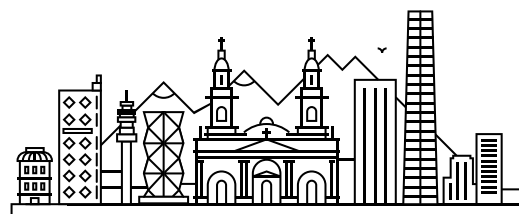


# 2023 AMA Global Marketing Conference

May 30 – June 2



Santiago, Chile



AM> | SIG  
Global Marketing



# Tuesday, May 30th

## AMA Global Marketing SIG Doctoral Consortium

13:30	Registration for Doctoral Consortium participants
13:50	<b>Welcome and introduction:</b> Constantinos Leonidou, Open University of Cyprus/University of Leeds
14:00	<p><b>Developmental workshop:</b> Managing an Impactful Career</p> <p><u>Format:</u> Approximately 15 minutes of prepared comments each, followed by an interactive discussion and participant questions.</p> <p>Moderator: Daekwan Kim, Florida State University</p> <ul style="list-style-type: none"> <li>• Yuliya Strizhakova, Rutgers University</li> <li>• David Griffith, Texas A&amp;M University</li> <li>• Jagdip Singh, Case Western Reserve University</li> <li>• Amalesh Sharma, Texas A&amp;M University</li> </ul>
15:15	<b>Refreshment Break</b>
15:30	<p><b>Research Mentoring Session</b></p> <p><u>Format:</u> Each student gives a 15-20 minute presentation of his/her research, followed by round-table discussions with input from faculty and other students.</p> <p>Moderator: Cristobal Barra, Universidad de Chile</p>
16:30	<b>Refreshment Break</b>
16:45	<p><b>Developmental Workshop:</b> Rigor and Relevance in Marketing Research</p> <p><u>Format:</u> Approximately 15 minutes of prepared comments each, followed by an interactive discussion and participant questions.</p> <p>Moderator: Annie Cui, West Virginia University</p> <ul style="list-style-type: none"> <li>• Jan Heide, University of Wisconsin-Madison</li> <li>• Ayşegül Özsoy, Koç University</li> <li>• Sandy Jap, Emory University</li> <li>• Saeed Samiee, University of Tulsa</li> </ul>
18:00	<b>Doctoral Consortium concludes</b>
19:30	<b>Welcome Reception for main Conference, Edificio Genesis, Santiago</b>

## Faculty Consortium Participants

Seigyoung Auh	Arizona State University
David Griffith	Texas A&M University
Jan Heide	University of Wisconsin-Madison
Sandy Jap	Emory University
Saeed Samiee	University of Tulsa
Amalesh Sharma	Texas A&M University
Jagdip Singh	Case Western Reserve University
Yuliya Strizhakova	Rutgers University
Stanford Westjohn	University of Alabama

## Doctoral Student Consortium Participants

Aman Kumar	Indian Institute of Management Visakhapatnam
Xiaolan Chen	City University of London
Jiseon Han	City University of London
Freja Lindermann	University of Hamburg
Daniele Moya Alfaro	Universidad Adolfo Ibáñez
Diana Sanchez Riera	Universidad de Chile
Aegli Toumazi	University of Leeds
Ignacio Vargas	Universidad de Chile
Risqo Wahid	University of Jyväskylä
Peng Wang	City University of London
Kiwoong Yoo	University of Tennessee

