketing Officers And Firm Performance: A Multinational Perspective on the Value Relevance of the Chief Marketer

Atanas Nik Nikolov, Mihail Miletkov, and Plamen Peev

Global Marketing Strategies in Task Environments: Conditions For Success and Failure

Simos Chari and George Balabanis

09:30-10:00 Tea and Coffee break

10:00-11:15 Plenary Session II

Session Chair: Jan Heide

Location: Room A

Presentations by:

David Griffith

Satish Jayachandran

Neil Morgan

Gerard Tellis

11:15-11:30 Tea and Coffee break

11:30-12:45 Session 5A: Global Brand Management and Marketing Communications I

Session Chair: Michael Houston

Location: Room A

Enhancing Consumer Attitude Toward Culturally Mixed Symbolic Products from Global Brands in Emerging Markets: The Role of Cultural Respect

Xiaoling Guo, Martin Heinberg, and Shaoming Zou

A Comparison of Five Theoretical Explanations of Favouritism Towards Foreign or Domestic Brands

George Balabanis, Anastasia Stathopoulou, and Jiayu Qiao

Determining Effective Communication Strategies for Service Offshoring Decisions

Tony Lu, Gary Gregory, and Liem Ngo

Cross Cultural Differences In Hotel Attribute Appraisals: A Supra-National Approach

Rodoula Tsiotsou

11:30-12:45 Session 5B: Export and Import Management

Session Chair: Paul Harrison

Location: Room B

The Influence of Ambidexterity on Firm Performance Based on International Small and Medium-Sized Enterprises

Lixun Su, Annie Cui, Saeed Samiee, and Shaoming Zou

A New Approach to the Relationship Between the Importer-Tailored Export Marketing Mix and Exporter Performance

Claude Obadia, Raluca Mogos Descotes, Irena Vida, and Dora Trikki

Export Activity, R&D investment and Foreign Ownership: Does it Matter for Productivity?

Carlos M. P. Sousa, Emanuel Gomes, and Ji Yan

Predictors and Effects of Importer-perceived Relationship Value

Dionysis Skarmas, Paraskevas Argouslidis, Flora Kokkinaki, and Athina Zeriti

11:30-12:45 Session 5C: Global Innovation II

Session Chair: Narongsak Thongpapanl

Location: Room C

Social Innovation: Integrating Product and User Innovation

Jonathan Linton and Konstantin Fursov

Geographic Dispersion and Co-location in Global R&D Portfolios: Consequences for Firm Performance

Mario Kafourous, Eva Mavroudi, and Chengqi Wang

Political Instability and Innovation of African Firms

Sorin Krammer

Vendor Certification and Innovation in Global Outsourcing: A Boon or Bane for Growth? A Moderated Mediation Effect of International Clients

Shanthi Gopalakrishnan and Haisu Zhang

12:45-14:00 Lunch and Interactive Session II

Governance Choice, Specific Assets, and Business Culture Similarity: Evidence from an Emerging Economy

Umar Burki

Evaluating Modules from a Learning and Developmental Imperative in the Context of Management Education – A metric of ability or a measure of contentment?

Alvina Gillani and Smirti Kutaula

Down the Street or Across the Seas: The Influence of Proximity and Ethical Engagement on the British and Indian Fair Trade Consumption

Alvina Gillani and Smirti Kutaula

Online Behavioral Advertising Acceptance/Avoidance

Daina Nicolaou and Thomas Soutzis

Resilience in Global Supply Chains: Inter-organisational and Cultural Perspectives

Jacqueline Jing You

Conceptual Development and Measurement Approaches to International Targeting Strategies

Marina Kyriakou and Markos Tsogas

Cell Phone Anxiety and Nationalistic Bias

Peter Magnusson, Stacey Robinson, and June Cotte

Making internalization a General Theory of the Multinational Firm: Toward an Asymmetric Power–Resource Value–Transaction Cost ART Framework

Xin Li

Controlling and Breaking Boundaries: Understanding Actor Agency During Supply Chain Entry

V.G.Gamithri Gayana Karunasena and Daniel D. Prior

Bargaining Power and Value Capture of Emerging Economy Exporters

Hanh Pham and Bent Petersen

Luxury Counterfeiting Resistance: A Preliminary Investigation

Siham Mourad and Pierre Valette-Florence

The Role of Trust Beliefs in Shaping M-commerce Usage Intention: The “Good” vs. the “Efficient and Ethical” m-retailer

Luciano Lapa, Abdul Ashraf, and Narongsak Thongpapanl

Agile Marketing Process Drives Value Proposition Validation in International Markets: A Qualitative Analysis.

