



Conference Program

2026 AMA Global Conference
May 27-30, 2026

Nice, France





2026 AMA Global Organizing Team

Conference Chairs:

Magnus Hultman, Brock University | Peter Magnusson, University of Texas Rio Grande Valley | Goksel Yalcinkaya, University of New Hampshire

Local Conference Chairs:

Catherine Aussilhou, IAE Nice | Mantiaba Coulibaly, IAE Nice | Mohamed Didi-Alaoui, IAE Nice | Anastasia Stathopoulou, SKEMA Business School | Katharina Zeugner-Roth, SKEMA Business School

Doctoral Consortium Chairs:

Fabian Bartsch Montpellier Business School | Annie Cui West Virginia University | Timo Mandler NEOMA Business School | Katharina Zeugner-Roth, SKEMA Business School

Track Chairs:

Abbie Iveson, University of Manchester | Anastasia Stathopoulou, SKEMA Business School | Anne Souchon, Loughborough University | Arinze Nwoba, Loughborough University | Aulona Ulqinaku, LIUC Carlo Cattaneo University | Christina Papadopoulou, University of Leeds | Claude Obadia, ESCE Paris | Constantinos Leonidou, Open University of Cyprus | Cristobal Barra, University of Chile | Dionysis Skarmelas, Athens University of Economics and Business | Eleni Zantidou, American College of Greece | Fabien Pecot, TBS Education Toulouse | Gary Gregory, University of New South Wales | Giuseppe Musarra, University of Leeds | Jean François Lemoine, Paris Panthéon Sorbonne | Jennifer Takhar, SKEMA Business School | Jingyu Zhu, University of Essex | Johanna Frösén, Aalto University | Karen Tejedor Bowen, University of Leeds | Mai Kikumori, Ritsumeikan University | Mathieu Kacha, University of Lorraine | Matthew Robson, Cardiff University | Narongsak (Tek) Thongpapanl, Brock University | Nasia Nalmpanti, University of Limassol | Nazan Colmekcioglu, Cardiff University | Nükhet Harmancıoğlu, Koç University | Oksana Kantaruk Pierre, ICN Creative Business School | Peter Fisher, HEC Paris | Peter Gabrielsson, University of Vaasa | Raluca Mogos Descotes, Université du Littoral Côte d'Opale | Ryuta Ishii, Ritsumeikan University | Simos Chari, University of Manchester | Stanford Westjohn, University of Alabama | Thi Thanh Huong TRAN, SKEMA Business School | Ulrike Mayrhofer, University Côte d'Azur, IAE Nice | Valeria Penttinen, Northern Illinois University | Zi Wang, IESEG School of Management

2026 AMA Global Conference

Conference Program — Wednesday, May 27

18:00-22:00

Opening Reception

IAE Nice Graduate School of Management

5 rue du 22ème B.C.A. 06300 Nice, FRANCE

Parvis Saint Jean d'Angely

2026 AMA Global Conference

Conference Program — Thursday, May 28

08:30-10:00

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

Room: 2B48 | 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 | Chair: Carlos Sousa

- 1. 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
- 2. Inequality Inside, Withdrawal Outside: Gender Pay Inequality and de-Internationalization**
Jieke Chen, Qun Tan, and Carlos Sousa
- 3. 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
- 4. 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 | Chair: Saeed Samiee

- 5. 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
- 6. The Value Paradox of Innovation: Nonlinear Effects in Export Market Contexts**
Ana Lisboa, John W. Cadogan, Eleni Tsoungkou, and João Sá Oliveira
- 7. How are celebrity owners leveraged in born global firms?**
Susanna Sarkki Ekestubbe, Sara Fraccastoro, Essi Pöyry, and Petri Parvinen
- 8. 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
- 9. 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 | Chair: Anastasia Stathopoulou

- 10. Managing Prestige in Global Digital Markets: How Communication Style Shapes Luxury Value Perceptions**
Kristina Harthaller, Tim Michael Böttger, and Magdalena Laner
- 11. From Reverence to Co-Creation: the Four Regimes of Interactions in the Luxury Retailing Sector**
Maria Chalevelaki, Ilias Kapareliotis, George Kyparissiadis, and Angelos Doukas
- 12. The Culture of Indulgence: Decoding Its Influence on Luxury Consumption**
Anastasia Stathopoulou and Geroge Christodoulides
- 13. Status Hope in International Contexts: a Cross-Cultural Conceptualisation of the Status Game**
Guojun He, Weiwei Zhang, Russell W. Belk, and Marcos Lima
- 14. 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 | Chair: Eszter Gedeon

15. **Seeing Green, Choosing Green: a Systematic Review of Effectiveness of Eco-Label Design, and Consumer Behavior**
Mengyao Hu, Brigitte Muller, and Isabelle Muratore
16. **Navigating Complexity in Phygital Retail: the Roles of Consumer Confusion, Anthropomorphism and Generational Differences in Switching Behavior**
Maali Benhissi
17. **Investigating the Effects of Attitude Toward Globalization on Consumer Innovativeness**
Bingxuan Guo, Huachao Gao, and Yinlong Zhang
18. **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 | 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 | Chair: Cristobal Barra

19. **Influencers as Brands: Measuring Influencer Brand Experience**
Cristobal Barra, Gonzalo Pardo, and Javiera Escobar
20. **Looking Back or Pushing Forward? the Effectiveness of Temporal Framing for Global and Local Brands**
Mustafa Raji and Peter Magnusson
21. **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
22. **Sans Serif, Sans Longevity? Bilingual Typography and Perceived Brand Longevity**
Weixi Kou, Fabien Pecot, Franck Celhay, and Mathieu Kacha
23. **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 | Chair: Jennifer Takhar

24. **Cultural Intelligence of Machines: How Generative AI Shapes Cross-Cultural Consumer Experience and Brand Perception in Hospitality Marketing**
Laiba Ali and Faizan Ali
25. **"Mente sana in corpore sano" and the two routes to wellbeing**
Eliane Karsaklian
26. **When Culture Plays the Game: Introducing the Culture Oriented Gamification Marketing Framework**
Ranam Alkayyali
27. **Emotional Dynamics in B2C and B2B Sales Interactions: a Comparative Analysis of Buyers' Pre- and Post-Purchase Emotions**
Marcus Wardley and Aimee Miller
28. **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 | Chair: Mario Kafouros

29. **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
30. **Smart Cities as Gateways to Global Markets: Lessons from the Vaasa IoT Platform**
Emilene Leite
31. **Revisiting the Role of Context in Firm Internationalization**
Tanja Leppaaho, Nicole Coviello, and Ivo Zander
32. **Corporate Human Rights Policies: Converging Trend and Market Exit**
Tatiana Lukoianove, James Agarwal, and Quan Li
33. **Improvising for Springboard Opportunities: the Role of Autonomy and Improvisation in the Development of Springboard Opportunities and Relational Stability**

Session 2E: Global Consumer Research III

Room: 2B16 | Chair: Valeria Penttinen

- 34. Stocks, stress and strategy: how consumers cope across cultures**
Delphine Canonge Dumas, Virginie Thevenin, and Virginie De Barnier
- 35. Sustainability Information Shaping Consumer Trust and Willingness to Pay Premium: a Cross Cultural Analysis**
Amina Irfan and Pawel Bryla
- 36. Cross-Cultural Bias in AI-Driven Predictions of Ethical Consumer Behavior: Toward Epistemic Pluralism in Global Marketing Analytics**
Sara El Matouk
- 37. Kidult Parent: a Game Changer for Family Consumption**
Elodie Jouny-Rivier and Julien Jouny-Rivier
- 38. From Scrolling to Performing Skincare: How Beauty Influencers Shape Consumers' Routines and Cultural Meanings**
Valeria Penttinen, Elina Ludborza, and Ma Čaić

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
- Ayşegül Özsoy – 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 | Chair: Vita Kadile | Discussant: Alessandro Biraglia

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

Session 4B: Global Marketing Communications I

Room: 1B08 | Chair: Brittney C. Bauer

- 39. How Audiences Value Social Media Content: a Comparison of Video and Image Formats**
Flavia Herle and Ioana Dan
- 40. Black Box Branding: the Mythologies of AI Services and Algorithmic Opacity**
Jon Engström, Aysan Lotfi, and Stefan Biscevic
- 41. Generative AI for Meme Marketing: Consumer Evaluation in Indonesia**
Risqo Wahid and Bobby Halim
- 42. Consumers Engagement with Virtual Influencers: Generation Type and Awareness Anchoring Effects**
Julien Morange, Isabelle Muratore, and Brigitte Müller
- 43. 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 | Chair: Karolos Papadas