# Tuesday, May 30th

19:30

**Welcome Reception at Edificio Genesis.** Universidad de Chile.



Av. Apoquindo 6550, Las Condes  
Región Metropolitana - Chile

# Wednesday, May 31th

09:00-10:30	<p><b>Session 1: Practical Insights Plenary: Publishing Top Quality International Marketing Research: Insights from Journal Editors</b></p> <p><u>Room</u>: Main Hall</p> <p>Moderator: Kelly Hewett</p> <ul style="list-style-type: none"> <li>• Kelly Hewett</li> <li>• Jan-Benedict Steenkamp</li> <li>• Thomas Kramer</li> <li>• Satish Jayachandran</li> </ul>
10:30 -10:45	<p><b>Session 2: Refreshment Break sponsored by Southbridge Access</b></p> <p style="text-align: right;"><b>SOUTHBRIDGE</b> ACCESS</p>
10:45 - 12:15	<p><b>Session 3A: Global Brand Management</b></p> <p><u>Room</u>: 1</p> <p>Chair: Katharina Zeugner-Roth</p> <p>Yuliya Strizhakova, Emmanuel Quaye and Robin Coulter</p> <ul style="list-style-type: none"> <li>• <b>Masstige Brand Perceptions for Global and Local Brands in an Emerging Market</b></li> </ul> <p>Brandon Holle and Ahmet Kirca</p> <ul style="list-style-type: none"> <li>• <b>To Watch or Not to Watch: The Relationship Between Global and Local Electronic Word of Mouth, Illicit Streaming, and Firm Performance</b></li> </ul> <p>Richard Huaman-Ramirez, Jean-François Toti and Dwight Merunka</p> <ul style="list-style-type: none"> <li>• <b>Global Brands' Perceived Ethics: The Moderating Role of Voluntary Simplicity and Materialism</b></li> </ul> <p>Elena Sharko, Vera Rebiazina, Maria Smirnova and Alexander Krasnikov</p> <ul style="list-style-type: none"> <li>• <b>Role of Institutions in Servitization in the Context of an Emerging Economy</b></li> </ul>
10:45 - 12:15	<p><b>Session 3B: Global Sales and Supply Chain Management</b></p> <p><u>Room</u>: 3</p> <p>Chair: Pejvak Oghazi</p> <p>Avinash Malshe and Wim Biemans</p> <ul style="list-style-type: none"> <li>• <b>Culture's Impact on the Marketing-Sales Interface: the Mediating Role of Self-Concept Orientation</b></li> </ul> <p>Zeynep Müge Güzel, Ayşegül Özsoy and Burcu Sezen</p> <ul style="list-style-type: none"> <li>• <b>Standardization in the Eye of the Beholder: Emerging Market Consumers' Perception of Standardization and Its Effects on Brand Equity</b></li> </ul> <p>Paulina Rytönen</p> <ul style="list-style-type: none"> <li>• <b>Between the Global and the Local - a Study About Grocery Retail Value Chains in the Island Context</b></li> </ul> <p>Franco Berbeglia, Tim Derdenger and Sridhar Tayur</p> <ul style="list-style-type: none"> <li>• <b>The Impact of the Streaming Disruption in the Movie Industry</b></li> </ul>

10:45 - 12:15	<p><b>Session 3C: Global Consumer Research</b> Room: 4</p> <p>Chair: Fabian Bartsch</p> <p>Walter Palomino-Tamayo and Julio Cerviño</p> <ul style="list-style-type: none"> <li>• <b>Does Communism Affect Service Satisfaction? Differences with Western Economies</b></li> </ul> <p>Qiang Zhang, Yeyi Liu, Dionysius Ang, Yuanyuan Liu and Jingyu Zhu</p> <ul style="list-style-type: none"> <li>• <b>The Big Word Effect: Impact of Using Big Words on Backers' Funding Behavior in Crowdfunding</b></li> </ul> <p>Marcelo Curth and Roberto Falcão</p> <ul style="list-style-type: none"> <li>• <b>Antecedents of Attitude for Cruelty Free Cosmetics</b></li> </ul> <p>Elif Izberk-Bilgin</p> <ul style="list-style-type: none"> <li>• <b>Globalization and Religion: A Research Agenda</b></li> </ul>
12:15 - 13:30	<p><b>Session 4: Lunch</b></p>
13:30 - 15:00	<p><b>Session 5A: Global Marketing Strategy</b> Room: 1</p> <p>Chair: Costas Katsikeas</p> <p>Katrijn Gielens and Jan-Benedict Steenkamp</p> <ul style="list-style-type: none"> <li>• <b>Evolution of Marketing Mix Effectiveness over Time: a Global Investigation</b></li> </ul> <p>Preethika Sainam and Cem Bahadir</p> <ul style="list-style-type: none"> <li>• <b>When Should Emerging Market Firms Enter Developing or Developed Country Markets?</b></li> </ul> <p>Alexander Krasnikov and Vera Rebiazina</p> <ul style="list-style-type: none"> <li>• <b>The Role of the Trademarks in Customer Engagement with Global Brands</b></li> </ul> <p>Ana Lisboa, Dionysis Skarmas and Matthew Robson</p> <ul style="list-style-type: none"> <li>• <b>International Interorganizational Competitive Advantage in New Product Development</b></li> </ul>
13:30 - 15:00	<p><b>Session 5B: Global Retailing and Services</b> Room: 3</p> <p>Chair: Alexander Rose</p> <p>Zi Wang, Russa Yuan and Boying Li</p> <ul style="list-style-type: none"> <li>• <b>Are Recommendation Systems Have Our Best Interest? A Quantitative Study of AI-Enabled Characteristics, Technology Well-Being and the Underlying Mechanism in the Context of Recommendation System</b></li> </ul> <p>Freja Lindemann and Kay Peters</p> <ul style="list-style-type: none"> <li>• <b>The Relationship of Attitudinal and Behavioral Loyalty in International Markets</b></li> </ul> <p>Gary Gregory, Lu Lu, Liem Ngo and Nam Woon Kim</p> <ul style="list-style-type: none"> <li>• <b>Resources, Dimensions, and Advantages for Successful Service Offshoring</b></li> </ul> <p>Andrea Milena Sanchez Romero and Maali Benhissi</p> <ul style="list-style-type: none"> <li>• <b>Shopping in a Post COVID-19 Context: The Effect of Perceived Vulnerability and Feelings of Ambivalence on in-Store Behavior</b></li> </ul>