Ieva Pūke

14:00-15:15 Session 6A: Market Entry and Internationalization II**Session Chair: Leonidas Leonidou****A Meta-Analytic Review Investigating the Significance of Transaction Cost Economics in International Marketing**

Su Jin Yeon and Young Wook Song

Ties that Bind or Ties that Blind? Networking of Small- and Medium-Sized Family for and During Internationalization

Tanja Leppäaho, Sarah Jack, Pia Arenius, and Eriikka Paavilainen-Mäntymäki

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14:00-15:15 Session 6B: Global Brand Management and Marketing Communications II

Session Chair: Peter Gabrielsson

Decision-making Logic and Brand Orientation of Young Internationalizing Firms: The Performance Consequences

Samuel Yaw Kusi and Peter Gabrielsson

Brand Equity Formation: The Cultural Differences and Moderating Role of Perceived Brand Origin

Eunjoo Cho and Jiyoung Hwang

Should Emerging Firms Say it Loud? The Effect of Foreign Acquisitions on the Perceived Value of Acquired Local Brands

Anh Nguyen Hoang Minh and Lailani Alcantara

A Cross-cultural Examination of Eco-innovation Adoption using Choice-based Conjoint Analysis: The Case of the “Green” Car Market

Charalampos Saridakis

14:00-15:15 Session 6C: Global Marketing Research, Big Data, and Analytics

Session Chair: Kay Peters

Off-line Customer Flow Forecast through Deep Neural Networks

Xiaofeng Zhang, Xiaoyun Chen, and Maggie Dong

Determinants and Consequences of International Launch Time Window: The Roles of Advertising and Word of Mouth

Reo Song

Web-sourced Competitive Intelligence and Embeddedness Impacting Customer Satisfaction: Evidence from Exporters vs. Non-Exporters

Kalanit Efrat, Amiram Markovich, Daphne Raban, and Andreas Wald

Elicitation of salient brand emotions in Western and Asian markets: The role of elicitation context

Alexander Jakubanecs, Magne Supphellen, Alexander Fedorikhin, Hege Mathea Haugen, and Njål Sivertstøl