- 44. Reshoring: the Shifting Landscape of Global Value Chains and Its ESG Implications.**
Katerina Makri, Karolos Papadas, and Charalampos Saridakis
- 45. Authenticity as a Sustainability Strategy: How “Phoenix” Entrepreneurs Navigate Toxic Positivity to Build Resilience in Global Consumer-Vulnerability Contexts**
Stéphane Lautissier
- 46. Can Advertising Improve Sales Outcomes Following a Negative ESG Event? an Empirical Examination of Advertising, Sustainability Controversies, and Sales**
Stacey Sharpe and Nicole Hanson
- 47. Effect of Social Media Opinion on Sustainable Purchase Decision: a Comparative Study over Different Economies**
Nuzhat Nuery and Jeta Majumder
- 48. Local Brands and Environmental Sustainability Messaging: the Power of Social Norms**
Ekaterina Salmikova and Yuliya Strizhakova

Session 4D: Global Brand Management II

Room: 2B08 | Chair: Abbie Iveson

49. **Brand Tone of Voice: Conceptualization and Measurement of Linguistic Styles in Global Brand Communication**
Abbie Iveson, Hai-Anh Tran, Heiner Evanschitzky, and Guowei Huang
50. **Global Brand Proximity Effects: How Shelf Placement Influences Organic Private Label Brand Perceptions and Purchases**
Maryam Tofghi
51. **Measuring Brand Coherence: Introducing the Nas-Bci Dual-Metric Framework**
Richard Bulan
52. **From Utility to Purpose: Navigating Brand Values in Public Service**
Ulrika Leijerholt and Sofia Molander
53. **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 | Chair: Pejvak Oghazi

54. **From Local Track to Global Hit: Cultural Market-Fit in International Music Success**
Rouven Seifert, Levent Uyar, Michel Clement and Sönke Albers
55. **The Role of Cultural Dimensions in Servitization Strategies**
Ashkan Faramarzi, Leonard Rackowitz and Stefan Worm
56. **The Role of Artificial Intelligence in Advancing Circular Business Models and Global Marketing Strategy**
Rana Mostaghel and Pejvak Oghazi
57. **Brand Origin Effects on Consumer Brand Perception of Chinese Culturally Symbolic Brands**
Xiaoxuan Yang
58. **Global Strategic Marketing When Performance Is Noncommensurable: How Quantum-Computing Vendors Articulate Global Positions Through Nontechnical Signals**
Joachim Ehrental, 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 | Chair: Andreas Strebinger

59. **Understanding User Experiences in Digital Banking: a Bilingual Analysis**
Ali Raza, Raouf Rathar and Muhammad Shahzad
60. **Rethinking Multicollinearity: New Solutions**
Steven Shugan and Taikgun Song
61. **Harnessing YouTube Comments to Explore Cross-Cultural Variations in User Sentiment Toward Autonomous Vehicles**
Andreas Strebinger and Yi-Yu Bruce Liu
62. **The Impact of Musical Product Design Dimensions on Music Consumption**
Jordan Truong
63. **AI in Action: How AI-Integrated Financial Services Foster Consumer Engagement and Co-Creation**
Raouf Rather, Ali Raza, Amir Abbasi, and Muhammad Faisal Shahzad

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

Room: 1B08 | Chair: Okai Ozbal

64. **TikTok Wisdom in France and Germany: a Remedy Against the Flow-Addiction Tie?**
Tatjana Koenig, Chiara Mauri, and Michelle Drumm
65. **Solidarity-Sustainability-Accountability: Emmaüs'S Utopian Legacy in Question**
Okai Ozbal and Eugene Chan
66. **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
67. **Artificial Intelligence in Recruitment : Dual Impacts on Employer Brand Perception and Candidate Experience**
Anissa Djabi-Saidani, Zeineb Farhat, Alexis Allain, and Nourha Toure
68. **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 | Chair: Thi Thanh Huong Tran

69. **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
70. **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
71. **“Natty or Not?” - Male Perceptions of Fitness Influencer Authenticity and PED Use**
Christina Giakoumaki, Dimitrios Tsoutsoplidis, Ilias Kapareliotis, and Toulia Perrea
72. **Regulatory Fit and Interactivity in Mobile Donation PSAs: Evidence from an Exploratory 2×2 Experiment**
Sampath Kumar and Walter Henley
73. **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 | Chair: Ryuta Ishii

74. **How B2B Managers Interpret Inconsistent eWOM Reviews: Experimental Evidence from International Digital Platforms**
Ryuta Ishii, Mai Kikumori, and Zsofia Toth
75. **Do Digital Voices Matter? Online Reviews Versus Surveys as Drivers of Retail Performance**
Sebastian Oetzel and Philip Rosenberger
76. **Can Digital Technologies Enhance the Power of Structural Constraints of Buyer Opportunism in Global Supply Chains?**
Lei Wang, Chun Zhang, and Ying Huang
77. **Showrooming Drivers and Retailer Responses**
Markus Blut, Natalia Yannopoulou, Eleftherios Alamanos, Martin Liu, and Jun Luo
78. **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 | Chair: Valérie Fossats

79. **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
80. **Understanding Misclassification in Green Brand Categorization: the Influence of Ecological Concern, Market Reputation, and Socio-Demographics**
Erwan Ghesquiere
81. **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
82. **Challenging Corporate Social Responsibility: LEGO and the Limits of Sustainability**
Ted Gournelos and David Marutschke
83. **Understanding Green Behavior Through Personal Values and Pro-Environmental Climate**
Ali Raza, Raouf Rathar and Muhammad Shahzad

2026 AMA Global Conference

Conference Program — Friday, May 29

08:30-10:00

Session 6A: Global Marketing Strategy III

Room: 2B48 | Chair: Dayananda Palihawadana

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

- 6. 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
- 7. Brand Activism Motives Across International Markets**
Souha Itani, Fabien Pecot, and Sylvie Borau
- 8. European Fans' Perception of Sponsors' and Teams' Brand Image in Formula 1**
Rana Mostaghel, Emma Sofie Egelund Wulff and Olivia Emmero
- 9. 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 | Chair: Christina Papadopoulou

- 10. Why Collectivism Predicts AI Receptivity: a Cross-Cultural Account of Mind Attribution**
Maren Doemer, Christina Papadopoulou, Aristeidis Theotokis, and Joško Brakus
- 11. Beyond Wealth: How Socioeconomic Status Shapes Attention to Everyday Pleasures**
Nanjia Lin, Catherine Yeung and Meng Zhang
- 12. 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
- 13. 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
- 14. Brand Misinterpretation as Cultural Value Creation: a Conceptual Framework**
Ger Xiong

Session 6D: JIM Special Issue Session I

Room: 2B08 | Chairs: David Griffith, Aysegül Özsoy, and Goksel Yalcinkaya

- 15. 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
- 16. Mapping the Singularity in Marketing: Exploring the Convergence of Big Data Analytics and AI-Driven Marketing Innovations**
Ekaterina Glebova, Agnieszka Rzepka, and Faranak Fazaneh
- 17. 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
- 18. Selling Sustainability Across Markets: a Contingency-Theoretic Perspective on Circular Solution Sales in Developed and Emerging Markets**

Moritz Haeussler and Thomas Friedli

19. 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 Karlíček, Ioannis G. Theodorakis, and Marek Hudík

Session 6E: Global Entrepreneurship

Room: 2B16 | Chair: Fabian Bartsch

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

Soniya Gupta-Rawal, Ahmed Khwaja, and Jaideep Prabhu

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

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

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

Stylianos Papaioannou

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

Stefania Masè and Virginie Thevenin

24. 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 | Chair: V Kumar

25. Why Nations Succeed/Fail?

Rohit Bansal (Reliance Industries Limited)

26. Global Innovation – What, Why and How?

Amrit Kumar Jha (Deloitte)

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

Yajna Prakash (Acclime Corp.)