13:30 - 15:00	<p><b>Session 5C: Global Relationship Marketing</b>  <u>Room:</u> 4</p> <p>Chair: Seigyoung Auh</p> <p>Lei Wang and Chun Zhang</p> <ul style="list-style-type: none"> <li>• <b>Emerging Market MNC-Subsidiary Relationships and Subsidiary Innovation in Developed Markets</b></li> </ul> <p>Lauri Paavola and Richard Cuthbertson</p> <ul style="list-style-type: none"> <li>• <b>Relationships Between Costs, Commitment, and Impact: Case of Customer Data Transformation in the Retailing Industry</b></li> </ul> <p>Hyeyoon Jung, Peter Magnusson and Valerie Taylor</p> <ul style="list-style-type: none"> <li>• <b>Coping with Negative Emotions in Intercultural Service Encounters</b></li> </ul> <p>Carolina Andrea Martinez Troncoso and David Diaz</p> <ul style="list-style-type: none"> <li>• <b>A Customer Churn Management Methodology Using the Voice of the Customer: A Text Mining Approach</b></li> </ul>
15:00 - 15:30	<p><b>Session 6: Refreshment Break</b></p>
15:30 - 17:00	<p><b>Session 7A: Global Ethics and Corporate Social Responsibility</b>  <u>Room:</u> 1</p> <p>Chair: Brittney Bauer</p> <p>Ryan Bailey, Brian Chabowski, Tamara Galkina and Peter Gabrielsson</p> <ul style="list-style-type: none"> <li>• <b>An Evaluation of the International Social Entrepreneurship Literature: Using Intellectual Structure to Develop Future Research Directions</b></li> </ul> <p>Leonidas Leonidou, Stavroula Spyropoulou, Dayananda Palihawadana and Aegli Toumazi</p> <ul style="list-style-type: none"> <li>• <b>The Drivers and Outcomes of Corporate Social Irresponsibility in Multinational Corporations</b></li> </ul> <p>Irem Yoruk and Lorena Garcia Ramon</p> <ul style="list-style-type: none"> <li>• <b>Do Consumers Forgive Brands After Corporate Environmental Transgressions?</b></li> </ul> <p>Serena Pugliese, Verdiana Giannetti and Sourindra Banerjee</p> <ul style="list-style-type: none"> <li>• <b>Culture of Innovation: A Comprehensive Review of the Literature Using Latent Dirichlet Allocation</b></li> </ul>
15:30 - 17:00	<p><b>Session 7B: Special session: Transformation in the Face of Disruption: Emerging Trends in Global Marketing Research</b>  <u>Room:</u> 3</p> <p>Kiwoong Yoo, Nandini Nim, Ayşegül Özsoy and Pravin Nath</p> <ul style="list-style-type: none"> <li>• <b>Transformation in the Face of Disruption: Emerging Trends in Global Marketing Research</b></li> </ul>
15:30 - 17:00	<p><b>Session 7C: Practical Insights Session: How to Conduct an Effective Peer Review</b>  <u>Room:</u> 4</p> <p>Gloria Barczak and Abbie Griffin</p> <ul style="list-style-type: none"> <li>• <b>How to Conduct an Effective Peer Review</b></li> </ul>