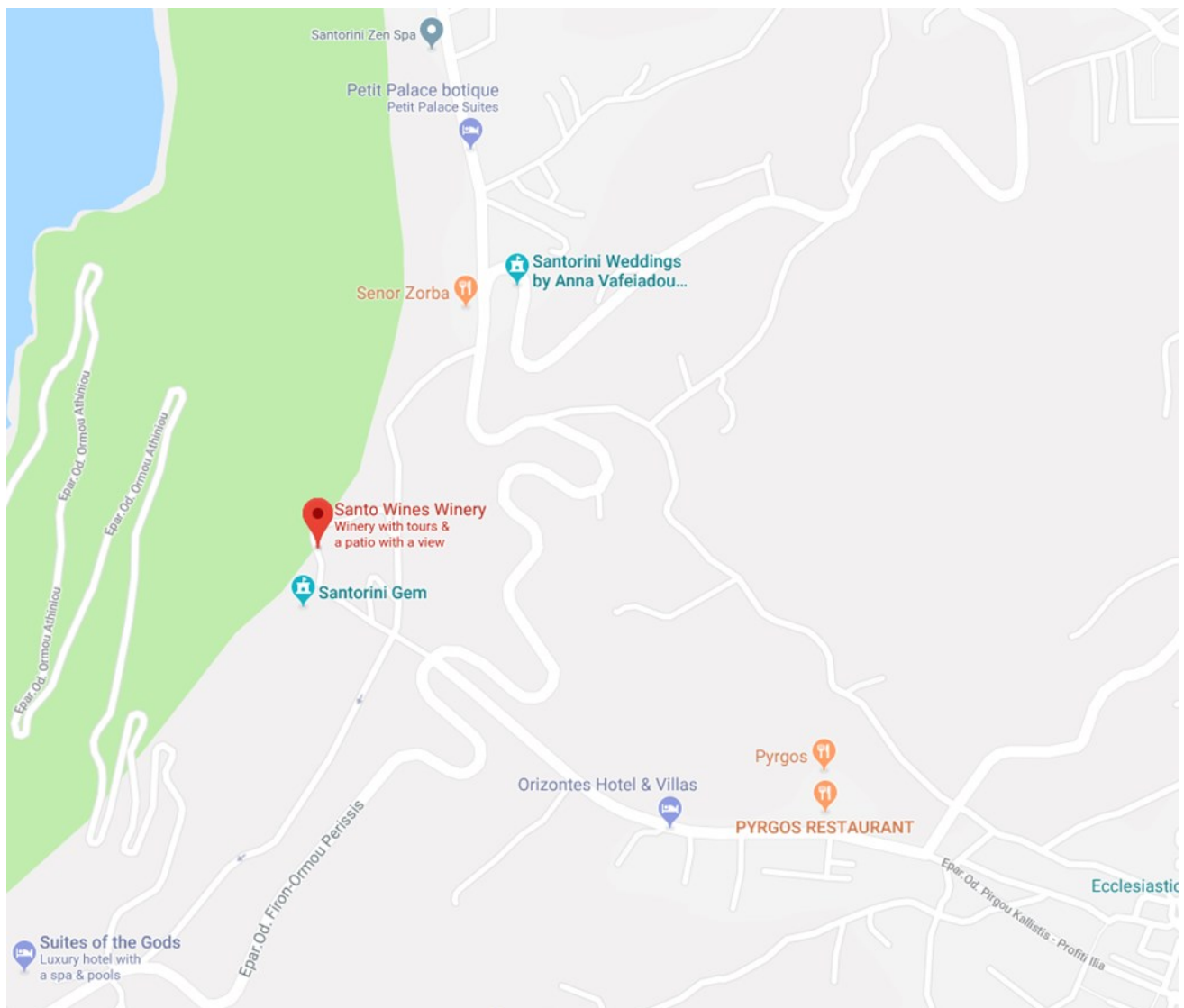
15:15-15:30 Tea and coffee break

15:30-16:45 Meet the Editors Session

Session Chair: Dave Stewart

Panellist: **Michael Ahearne** (*International Journal of Research in Marketing*)
 Douglas Hughes (*Journal of Personal Selling & Sales Management*)
 Satish Jayachandran (*Journal of Marketing Research*)
 Costas Katsikeas (*Journal of International Marketing and Journal of International Business Studies*)
 V Kumar (*Journal of Marketing*)
 Neil Morgan (*Journal of the Academy of Marketing Science*)
 Dave Stewart (*Journal of Public Policy & Marketing*)