28. A Programmatic approach to Research in International Marketing for creating IMPACT

V Kumar (Brock University)

Session 7B: Global Consumer Research V

Room: 1B08 | Chair: Gary Gregory

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

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

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

Claudiu Dimofte

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

Muhammad Faisal Shahzad

32. 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

33. 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 | Chair Sengun Yeniurt

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

Mia-Kristina Lager

35. Toward a Model of Caring Experience for Sustainable Food Choices

Ghita Zaher, Maud Dampérat, and Eline Jongmans

36. Cancel Culture, Social Media Addiction, and Related Ethical Considerations

Qin Sun, Rajasree K Rajamma, and Audhesh Paswan

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

Dionne Nickerson and Karen Anne Wallach

38. 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 | Chair: Oluwaseun Olabode

39. **Sustainable Enotourism and Cultural Identity: How Local Narratives Drive Territorial Attractiveness and Innovation in Occitanie**
Hurova Anastasiia
40. **A Stakeholder Perspective on Balancing Tension Between Responsible Innovation and Esg Embeddedness, and Economic Performance**
Eleni Zantidou, Oluwaseun Olabode, Nathaniel Boso, and Magnus Hultman
41. **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
42. **From Market Pressure to Strategic Choice: How Market Underperformance Affects Firms' Decisions for Technological Collaboration**
Eva Mavroudi, Mario Kafourous, Renfei Gao, and Murod Aliyev
43. **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 | Chairs: David Griffith, Aysegül Özsoy, and Goksel Yalcinkaya

44. **Green Export Market Orientation and New Product Success: a Cross-National Examination of Sustainable Exporting Strategies**
Ilayda İpek, John Cadogan, Ryuta Ishii, and Murat Karacay
45. **Demarketing in a water-saving program: can drought be anticipated with nudges and boosts?**
Pascale Tugayé
46. **Transparency in Sustainable Luxury Value Chain: Value Addition or Risky Exposure?**
Dusica Lehmann
47. **Market-Oriented Resilience and International Marketing Competence: Exploring Behavioral and Cognitive Dimensions**
Chenxin Xie and Zuohao Hu
48. **Standardization-Adaptation of Sustainability-Intensive International Marketing Strategies Under Cross-National Regulatory and Activist Divergence: a Systematic Review and Conceptual Synthesis**
Agnieszka Małeczka, Maciej Mitreğa, 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 | Chair: Timo Mandler

Participants: Timo Mandler, David A. Griffith, Martin Heinberg, Aysegül Özsoy, and Jan-Benedict E.M. Steenkamp

Session 9B: Global Consumer Research VI

Room: 1B08 | Chair: Eliane Karsaklian

49. **The Value of Nothing: The Effects of Framing Zero in Financial Decision-Making**

Marcus Wardley

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

Barsha Ghosh and Anirban Chakraborty

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

Camilo Andres Rojas Contreras and Aniket Sengupta

52. Participatory Digital Influencers: Enacting Utopian Bodies Through Cosplay Digital Performances

Bruno Melo Moura and André Luiz Maranhão de Souza Leão

53. 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 | Chair: Nicky Kinsey

54. Rosé on the Rocks: Vinaloie'S Bridge from French Terroir to Brazilian Taste

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

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

Katalin Asvanyi and Eszter Gedeon

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

Nicky Kinsey

57. 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 | Chair: Christina Antonie Reh

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

Alexander Krasnikov, Vera Rebiazina, and Alexander Vorobiev

59. The Critical Role of Learning in Export Strategy Development

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

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

Burcu Sezen, Koen Pauwels, and Aysegül Özsoy

61. When territoriality comes through communication

Valérie Fossats

Session 9E: JIM Special Issue Session III

Room: 2B16 | Chairs: David Griffith, Aysegül Özsoy, and Goksel Yalcinkaya

62. Make Sustainability POSSIB (B) Le: a Cross-Cultural Framework for Pro-Sustainability Behavior Barriers with Empirical Validation

Yaning Ren and Andreas Strebinger

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

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

64. Leveraging Conversational AI to Enhance Sustainability in Global Marketing

Peter Mathias Fischer and Katharina Petra Zeugner-Roth

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

Tao Xie, Huaxiao Shen and Yuling Wei

66. 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 | Chair: Adamantios Diamantopoulos

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

Dragana Medic, Nadia El Nemr, and Serhal Rania

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

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

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

Elissar Toufaily and Saeedeh Rezaee Vessal

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

Erik Kriukov, Michael Haenlein, and Rhonda Hadi

71. 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 | Chair: Peter Gabrielsson

72. Reconceptualizing Perceived Brand Globalness: Scale Development and Validation

Aya Shaker, Peter Gabrielsson, and Emilene Leite

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

Li Zheng and Nishok Kathiraven

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

Onur Osmanoglu, Aysegül Özsoy, and Zeynep Müge Güzel

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

Zoe Godfrey and Erick Mas Román

76. 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 | Chair: Mika Gabrielsson

77. Mapping the AI-Social Media Marketing Landscape: a Systematic Review and Research Agenda

Fangfang Li and Zhe Zhu

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

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

79. 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 Forouzi, and Dongmei Zha

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

Christina Giakoumaki, Konstantinos Dermitzakis, and George Kyparissiadis

81. 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 | Chair: Jean-François Lemoine

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

Maya Farah, Lara Khabbaz, and Omayya Kuran

83. 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

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

Monica Mendini, Daina Matise Schubiger, and Salvatore Maione

85. 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 | Chair: Dionysis Skarneas

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

Lara Khabbaz, Maya Farah, and Carine Abboud

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

S Krishna and Nithya Murugan

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

André Luiz Maranhão de Souza Leão and Ana Carolina Sampaio

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

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

19:00-23:00

Gala Dinner

Radisson Blue Hotel Nice

223 Prom. des Anglais, 06200 Nice, France

2026 AMA Global Conference

Conference Program — Saturday, May 30

10:00-13:30

Networking Event

A relaxed / informal setting for conference participants to meet with others, exchange ideas, discuss common interests, and develop professional connections across the field.

Time	Session Title	Room
08:30-10:00	1A Special Session: Rethinking Academia in the Age of AI	2B48
	1B Marketing in Emerging Markets	1B08
	1C Global Marketing Strategy I	1B16
	1D Global Luxury Marketing	2B08
	1E Global Consumer Research I	2B16
10:00-10:45	REFRESHMENT BREAK & CONFERENCE OPENING REMARKS	
10:45-12:15	2A Special Session: Navigating Grand Challenges in Global Marketing	2B48
	2B Global Brand Management I	1B08
	2C Global Consumer Research II	1B16
	2D Firm Internationalization, Market Entry, and Market Exit	2B08
	2E Global Consumer Research III	2B16
12:15-13:15	LUNCH	
13:15-14:15	3 MEET THE EDITORS 1: International Marketing	Auditorium 4
14:30-16:00	4A Special Session: Advancing Global Marketing for a Sustainable World	2B48
	4B Global Marketing Communications I	1B08
	4C Global Ethics, Sustainability, and Corporate Social Responsibility I	1B16
	4D Global Brand Management II	2B08
	4E Global Marketing Strategy II	2B16
16:00-16:30	REFRESHMENT BREAK	
16:30-18:00	5A Global Marketing Research, Big Data, and Analytics	2B48
	5B Global Ethics, Sustainability, and Corporate Social Responsibility II	1B08
	5C Global Marketing Communications II	1B16
	5D Global Retailing, E-Commerce, and Supply Chain Research	2B08
	5E Global Ethics, Sustainability, and Corporate Social Responsibility III	2B16

Time	Session Title	Room
08:30-10:00	6A Global Marketing Strategy III	2B48
	6B Global Brand Management III	1B08
	6C Global Consumer Research IV	1B16
	6D JIM Special Issue Session I	2B08
	6E Global Entrepreneurship	2B16
10:00-10:45	REFRESHMENT BREAK	
10:45-12:15	7A Special Session: Traveling the Academic-Practice Road in International Marketing	2B48
	7B Global Consumer Research V	1B08
	7C Global Ethics, Sustainability, and Corporate Social Responsibility IV	1B16
	7D Global Innovation and New Product Development	2B08
	7E JIM Special Issue Session II	2B16
12:15-13:15	LUNCH	
13:15-14:15	8 MEET THE EDITORS 2: (General) Marketing	Auditorium 4
14:30-16:00	9A Special session: The Future of International Marketing Research	2B48
	9B Global Consumer Research VI	1B08
	9C Global Marketing Education I	1B16
	9D Learning and Global Communications	2B08
	9E JIM Special Issue Session III	2B16
16:00-16:30	REFRESHMENT BREAK	
16:30-18:00	10A Global Consumer Research VII	2B48
	10B Global Brand Management IV	1B08
	10C Aspects of Global Communication and Value Cocreation	1B16
	10D Global Marketing Education II	2B08
	10E Global Luxury, Identity, and Sustainability	2B16

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 Tsouglou 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 Geroqe 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 Mosthagel, 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 Rebiagina 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 Skarmas