# Thursday, June 1st

09:00-10:30	<p><b>Session 8: Managerial Insights Plenary: Doing Business in Chile Roundtable – Local Perspectives on Chile’s Business Environment - Organized by SouthBridge Access</b></p> <p><u>Room</u>: Main Hall</p> <p>Moderator: Sergio Olavarrieta</p> <p>Roundtable of Chilean Business Executives</p> <ul style="list-style-type: none"> <li>• Laura Chicurel, CEO, Innova</li> <li>• Jamie Riggs, Managing Partner, Driven</li> <li>• Kristopher Brigham, International Entrepreneur</li> </ul>	
10:30 -10:45	<p><b>Session 9: Refreshment Break sponsored by Southbridge Access</b></p>	
10:45 - 12:15	<p><b>Session 10A: Consumer Perceptions in Global Marketing</b></p> <p><u>Room</u>: 3</p> <p>Chair: Michelle Andrews</p> <p>George Balabanis, Anastasia Stathopoulou and Xiaolan Chen</p> <ul style="list-style-type: none"> <li>• <b>The Effects of Social Norms on Sustainable Luxury Consumption in Collectivistic and Individualistic Cultures</b></li> </ul> <p>Katharina Petra Zeugner-Roth, Peter Mathias Fischer and Isabella Margaux Hessel</p> <ul style="list-style-type: none"> <li>• <b>Do Customers Perceive Your Ethical Measures as Authentic? A Global Brand Assessment</b></li> </ul> <p>Xixi Li, Clark D Johnson, Brittney C Bauer and Nitish Singh</p> <ul style="list-style-type: none"> <li>• <b>The Role of Cultural Intelligence in Cross-Border Corporate Political Activities: TMTs as the Boundary Spanner</b></li> </ul> <p>Rebecca Scott and Ulrike Gretzel</p> <ul style="list-style-type: none"> <li>• <b>An Involuntary World: Explorations into the Experience of Involuntary Consumption</b></li> </ul>	
10:45 - 12:15	<p><b>Session 10B: Managing Customer Relationships</b></p> <p><u>Room</u>: 4</p> <p>Chair: Dayananda Paliawadana</p> <p>Balázs Kovács, Elena Chatzopoulou and Ravi Dhar</p> <ul style="list-style-type: none"> <li>• <b>The E-Routes of Authenticity and Its Communication Channels: Influences upon Perceptions After Visiting the Country of Origin of an Ethnic Cuisine</b></li> </ul> <p>Fawaz Baddar Alhussan, Faten Baddar Al-Husan, Shameek Sinha and Ismail Golgeci</p> <ul style="list-style-type: none"> <li>• <b>How Come You Cannot Identify Your Key-Customers: Evidence from Jordan</b></li> </ul> <p>Katerina Makri and Karolos A. Papadas</p> <ul style="list-style-type: none"> <li>• <b>Market Responses to Reshored Brands. Do Consumer Identities Matter?</b></li> </ul> <p>Fabian Bartsch and Thi Thanh Huong Tran</p> <ul style="list-style-type: none"> <li>• <b>Fashionable Ethics Across Nations: Exploring the Underlying Mechanism of Consumers’ Responses to Moral Transgressions</b></li> </ul>	