19:30 - late Conference dinner at Santo Wines





Buses to the conference dinner at Santo Wines – Wednesday, May 23rd

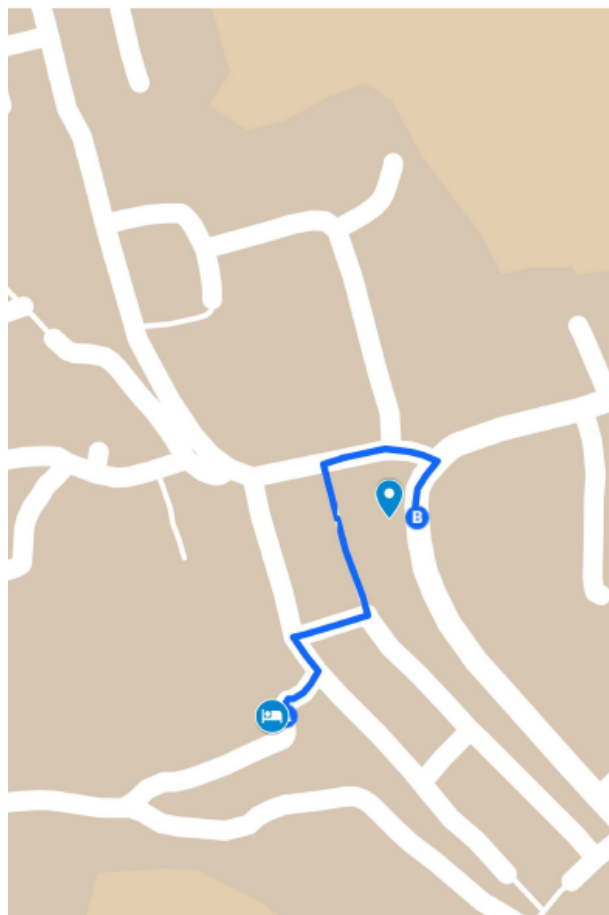
From Alexander Villas

BUS DEPARTURE 19:00

-  ALEXANDER VILLAS
-  BUS STOP


Directions from A to B
for pick up

-  ALEXANDER VILLAS
-  BUS STOP





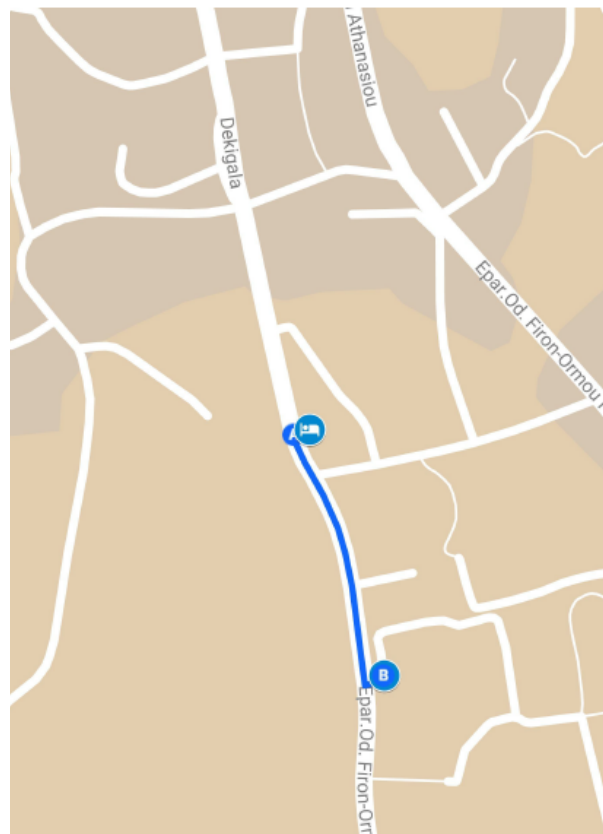
From Astir Thira

BUS DEPARTURE 19:20

-  EL GRECO HOTEL
-  ASTIR THIRA



Directions from A to B
for pick up