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

Room: 1B08

Thursday, May 28

Time	Session	Chair(s)
08:30-10:00	1B: Marketing in Emerging Markets	<i>Carlos Sousa</i>
	From Green Clicks to Local Picks: How Digital Green Engagement Sparks Ethnocentrism, Environmental Concern, and Shapes Consumer Choices in Vietnam	<i>Nguyen Yen Lan and Chia-Wu Lin</i>
	Inequality Inside, Withdrawal Outside: Gender Pay Inequality and de-Internationalization	<i>Jieke Chen, Qun Tan and Carlos Sousa</i>
	The Impact of Consumer Trust in Social Media Influencers in Selection of Brands: a Mixed Methods Study on Bangladeshi Consumers	<i>Zerin Momtaz Chowdhury and Samira Rahman</i>
	The Prestige of Pixels: Status-Seeking Motivation and Preference for Visually Complex Products in the Metaverse	<i>Yujie Zhao and Wanyue Li</i>
10:45-12:15	2B: Global Brand Management I	<i>Cristobal Barra</i>
	Influencers as Brands: Measuring Influencer Brand Experience	<i>Cristobal Barra, Gonzalo Pardo and Javiera Escobar</i>
	Looking Back or Pushing Forward? the Effectiveness of Temporal Framing for Global and Local Brands	<i>Mustafa Raji and Peter Magnusson</i>
	From FoMO to JoMO: Rethinking Global Branding Strategies in a World of Overconsumption	<i>Tatiana Anisimova, Farida Wally, Demetris Vrontis and Manoella Antonieta Ramos da Silva</i>
	Sans Serif, Sans Longevity? Bilingual Typography and Perceived Brand Longevity	<i>Weixi Kou, Fabien Pecot, Franck Celhay and Mathieu Kacha</i>
	Rethinking 'Going Global': How Ethicality and Health Signals Shape Consumer Response Across Income Segments	<i>Richard Huaman Ramirez, Jean François Toti and Mohamed Didi-Alaoui</i>
14:30-16:00	4B: Global Marketing Communications I	<i>Brittney C. Bauer</i>
	How Audiences Value Social Media Content: a Comparison of Video and Image Formats	<i>Flavia Herle and Ioana Dan</i>
	Black Box Branding: the Mythologies of AI Services and Algorithmic Opacity	<i>Jon Engström, Aysan Lotfi and Stefan Biscevic</i>
	Generative AI for Meme Marketing: Consumer Evaluation in Indonesia	<i>Risqo Wahid and Bobby Halim</i>
	Consumers Engagement with Virtual Influencers: Generation Type and Awareness Anchoring Effects	<i>Julien Morange, Isabelle Muratore and Brigitte Müller</i>
	Cultural Influences on Gender-Based Stereotyping in Celebrity Endorsements	<i>Brittney C. Bauer, Clark Johnson and Carri Reisdorf</i>

16:30-18:00	5B: Global Ethics, Sustainability, and Corporate Social Responsibility II	<i>Okai Ozbal</i>
	TikTok Wisdom in France and Germany: a Remedy Against the Flow-Addiction Tie?	<i>Tatjana Koenig, Chiara Mauri and Michelle Drumm</i>
	Solidarity-Sustainability-Accountability: Emmaüs'S Utopian Legacy in Question	<i>Okai Ozbal and Eugene Chan</i>
	Deep into the Blue: the Effects of Immersive Environmental Exhibitions on Engagement, Concern, and Pro-Environmental Behavior	<i>Barbara Buljat Raymond, Holger J. Schmidt and Agnès Festré</i>
	Artificial Intelligence in Recruitment: Dual Impacts on Employer Brand Perception and Candidate Experience	<i>Anissa Djabi-Saidani, Zeineb Farhat, Alexis Allain and Nourha Toure</i>
	Drivers of Mindful Consumption Behavior in a Cross-Cultural Context: Using National Cultural Values and Servant Leadership to Explain Consumer Attitudes	<i>Sadiq Abdulganiyu and Brian Chabowski</i>

Friday, May 29

Time	Session	Chair(s)
08:30-10:00	6B: Global Brand Management III	<i>Rana Mosthagel</i>
	Determinants of Country Brand, Brand Equity and Consumer Preference: a Holistic Approach with Master Brand and Sub-Brand Framework	<i>Aycan Duran Tekoglu, Musa Pinar and Tulay Girard</i>
	Brand Activism Motives Across International Markets	<i>Souha Itani, Fabien Pecot and Sylvie Borau</i>
	European Fans' Perception of Sponsors' and Teams' Brand Image in Formula 1	<i>Rana Mosthagel, Emma Sofie Egelund Wulff and Olivia Emmero</i>
	Maternal Guilt and Brand Communication: the Impact of Idealized Versus Authentic Motherhood Portrayals on Brand Perceptions and Wellbeing	<i>Monica Mendini and Valentina Mazzoli</i>
10:45-12:15	7B: Global Consumer Research V	<i>Gary Gregory</i>
	Consumer-Influencer Parasocial Relationships: Performing Closeness and Projecting Status on TikTok	<i>André Luiz Maranhão de Souza Leão, Grayci Kelli Patrocínio and Jéssica Maria Morais</i>
	Self-Serving Motivations Alter U.S. Consumers' Response to Global Marketing Stimuli	<i>Claudiu Dimofte</i>
	Linking Service Failures to Negative Customer Outcomes: Insights from Tiqmo and Alinmapay Mobile Wallets Users in Saudi Arabia	<i>Muhammad Faisal Shahzad</i>
	Anthropomorphizing Health Apps to Promote Usage Among the Elderly: the Roles of Human-Technology Relationship and Anticipated Emotions	<i>Shuili Du, Richard Bagozzi, Chunyan Xie, Kristi Bjørnes Skeie, Tatiana Iakovleva and Elin M. Oftedal</i>
	Choosing Close to Home: How Disease Threats Drive Preference for Local over Global Brands	<i>Yunxin Liu, Dionysius Ang and Verdiana Giannetti</i>
14:30-16:00	9B: Global Consumer Research VI	<i>Eliane Karsaklian</i>
	The Value of Nothing: the Effects of Framing Zero in Financial Decision-Making	<i>Marcus Wardley</i>
	Anticipated Emotions in Consumer Behaviour: Review, Future Directions and Implications	<i>Barsha Ghosh and Anirban Chakraborty</i>
	When Brands Feel Human: Effects on Trust and Chatbot Experience in Global Markets	<i>Camilo Andres Rojas Contreras and Aniket Sengupta</i>
	Participatory Digital Influencers: Enacting Utopian Bodies Through Cosplay Digital Performances	<i>Bruno Melo Moura and André Luiz Maranhão de Souza Leão</i>
	Are Hungry Individuals More Likely to Donate? the Effect of Timing Donation Feedback on Donors' Willingness to Donate Again	<i>Xin Jiang, Zhihua Ding, Yi Lu and Shuai Shao</i>

16:30-18:00	10B: Global Brand Management IV	<i>Peter Gabrielsson</i>
	Reconceptualizing Perceived Brand Globalness: Scale Development and Validation	<i>Aya Shaker, Peter Gabrielsson and Emilene Leite</i>
	High-Performance Social Media Ads in the AI Era: Balancing Transparency and Effectiveness	<i>Li Zheng and Nishok Kathiraven</i>
	Global and Local Brands in Data Collection Requests: Privacy Concerns and the Role of Data Residency	<i>Onur Osmanoglu, Aysegul Ozsomer and Zeynep Müge Güzel</i>
	That'S Mine!: Commercial Use and Consumer Connections to Music	<i>Zoe Godfrey and Erick Mas Román</i>
	Country of Origin Effects on Customer-Based Brand Equity in Product Categories of Chinese Brands	<i>Xiaoxuan Yang</i>