10:45 - 12:15	<p><b>Session 10C: Special Session: International Marketing Strategy in the Informal Economy and Its Impact on Societal Wellbeing</b></p> <p><u>Room</u>: 2</p> <p>Moderator: Magda Hassan</p> <p>Magda Hassan, Farhan Ashik and Sourindra Banerjee</p> <ul style="list-style-type: none"> <li>• International Marketing Strategy in the Informal Economy and Its Impact on Societal Wellbeing</li> </ul>
10:45 - 12:15	<p><b>Session 10D: JIBS PDW Session: International Marketing in JIBS (By Invitation Only)</b></p> <p><u>Room</u>: 1</p> <p>Chairs: David Griffith and Saeed Samiee</p> <ul style="list-style-type: none"> <li>• David Griffith, Marketing Editor, Journal of International Business Studies</li> <li>• Saeed Samiee, Marketing Editor, Journal of International Business Studies</li> </ul>
12:15 - 13:30	<p><b>Session 11: Lunch</b></p>
13:30 - 15:00	<p><b>Session 12A: Marketing Analytics and Global Marketing</b></p> <p><u>Room</u>: 1</p> <p>Chair: Sara Fraccastoro</p> <p>Nithya Shankar and Sukruth Suresh</p> <ul style="list-style-type: none"> <li>• An Overview of Restaurant Ratings and Performance Under Conditions of Economic Policy Uncertainty</li> </ul> <p>Mohamed Zaki and David Diaz</p> <ul style="list-style-type: none"> <li>• The Application of AI to Revolutionize Brand's Social Media and Customer Engagement Strategy</li> </ul> <p>Brian R. Chabowski, Saeed Samiee and Nicole Coviello</p> <ul style="list-style-type: none"> <li>• The International Digital Marketing Literature: A Bibliometric-Based Model to Guide Future Research</li> </ul> <p>Samuel Staebler and Michael Haenlein</p> <ul style="list-style-type: none"> <li>• Under Which Conditions Do Media Outlets Around the World Report About Academic Marketing Research?</li> </ul>
13:30 - 15:00	<p><b>Session 12B: Firm Internationalization and Networks</b></p> <p><u>Room</u>: 3</p> <p>Chair: Elif Izberk-Bilgin</p> <p>Saara Julkunen, Markus Raatikainen and Mika Gabrielsson</p> <ul style="list-style-type: none"> <li>• Entrepreneurial Decision-Making Logic in International Network Development: A Multilevel Interaction Approach</li> </ul> <p>Philip Möhrle and Dirk Totzek</p> <ul style="list-style-type: none"> <li>• Exploring the Effects of Exiting International Markets: a Refined Conceptualization and Research Propositions</li> </ul> <p>Jefferson Monticelli, Renata Bernardon, Marcelo Curth and Ivan Garrido</p> <ul style="list-style-type: none"> <li>• Country Reputation and Brand Identity: What Is the Impact in the Market Performance of Internationalized Family-Owned Brazilian Wineries</li> </ul> <p>Ekaterina Nemkova, Zsófia Tóth and Fabian Bartsch</p> <ul style="list-style-type: none"> <li>• Shaping Creativity: Qualitative Insights into Paradoxical Tensions on Digital Platforms</li> </ul>

13:30 - 15:00	<p><b>Session 12C: Practical Insights Session: Publishing International Marketing Research in the Journal of International Business Studies</b></p> <p><u>Room</u>: 4</p> <p>Chair: David Griffith and Saeed Samiee</p> <ul style="list-style-type: none"> <li>• David Griffith, Marketing Editor, Journal of International Business Studies</li> <li>• Saeed Samiee, Marketing Editor, Journal of International Business Studies</li> </ul>
15:00 - 15:30	<p><b>Session 13: Refreshment Break</b></p>
15:30 - 17:30	<p><b>Session 14A: Exporting and Entrepreneurship</b></p> <p><u>Room</u>: 1</p> <p>Chair: Ahmet Kirca</p> <p>Fabienne Ruoss and Hartmut Holzmueller</p> <ul style="list-style-type: none"> <li>• <b>How to Successfully Manage Collaborations with Independent Export Distributors – Empirical Insights from German Small- and Medium-Sized Enterprises</b></li> </ul> <p>Xinming He, Min Li and Sousa Carlos</p> <ul style="list-style-type: none"> <li>• <b>The Impact of Market Orientation Capabilities and Strategic Flexibility on Export Channel Selection and Export Performance</b></li> </ul> <p>Jefferson Monticelli, Renata Bernardon, Pâmela Schaidhauer and Marcelo Curth</p> <ul style="list-style-type: none"> <li>• <b>Entrepreneurship and Family Business: The Applied Practices for the Insertion of Heirs in Brazil</b></li> </ul> <p>Sara Fraccastoro, Mika Gabrielsson, Peter Gabrielsson and Tomi Seppälä</p> <ul style="list-style-type: none"> <li>• <b>Effectuation Logic, Social Media Market Capabilities, and Internationalizing SMEs' Performance</b></li> </ul>
15:30 - 17:30	<p><b>Session 14B: Special Session: Winning at New Product Development: Success Drivers from the 2021 PDMA Best Practices Study</b></p> <p><u>Room</u>: 3</p> <p>Gloria Barczak and Abbie Griffin</p> <ul style="list-style-type: none"> <li>• <b>Winning at NPD: Success Drivers from the 2021 PDMA Best Practices Study</b></li> </ul>
15:30 - 17:30	<p><b>Session 14C: Understanding Global Consumers</b></p> <p><u>Room</u>: 4</p> <p>Chair: Stanford Westjohn</p> <p>Clark Johnson, Brittney C. Bauer and Nicholas Tsougarakis</p> <ul style="list-style-type: none"> <li>• <b>Cultural and Individual Differences in Benign and Malicious Envy</b></li> </ul> <p>Piotr Chelminski</p> <ul style="list-style-type: none"> <li>• <b>Communicating with Human-like Avatars in Marketing, Corporate, and Educational Contexts</b></li> </ul> <p>Eduard Tunkevichus and Vera Rebiazina</p> <ul style="list-style-type: none"> <li>• <b>What Factors Form Online Trust for the Younger Generation in the Emerging Markets</b></li> </ul> <p>Rafid Ur Rahman, Martin Heinberg, Sourindra Banerjee and Constantine S Katsikeas</p> <ul style="list-style-type: none"> <li>• <b>Consumer Purchase Value Extraction: the Effectiveness of Country of Origin (COO) as a Strategic Analytical Tool</b></li> </ul>