-  ASTIR THIRA
-  EL GRECO HOTEL



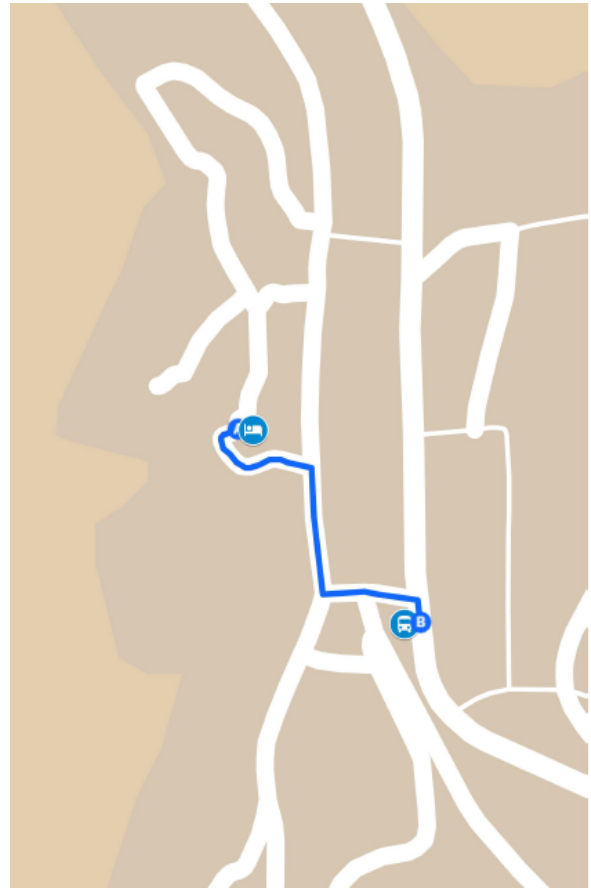
From Cliffside Suites

BUS DEPARTURE 19:00

-  BUS STOP
-  Cliff Side Suites Ξενοδοχείο



Directions from A to B
for pick up

- A** Cliff Side Suites Ξενοδοχείο
- B** BUS STOP



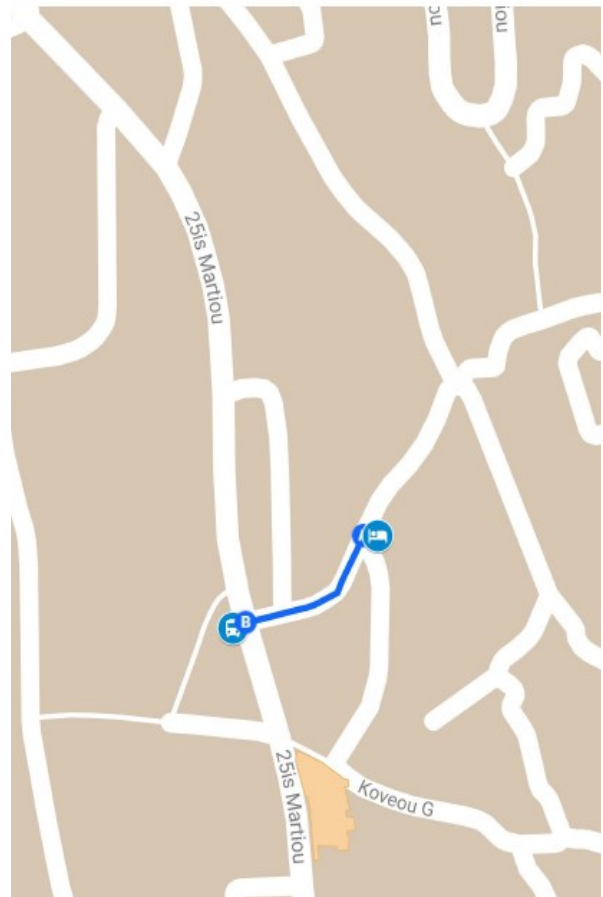
From Dream Island Hotel

BUS DEPARTURE 19:15

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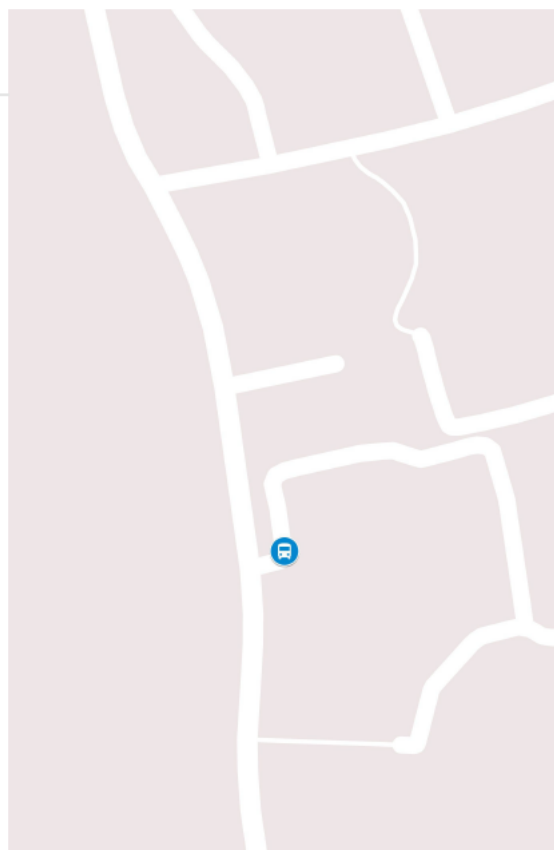
Directions from A to B
for pick up