Room: 1B16

Thursday, May 28

Time	Session	Chair(s)
08:30-10:00	1C: Global Marketing Strategy I	<i>Saeed Samiee</i>
	An Investigation of the International Customer Adversity Literature: Using Knowledge Structure to Propose New Research Possibilities	<i>Brian Chabowski, Saeed Samiee, Abdullah Almashayekhi and Zafar Ahmed</i>
	The Value Paradox of Innovation: Nonlinear Effects in Export Market Contexts	<i>Ana Lisboa, John W. Cadogan, Eleni Tsougkou and João Sá Oliveira</i>
	How are celebrity owners leveraged in born global firms?	<i>Susanna Sarkki Ekestubbe, Sara Fraccastoro, Essi Pöyry and Petri Parvinen</i>
	The Role of Same-Side and Cross-Side Influences in the Multinational Diffusion of Two-Sided Digital Platforms	<i>Murali Mantrala, Paul Parker and Yeji Lim</i>
	The Effect of Firms' Customer Experience Initiatives on Firm Value: Evidence from the United States and Latin America	<i>Walter Palomino-Tamayo, Elias Huerta and Julio Cerviño</i>
10:45-12:15	2C: Global Consumer Research II	<i>Jennifer Takhar</i>
	Cultural Intelligence of Machines: How Generative AI Shapes Cross-Cultural Consumer Experience and Brand Perception in Hospitality Marketing	<i>Laiba Ali and Faizan Ali</i>
	"Mente sana in corpore sano" and the two routes to wellbeing	<i>Eliane Karsaklian</i>
	When Culture Plays the Game: Introducing the Culture Oriented Gamification Marketing Framework	<i>Ranam Alkayyali</i>
	Emotional Dynamics in B2C and B2B Sales Interactions: a Comparative Analysis of Buyers' Pre- and Post-Purchase Emotions	<i>Marcus Wardley and Aimee Miller</i>
	Gamification Around the World: Element-Level MDA Effects on Consumer Engagement Through Psychological Factors	<i>Amna Abdullah</i>
14:30-16:00	4C: Global Ethics, Sustainability, and Corporate Social Responsibility I	<i>Karolos Papadas</i>
	Reshoring: the Shifting Landscape of Global Value Chains and Its ESG Implications.	<i>Katerina Makri, Karolos Papadas and Charalampos Saridakis</i>
	Authenticity as a Sustainability Strategy: How "Phoenix" Entrepreneurs Navigate Toxic Positivity to Build Resilience in Global Consumer-Vulnerability Contexts	<i>Stéphane Lautissier</i>
	Can Advertising Improve Sales Outcomes Following a Negative ESG Event? an Empirical Examination of Advertising, Sustainability Controversies, and Sales	<i>Stacey Sharpe and Nicole Hanson</i>
	Effect of Social Media Opinion on Sustainable Purchase Decision: a Comparative Study over Different Economies	<i>Nuzhat Nuery and Jeta Majumder</i>
	Local Brands and Environmental Sustainability Messaging: the Power of Social Norms	<i>Ekaterina Salnikova and Yuliya Strizhakova</i>

16:30-18:00	5C: Global Marketing Communications II	<i>Thi Thanh Huong Tran</i>
	Beyond Borders and Screens: the Impact of Livestreaming Immersion on Foreign Brand Purchases in Emerging Markets	<i>Kha Tuyet Phuong Le, Thi Be Loan Pham and Thi Thanh Huong Tran</i>
	The Dual Role of TV Advertising: a Geo-Experimental Study of Brand Awareness and Sales Across Customer Segments	<i>Christina Antonie Reh, Adriana Ricklin and Dominik Georgi</i>
	"Natty or Not?" - Male Perceptions of Fitness Influencer Authenticity and PED Use	<i>Christina Giakoumaki, Dimitrios Tsoutsoplidis, Ilias Kapareliotis and Toulia Perrea</i>
	Regulatory Fit and Interactivity in Mobile Donation PSAs: Evidence from an Exploratory 2x2 Experiment	<i>Sampath Kumar and Walter Henley</i>
	Perceived Expertise of Influencers in Sports Supplements: How Female Consumers Evaluate Authority and Credibility	<i>Christina Giakoumaki, Persefoni Charavgi, Ilias Kapareliotis and Athanassios Krystallis-Krontallis</i>

Friday, May 29

Time	Session	Chair(s)
08:30-10:00	6C: Global Consumer Research IV	<i>Christina Papadopoulou</i>
	Why Collectivism Predicts AI Receptivity: a Cross-Cultural Account of Mind Attribution	<i>Maren Doemer, Christina Papadopoulou, Aristeidis Theotokis and Joško Brakus</i>
	Beyond Wealth: How Socioeconomic Status Shapes Attention to Everyday Pleasures	<i>Nanjia Lin, Catherine Yeung and Meng Zhang</i>
	Does the Effectiveness of AI-Generated Advertising Vary Across Cultures? Evidence from Luxury Advertising	<i>Emanuele Ghianda, Michela Matarazzo, Alice Mazzucchelli, Roberto Chierici and Angelo Di Gregorio</i>
	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	<i>Messer Aldosh, Maxime Koromyslov and Rébecca Stekelorum</i>
	Brand Misinterpretation as Cultural Value Creation: a Conceptual Framework	<i>Ger Xiong</i>
10:45-12:15	7C: Global Ethics, Sustainability, and Corporate Social Responsibility IV	<i>Sengun Yenyiyurt</i>
	Ethical Challenges in AI-Driven International Marketing: the Role of Institutional Pressures in Shaping MNE Practices	<i>Mia-Kristina Lager</i>
	Toward a Model of Caring Experience for Sustainable Food Choices	<i>Ghita Zaher, Maud Dampérat and Eline Jongmans</i>
	Cancel Culture, Social Media Addiction, and Related Ethical Considerations	<i>Qin Sun, Rajasree K Rajamma and Audhesh Paswan</i>
	Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets	<i>Dionne Nickerson and Karen Anne Wallach</i>
	The Global Illusion of Naturalness. the Misleading Impact of Au Naturel Package Colors on Consumer Health Perceptions	<i>Mia Birau</i>
14:30-16:00	9C: Global Marketing Education I	<i>Nicky Kinsey</i>
	Rosé on the Rocks: Vinovallie'S Bridge from French Terroir to Brazilian Taste	<i>Mariana Bassi-Suter, Dinora Floriani, Annalisa Fraccaro and Yasmine El Alami-Pinzon</i>
	From Incremental to Transformative? Tracking Sustainability Related Behavior Through Longitudinal Q Method in a University Course	<i>Katalin Asvanyi and Eszter Gedeon</i>
	Curricular and Careers in Marketing. Do They Align?	<i>Nicky Kinsey</i>
	Towards Effective Artificial Intelligence Syllabi Policies for the Future of Marketing Education in a Global Context	<i>Raj Sachdev</i>

16:30-18:00	10C: Aspects of Global Communication and Value Cocreation	<i>Mika Gabrielsson</i>
	Mapping the AI–Social Media Marketing Landscape: a Systematic Review and Research Agenda	<i>Fangfang Li and Zhe Zhu</i>
	AI in International Marketing: How Digital Service Firms Standardize and Adapt Marketing Across Borders	<i>Arto Ojala, Thilini Mudiyanse, Sara Fraccastoro and Mika Gabrielsson</i>
	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	<i>Congye Zhang, Pantea Foroudi and Dongmei Zha</i>
	Museums as Activist Brands: How Social Media Shapes Diversity and Inclusion	<i>Christina Giakoumaki, Konstantinos Dermizakis and George Kyparissiadis</i>
	The role of value cocreation orientation, market orientation and marketing department power in firm performance: a cluster analysis	<i>Carole Charbonnel and Pierre Valette Florence</i>

Room: 2B08

Thursday, May 28

Time	Session	Chair(s)
08:30-10:00	1D: Global Luxury Marketing	<i>Anastasia Stathopoulou</i>
	Managing Prestige in Global Digital Markets: How Communication Style Shapes Luxury Value Perceptions	<i>Kristina Harthaller, Tim Michael Böttger and Magdalena Laner</i>
	From Reverence to Co-Creation: the Four Regimes of Interactions in the Luxury Retailing Sector	<i>Maria Chalevelaki, Ilias Kapareliotis, George Kyparissiadis and Angelos Doukas</i>
	The Culture of Indulgence: Decoding Its Influence on Luxury Consumption	<i>Anastasia Stathopoulou and Geroge Christodoulides</i>
	Status Hope in International Contexts: a Cross-Cultural Conceptualisation of the Status Game	<i>Guojun He, Weiwei Zhang, Russell W. Belk and Marcos Lima</i>
	NEW Hotel Athens: a Representation of Luxury, Social Identity, and Symbolism	<i>Maria Chalevelaki, Konstantinos Korachais and Ilias Kapareliotis</i>
10:45-12:15	2D: Firm Internationalization, Market Entry, and Market Exit	<i>Mario Kafouros</i>
	Beyond Peer Imitation in International Strategy: When Do State-Owned Enterprises Influence the Foreign Location Choices of EMNEs?	<i>Mario Kafouros, Eva Mavroudi, Wei Zheng and Hongjun Xie</i>
	Smart Cities as Gateways to Global Markets: Lessons from the Vaasa IoT Platform	<i>Emilene Leite</i>
	Revisiting the Role of Context in Firm Internationalization	<i>Tanja Leppaaho, Nicole Coviello and Ivo Zander</i>
	Corporate Human Rights Policies: Converging Trend and Market Exit	<i>Tatiana Lukoianove, James Agarwal and Quan Li</i>
	Improvising for Springboard Opportunities: the Role of Autonomy and Improvisation in the Development of Springboard Opportunities and Relational Stability	<i>Stylios Papaioannou and Martin Johanson</i>
14:30-16:00	4D: Global Brand Management II	<i>Abbie Iveson</i>
	Brand Tone of Voice: Conceptualization and Measurement of Linguistic Styles in Global Brand Communication	<i>Abbie Iveson, Hai-Anh Tran, Heiner Evanschitzky and Guowei Huang</i>
	Global Brand Proximity Effects: How Shelf Placement Influences Organic Private Label Brand Perceptions and Purchases	<i>Maryam Tofighi</i>
	Measuring Brand Coherence: Introducing the Nas–Bci Dual-Metric Framework	<i>Richard Bulan</i>
	From Utility to Purpose: Navigating Brand Values in Public Service	<i>Ulrika Leijerholt and Sofia Molander</i>
	Making Sense of Conscientious Corporate Brands: a Leadership Perspective	<i>Sonja Sarasvuo, Valeria Penttinen, Susanne Pedersen and Christiane Marie Høvring</i>