19:00 - 22:00

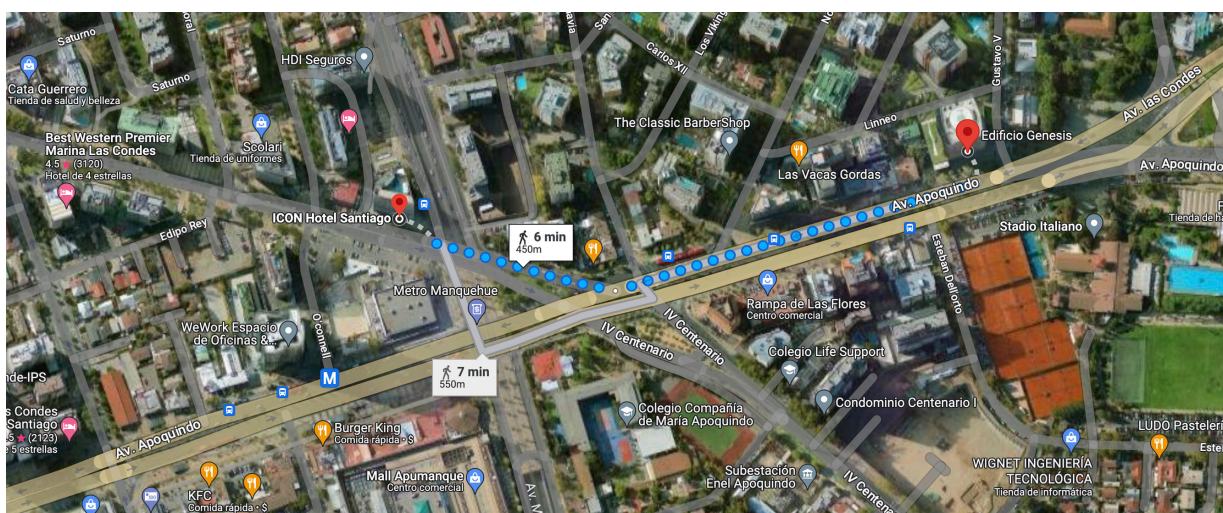
**Gala Dinner at Vista Santiago (Cerro San Cristóbal interior s/n, Providencia, Santiago)**

Buses depart from the **ICON Hotel Santiago** at **18:15**

(Alonso de Córdova 6050, Piso 23, 7560812, Las Condes, Región Metropolitana)



Fuente imagen: <https://vistasantiago.cl/>



## Friday, June 2nd

09:00-13:00

**Interaction and Networking**



# 2023 AMA Global Marketing Conference



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