- A** Dream Island Hotel
- B** BUS STOP





From El Greco Hotel

Bus stop outside
hotel entrance





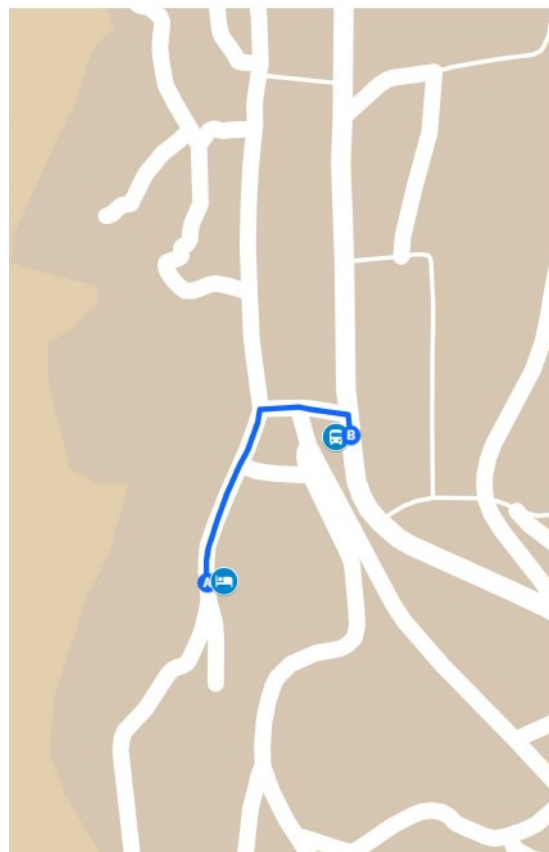
From Ellinon Thea Hotel

BUS DEPARTURE 19:00

-  BUS STOP
-  Ellinon Thea Boutique Hotel

Directions from A to B
for pick up

-  A Ellinon Thea Boutique Hotel
-  B BUS STOP



From Hotel Theoxenia

BUS DEPARTURE 19:15



BUS STOP



HOTEL THEOXENIA

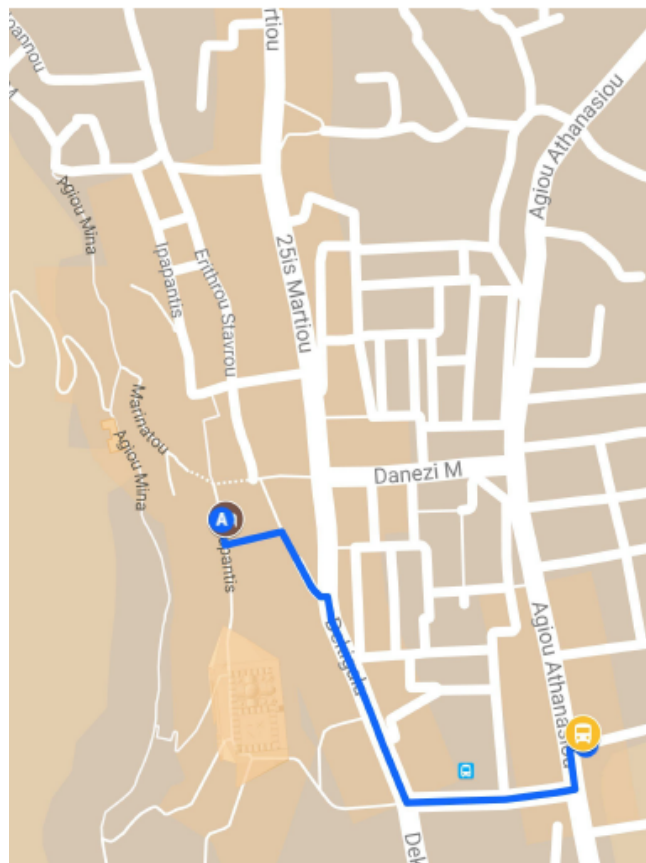
Directions from A to B
for pick up



A HOTEL THEOXENIA