16:30-18:00	5D: Global Retailing, E-Commerce, and Supply Chain Research	<i>Ryuta Ishii</i>
	How B2B Managers Interpret Inconsistent eWOM Reviews: Experimental Evidence from International Digital Platforms	<i>Ryuta Ishii, Mai Kikumori and Zsofia Toth</i>
	Do Digital Voices Matter? Online Reviews Versus Surveys as Drivers of Retail Performance	<i>Sebastian Oetzel and Philip Rosenberger</i>
	Can Digital Technologies Enhance the Power of Structural Constraints of Buyer Opportunism in Global Supply Chains?	<i>Lei Wang, Chun Zhang and Ying Huang</i>
	Showrooming Drivers and Retailer Responses	<i>Markus Blut, Natalia Yannopoulou, Eleftherios Alamanos, Martin Liu and Jun Luo</i>
	The role of digital personalization techniques in client acquisition and retention on C2C luxury resale platforms	<i>Zeynepnaz Dag and Meriem Agrebi</i>

Friday, May 29

Time	Session	Chair(s)
08:30-10:00	6D: JIM Special Issue Session I	<i>David Griffith, Aysegul Ozsomer, and Goksel Yalcinkaya</i>
	Esg as a Double-Edged Sword for Entrepreneurial Brand Value: Evidence from Global Brands in B2b and B2c Markets	<i>Leslier Valenzuela-Fernández and Lisgrey Barrera Legorburo</i>
	Mapping the Singularity in Marketing: Exploring the Convergence of Big Data Analytics and AI-Driven Marketing Innovations	<i>Ekaterina Glebova, Agnieszka Rzepka and Faranak Fazaneh</i>
	Market Orientation as the Antecedent of Responsible Innovation: Cross-Cultural Comparison Between the U.S., Germany, and Japan	<i>Tomoko Kawakami, Shashi Matta, Maximilian Bauer and Linda Hamdi-Kidar</i>
	Selling Sustainability Across Markets: a Contingency-Theoretic Perspective on Circular Solution Sales in Developed and Emerging Markets	<i>Moritz Haeussler and Thomas Friedli</i>
	How to Implement Collaborative Market-Driving Strategy in Emerging Markets: Insights from Sri Lanka's Sustainable Tea Tourism Industry	<i>Herman Mahendra Abeykoon, Efthymia Kottika, Miroslav Karlicek, Ioannis G. Theodorakis and Marek Hudik</i>
10:45-12:15	7D: Global Innovation and New Product Development	<i>Oluwaseun Olabode</i>
	Sustainable Enotourism and Cultural Identity: How Local Narratives Drive Territorial Attractiveness and Innovation in Occitanie	<i>Hurova Anastasiia</i>
	A Stakeholder Perspective on Balancing Tension Between Responsible Innovation and Esg Embeddedness, and Economic Performance	<i>Eleni Zantidou, Oluwaseun Olabode, Nathaniel Boso and Magnus Hultman</i>
	Product Distinctiveness, User Innovation Involvement, and New Product Performance: Evidence from Multimodal AI-Driven Empirical Research	<i>Fuxin Lin, Zhi Chen, Dongqi Wang and Xiaobo Wu</i>
	From Market Pressure to Strategic Choice: How Market Underperformance Affects Firms' Decisions for Technological Collaboration	<i>Eva Mavroudi, Mario Kafourous, Renfei Gao and Murod Aliyev</i>
	Internal brand orientation, entrepreneurial orientation and firm performance: market and organizational structure contingencies	<i>Piha Lamprini, Vasileios Davvetas and Karolos Papadas</i>
14:30-16:00	9D: Learning and Global Communications	<i>Christina Antonie Reh</i>
	When Platforms Slow down: User Engagement and Influencer Adaptation During the YouTube Throttling	<i>Alexander Krasnikov, Vera Rebiazina and Alexander Vorobiev</i>
	The Critical Role of Learning in Export Strategy Development	<i>Annette Tower, Kelly Hewett, Kay Peters and Luciano Lapa</i>
	Episodic Vs. Single-Exposure: How Content Format Determines Cross-Border Cultural Communication Effectiveness	<i>Burcu Sezen, Koen Pauwels and Aysegul Ozsomer</i>
	When territoriality comes through communication	<i>Valérie Fossats</i>

16:30-18:00	10D: Global Marketing Education II	<i>Jean-François Lemoine</i>
	Institutional Narrative Capital: a Framework for Understanding Intangible Value, Reputation, and Trust in Global Higher Education	<i>Maya Farah, Lara Khabbaz and Omayya Kuran</i>
	An Empirical Analysis of Consumer Perceptions Toward Franchised Educational Brands Using AI Tools for Mentoring: a Value-Percept Theory Perspective	<i>Muhammad Akib Warraich and Muhammad Hassan Mushtaq</i>
	"Paws for Learning": How Dogs Influence Student Engagement in a Marketing Course	<i>Monica Mendini, Daina Matise Schubiger and Salvatore Maione</i>
	Training Researchers for Academia, Not Practice: an Analysis of European PhD Programmes in Marketing	<i>Holger J. Schmidt and Jörn Redler</i>

Room: 2B16

Thursday, May 28

Time	Session	Chair(s)
08:30-10:00	1E: Global Consumer Research I	<i>Eszter Gedeon</i>
	Seeing Green, Choosing Green: a Systematic Review of Effectiveness of Eco-Label Design, and Consumer Behavior	<i>Mengyao Hu, Brigitte Muller and Isabelle Muratore</i>
	Navigating Complexity in Phygital Retail: the Roles of Consumer Confusion, Anthropomorphism and Generational Differences in Switching Behavior	<i>Maali Benhissi</i>
	Investigating the Effects of Attitude Toward Globalization on Consumer Innovativeness	<i>Bingxuan Guo, Huachao Gao and Yinlong Zhang</i>
	Popular Culture as a Matrix of Female Friendships: Representations and Consumption Practices	<i>Eszter Gedeon and Magali Trelohan</i>
10:45-12:15	2E: Global Consumer Research III	<i>Valeria Penttinen</i>
	Stocks, stress and strategy: how consumers cope across cultures	<i>Delphine Canonge Dumas, Virginie Thevenin and Virginie De Barnier</i>
	Sustainability Information Shaping Consumer Trust and Willingness to Pay Premium: a Cross Cultural Analysis	<i>Amina Irfan and Pawel Bryla</i>
	Cross-Cultural Bias in AI-Driven Predictions of Ethical Consumer Behavior: Toward Epistemic Pluralism in Global Marketing Analytics	<i>Sara El Matouk</i>
	Kidult Parent: a Game Changer for Family Consumption	<i>Elodie Jouny-Rivier and Julien Jouny-Rivier</i>
	From Scrolling to Performing Skincare: How Beauty Influencers Shape Consumers' Routines and Cultural Meanings	<i>Valeria Penttinen, Elina Ludborza and Ma Caic</i>
14:30-16:00	4E: Global Marketing Strategy II	<i>Pejvak Oghazi</i>
	From Local Track to Global Hit: Cultural Market-Fit in International Music Success	<i>Rouven Seifert, Levent Uyar, Michel Clement and Sönke Albers</i>
	The Role of Cultural Dimensions in Servitization Strategies	<i>Ashkan Faramarzi, Leonard Rackowitz and Stefan Worm</i>
	The Role of Artificial Intelligence in Advancing Circular Business Models and Global Marketing Strategy	<i>Rana Mostaghel and Pejvak Oghazi</i>
	Brand Origin Effects on Consumer Brand Perception of Chinese Culturally Symbolic Brands	<i>Xiaoxuan Yang</i>
	Global Strategic Marketing When Performance Is Noncommensurable: How Quantum-Computing Vendors Articulate Global Positions Through Nontechnical Signals	<i>Joachim Ehrenthal, Tracy Gonzalez-Padron and Thomas Gruen</i>
16:30-18:00	5E: Global Ethics, Sustainability, and Corporate Social Responsibility III	<i>Valérie Fossats</i>
	When Sustainability Labels Backfire: Showcasing Temporal and Moderating Effects in Online Retail Using Amazon'S Climate Pledge Friendly Label Sales Data	<i>Christina Antonie Reh, Laura Ebbinghaus, Jessica Mazurek, Dominik Georgi, Erik Maier and Christian Schlereth</i>
	Understanding Misclassification in Green Brand Categorization: the Influence of Ecological Concern, Market Reputation, and Socio-Demographics	<i>Erwan Ghesquiere</i>
	Inclusive AI Capability as a Driver of Responsible Service Innovation: a Comparative Study of UK and French Firms	<i>Mina Tajvidi, Faranak Farzaneh and Rana Tajvidi</i>
	Challenging Corporate Social Responsibility: LEGO and the Limits of Sustainability	<i>Ted Gournelos and David Marutschke</i>
	Understanding Green Behavior Through Personal Values and Pro-Environmental Climate	<i>Ali Raza, Raouf Rathar and Muhammad Shahzad</i>