B BUS STOP



From Loizos Apartments

BUS DEPARTURE 19:15



BUS STOP



LOIZOS APPARTEMENTS

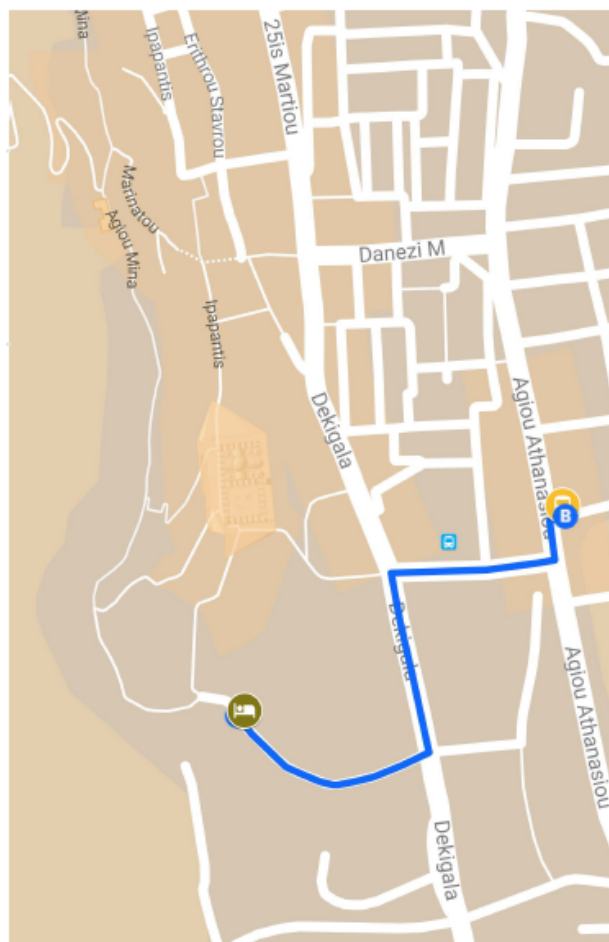
Directions from A to B
for pick up



A LOIZOS APPARTEMENTS





B BUS STOP





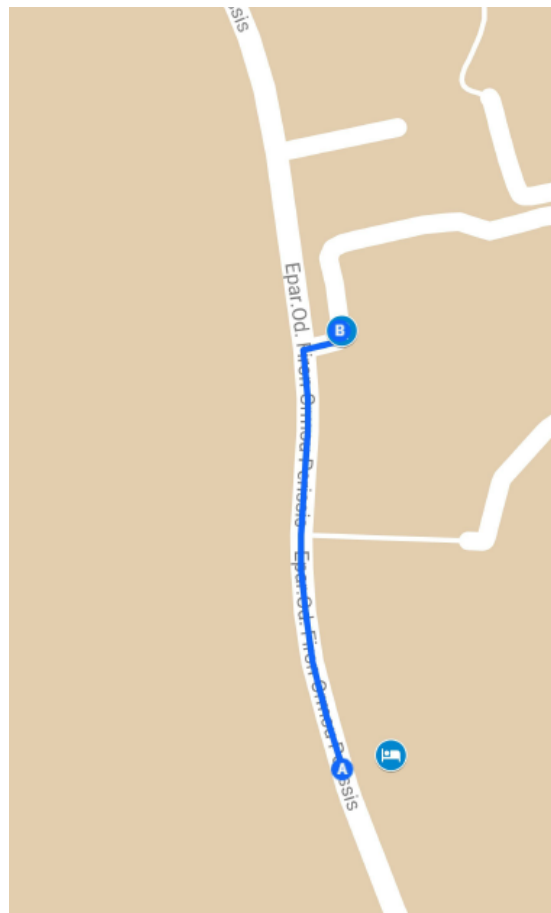
From Majestic Hotel

BUS DEPARTURE 19:20

-  EL GRECO HOTEL
-  MAJESTIC HOTEL



Directions from A to B
for pick up

-  MAJESTIC HOTEL
-  EL GRECO HOTEL





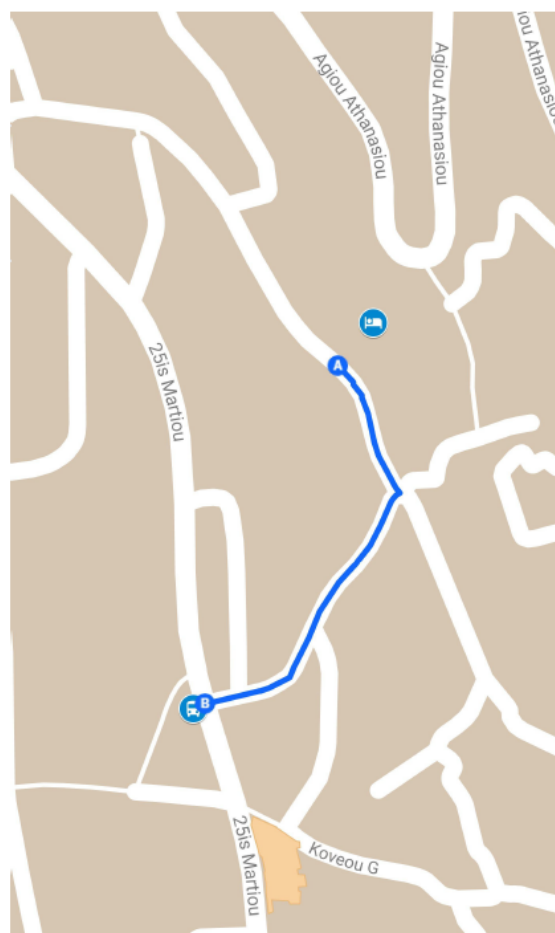
From Nektarios Villa

BUS DEPARTURE 19:15