Friday, May 29

Time	Session	Chair(s)
08:30-10:00	6E: Global Entrepreneurship	<i>Fabian Bartsch</i>
	Match Frictions and Engagement: Two-Sided Matching for Digital Business Mentoring in Indonesia	<i>Soniya Gupta-Rawal, Ahmed Khwaja and Jaideep Prabhu</i>
	Cognitive Flexibility and Performance in SME Internationalization: the Mediating Role of Imitative and Vicarious Learning	<i>Wensong Bai, Martin Johanson, Anlan Zhang and Zilvinas Zidonis</i>
	Mediating Improvisation to Develop Novelty and Value of International Opportunities of SMEs	<i>Stylianos Papaioannou</i>
	From Marginal to Mainstream: Institutional Entrepreneurship and Ideological Narratives in Plant-Based Adoption	<i>Stefania Masè and Virginie Thevenin</i>
	Cross-Border Tensions in Creative Service Delivery on Global Professional Digital Platforms	<i>Ekaterina Nemkova, Zsófia Tóth and Fabian Bartsch</i>
10:45-12:15	7E: JIM Special Issue Session II	<i>David Griffith, Aysegul Ozsomer, and Goksel Yalcinkaya</i>
	Green Export Market Orientation and New Product Success: a Cross-National Examination of Sustainable Exporting Strategies	<i>Ilayda Ipek, John Cadogan, Ryuta Ishii and Murat Karacay</i>
	Demarketing in a water-saving program: can drought be anticipated with nudges and boosts?	<i>Pascale Tugayé</i>
	Transparency in Sustainable Luxury Value Chain: Value Addition or Risky Exposure?	<i>Dusica Lehmann</i>
	Market-Oriented Resilience and International Marketing Competence: Exploring Behavioral and Cognitive Dimensions	<i>Chenxin Xie and Zuohao Hu</i>
	Standardization–Adaptation of Sustainability-Intensive International Marketing Strategies Under Cross-National Regulatory and Activist Divergence: a Systematic Review and Conceptual Synthesis	<i>Agnieszka Malecka, Maciej Mitrega and Gregor Pfajfar</i>
14:30-16:00	9E: JIM Special Issue Session III	<i>David Griffith, Aysegul Ozsomer, and Goksel Yalcinkaya</i>
	Make Sustainability POSSIB B Le: a Cross-Cultural Framework for Pro-Sustainability Behavior Barriers with Empirical Validation	<i>Yaning Ren and Andreas Strebinger</i>
	Shades-of-Green: How Green Loyalty Programs Can Transform Customer Behaviors and Impact Attitudes	<i>Valeria Stourm, Nicole Moch, Anastasia Buyalskaya and Jonathan Z. Berman</i>
	Leveraging Conversational AI to Enhance Sustainability in Global Marketing	<i>Peter Mathias Fischer and Katharina Petra Zeugner-Roth</i>
	How Avatar Customization Drives Prosocial Behavior: the Roles of Avatar Identification and Similarity	<i>Tao Xie, Huaxiao Shen and Yuling Wei</i>
	Instagrammable Sustainability: What Drives Engagement in Environmental Video Content on Social Media?	<i>Barbara Buljat Raymond and Holger J. Schmidt</i>
16:30-18:00	10E: Global Luxury, Identity, and Sustainability	<i>Dionysis Skarmeas</i>
	Narrative-Led Luxury: How Jacquemus Scales Founder Story into Global Brand Success	<i>Lara Khabbaz, Maya Farah and Carine Abboud</i>
	Footsteps of Identity, The Unseen Footwear Problem: Exploring Footwear Consumption Among Transwomen – A Qualitative Approach	<i>S Krishna and Nithya Murugan</i>
	Symbolic Struggles for Climate Meaning: Assembling Resistance in the Digital Sphere	<i>André Luiz Maranhão de Souza Leão and Ana Carolina Sampaio</i>
	Designing for Durability: The Role of Symmetry in Sustainable Luxury Consumption	<i>Alba D'Aniello, Cesare Amatulli, Matteo De Angelis and Rumen Pozharliev</i>

Room: 2B48

Thursday, May 28

Time	Session	Chair(s)
08:30-10:00	1A: Special Session: Rethinking Academia in the Age of AI	<i>Kathleen Desveaud and Timo Mandler</i>
	<i>Participants: Kathleen Desveaud, Timo Mandler, Giulia Pavone, Konstantin Pikal and Camille Gaudy</i>	
10:45-12:15	2A: Special Session: Navigating Grand Challenges in Global Marketing	<i>Sourindra Banerjee and Constantinos N. Leonidou</i>
	<i>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</i>	
14:30-16:00	4A: Special Session: Advancing Global Marketing for a Sustainable World	<i>Vita Kadile Discussant: Alessandro Biraglia</i>
	<i>Participants: Martin Heinberg, Matthew Robson, Johanna Frösén, Paraskevas Argouslidis</i>	
16:30-18:00	5A: Global Marketing Research, Big Data, and Analytics	<i>Andreas Strebinger</i>
	Understanding User Experiences in Digital Banking: a Bilingual Analysis	<i>Ali Raza, Raouf Rathar and Muhammad Shahzad</i>
	Rethinking Multicollinearity: New Solutions	<i>Steven Shugan and Taikgun Song</i>
	Harnessing YouTube Comments to Explore Cross-Cultural Variations in User Sentiment Toward Autonomous Vehicles	<i>Andreas Strebinger and Yi-Yu Bruce Liu</i>
	The Impact of Musical Product Design Dimensions on Music Consumption	<i>Jordan Truong</i>
	AI in Action: How AI-Integrated Financial Services Foster Consumer Engagement and Co-Creation	<i>Raouf Rather, Ali Raza, Amir Abbasi and Muhammad Faisal Shahzad</i>

Friday, May 29

Time	Session	Chair(s)
08:30-10:00	6A: Global Marketing Strategy III	<i>Dayananda Palihawadana</i>
	The Role of Managerial Overconfidence in Internationalization Decision Making as a Speeding Catalyst. Can the End Justify the Means?	<i>Markos Tsogas and Marina Kyriakou</i>
	External drivers, performance outcomes, and managerial contingencies of exporters' ESG strategy	<i>Leonidas C. Leonidou, Bilge Aykol, Dayananda Palihawadana, Frode Nilssen and Paul Christodoulides</i>
	Algorithmic Empathy or Amplified Inequality? a Critical Framework for Ai-Mediated Stakeholder Engagement in Global Marketing	<i>Ricardo Limongi and Mariana Bassi Suter</i>
	Green Export Marketing Strategy: Antecedents, Boundary Conditions and Performance Consequences	<i>Frederick Awuni, Arinze Nwoba and Anne Souchon</i>
	Under Pressure from Headquarters: Challenge–Hindrance Stressors, Work Engagement, and Financial Slack in Subsidiary Performance	<i>Ghasem Zaefarian, Chong Yu, Zhaleh Najafi Tavani and Matthew Robson</i>