-  BUS STOP
-  Nektarios Villas



Directions from A to B
for pick up

-  Nektarios Villas
-  BUS STOP





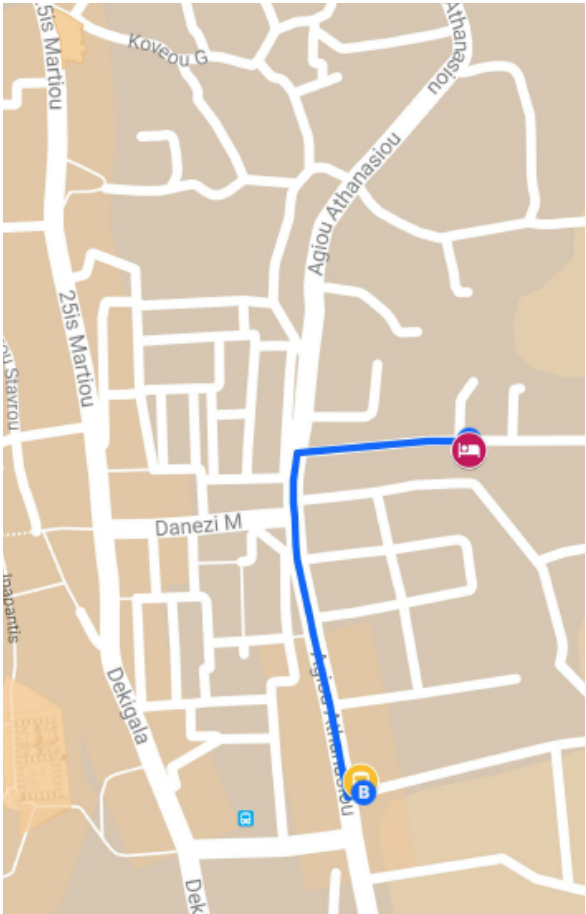
From New Haroula

BUS DEPARTURE 19:15

-  BUS STOP
-  NEW HAROULA



Directions from A to B
for pick up

-  A NEW HAROULA
-  B BUS STOP





From Panorama Hotel

BUS DEPARTURE 19:15

-  BUS STOP
-  PANORAMA HOTEL

Directions from A to B
for pick up

-  A PANORAMA HOTEL
-  B BUS STOP



Notes

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