10:45-12:15	7A: Special Session: Traveling the Academic-Practice Road in International Marketing	<i>V Kumar</i>
	Why Nations Succeed/Fail?	<i>Rohit Bansal (Reliance Industries Limited)</i>
	Global Innovation – what, why and How?	<i>Amrit Kumar Jha (Deloitte)</i>
	Foreign Market Entry Strategy: A Four Stage Modeling Framework for MNCs	<i>Yajna Prakash (Acclime Corp.)</i>
	A Programmatic approach to Research in International Marketing for creating IMPACT	<i>V Kumar (Brock University)</i>
14:30-16:00	9A: Special session: The Future of International Marketing Research	<i>Timo Mandler</i>
	<i>Participants: Timo Mandler, David A. Griffith, Martin Heinberg, Aysegul Ozsomer and Jan-Benedict E.M. Steenkamp</i>	
16:30-18:00	10A: Global Consumer Research VII	<i>Adamantios Diamantopoulos</i>
	When Luxury Meets Ethics: How Perceived Brand Ethicality Shapes Trust, Guilt, Identification, and Brand Love	<i>Dragana Medic, Nadia El Nemr and Serhal Rania</i>
	Drivers and Outcomes of Privacy Empowerment in AI-Personalized E-Commerce: an Integrated Framework	<i>Halima El Amrani El Joutei, Siham Mourad and Dina Abarchan</i>
	Are Users Ready for Global Decentralized Platforms? Evidence from Controlled Experiments	<i>Elissar Toufaily and Saeedeh Rezaee Vessal</i>
	Additional Option or Additional Concern? Consumer Prosocial Reactions to the Introduction of Automation Technologies	<i>Erik Kriukov, Michael Haenlein and Rhonda Hadi</i>
	Country Stereotypes, Product-Country Image, and Ecological Country Image: Their Impact on Consumer Perceptions of Product Sustainability	<i>Chiara Scrimieri, Adamantios Diamantopoulos and Alberto Pastore</i>

Room: Auditorium 4

Thursday, May 28

Time	Session	Chair(s)
13:15-14:15	3: MEET THE EDITORS 1: International Marketing	Moderator: <i>Timo Mandler</i>
	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	

Friday, May 29

Time	Session	Chair(s)
13:15-14:15	8: MEET THE EDITORS 2: (General) Marketing	Moderator: <i>Peter Magnusson</i>
	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	

Name	Role	Session	Time	Room
A				
Amir Abbasi	<i>Presenter</i>	Session 5A	16:30-18:00	2B48
Sadiq Abdulganiyu	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
Amna Abdullah	<i>Presenter</i>	Session 2C	10:45-12:15	1B16
James Agarwal	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
Meriem Agrebi	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Zafar Ahmed	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Eleftherios Alamanos	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Sönke Albers	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
Faizan Ali	<i>Presenter</i>	Session 2C	10:45-12:15	1B16
Laiba Ali	<i>Presenter</i>	Session 2C	10:45-12:15	1B16
Ranam Alkayyali	<i>Presenter</i>	Session 2C	10:45-12:15	1B16
Alexis Allain	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
Abdullah Almashayekhi	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Tatiana Anisimova	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Paraskevas Argouslidis	<i>Participant</i>	Session 4A	14:30-16:00	2B48
B				
Sourindra Banerjee	<i>Chair</i>	Session 2A	10:45-12:15	2B48
Sourindra Banerjee	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Virginie De Barnier	<i>Presenter</i>	Session 2E	10:45-12:15	2B16
Cristobal Barra	<i>Chair</i>	Session 2B	10:45-12:15	1B08
Cristobal Barra	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Brittney C. Bauer	<i>Chair</i>	Session 4B	14:30-16:00	1B08
Brittney C. Bauer	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Russell W. Belk	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Maali Benhissi	<i>Presenter</i>	Session 1E	08:30-10:00	2B16
Alessandro Biraglia	<i>Discussant</i>	Session 4A	14:30-16:00	2B48
Stefan Biscevic	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Markus Blut	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Pawel Bryla	<i>Presenter</i>	Session 2E	10:45-12:15	2B16
Richard Bulan	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
Tim Michael Böttger	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
C				
John W. Cadogan	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Ma Caic	<i>Presenter</i>	Session 2E	10:45-12:15	2B16
Franck Celhay	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Julio Cerviño	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Brian Chabowski	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Brian Chabowski	<i>Presenter</i>	Session 5B	16:30-18:00	1B08

Maria Chalevelaki	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Eugene Chan	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
Persefoni Charavgi	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Jieke Chen	<i>Presenter</i>	Session 1B	08:30-10:00	1B08
Ming Cheng	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Zerin Momtaz Chowdhury	<i>Presenter</i>	Session 1B	08:30-10:00	1B08
Geroge Christodoulides	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Michel Clement	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
Nicole Coviello	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
D				
Zeynepnaz Dag	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Ioana Dan	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Kathleen Desveaud	<i>Chair</i>	Session 1A	08:30-10:00	2B48
Kathleen Desveaud	<i>Participant</i>	Session 1A	08:30-10:00	2B48
Mohamed Didi-Alaoui	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Anissa Djabi-Saidani	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
Angelos Doukas	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Michelle Drumm	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
Delphine Canonge Dumas	<i>Presenter</i>	Session 2E	10:45-12:15	2B16
E				
Laura Ebbinghaus	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Joachim Ehrental	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
Susanna Sarkki Ekestubbe	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Jon Engström	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Javiera Escobar	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Heiner Evanschitzky	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
F				
Ashkan Faramarzi	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
Zeineb Farhat	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
Faranak Farzaneh	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Agnès Festré	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
Valérie Fossats	<i>Chair</i>	Session 5E	16:30-18:00	2B16
Sara Fraccastoro	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Johanna Frösén	<i>Participant</i>	Session 4A	14:30-16:00	2B48
G				
Huachao Gao	<i>Presenter</i>	Session 1E	08:30-10:00	2B16
Camille Gaudy	<i>Participant</i>	Session 1A	08:30-10:00	2B48
Eszter Gedeon	<i>Chair</i>	Session 1E	08:30-10:00	2B16
Eszter Gedeon	<i>Presenter</i>	Session 1E	08:30-10:00	2B16
Dimitrios Georgakakis	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Dominik Georgi	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Dominik Georgi	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Erwan Ghesquiere	<i>Presenter</i>	Session 5E	16:30-18:00	2B16

Christina Giakoumaki	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Tracy Gonzalez-Padron	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
Ted Gournelos	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
David Griffith	<i>Panelist</i>	Session 3	13:15-14:15	Auditorium
Thomas Gruen	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
Bingxuan Guo	<i>Presenter</i>	Session 1E	08:30-10:00	2B16
H				
Bobby Halim	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Nicole Hanson	<i>Presenter</i>	Session 4C	14:30-16:00	1B16
Kristina Harthaller	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Guojun He	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Martin Heinberg	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Martin Heinberg	<i>Participant</i>	Session 4A	14:30-16:00	2B48
Walter Henley	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Flavia Herle	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Kelly Hewett	<i>Panelist</i>	Session 3	13:15-14:15	Auditorium
Mengyao Hu	<i>Presenter</i>	Session 1E	08:30-10:00	2B16
Guowei Huang	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
Ying Huang	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Elias Huerta	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Christiane Marie Høvring	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
I				
Amina Irfan	<i>Presenter</i>	Session 2E	10:45-12:15	2B16
Ryuta Ishii	<i>Chair</i>	Session 5D	16:30-18:00	2B08
Ryuta Ishii	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Abbie Iveson	<i>Chair</i>	Session 4D	14:30-16:00	2B08
Abbie Iveson	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
J				
Martin Johanson	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
Clark Johnson	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Elodie Jouny-Rivier	<i>Presenter</i>	Session 2E	10:45-12:15	2B16
Julien Jouny-Rivier	<i>Presenter</i>	Session 2E	10:45-12:15	2B16
K				
Mathieu Kacha	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Vita Kadile	<i>Chair</i>	Session 4A	14:30-16:00	2B48
Mario Kafouros	<i>Chair</i>	Session 2D	10:45-12:15	2B08
Mario Kafouros	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
Ilias Kapareliotis	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Ilias Kapareliotis	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Eliane Karsaklian	<i>Presenter</i>	Session 2C	10:45-12:15	1B16
Constantine Katsikeas	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Mai Kikumori	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Tatjana Koenig	<i>Presenter</i>	Session 5B	16:30-18:00	1B08

Konstantinos Korachais	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Weixi Kou	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Athanassios Krystallis-Krontallis	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Sampath Kumar	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
George Kyparissiadis	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
L				
Nguyen Yen Lan	<i>Presenter</i>	Session 1B	08:30-10:00	1B08
Magdalena Laner	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Stéphane Lautissier	<i>Presenter</i>	Session 4C	14:30-16:00	1B16
Kha Tuyet Phuong Le	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Ulrika Leijerholt	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
Emilene Leite	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
Constantinos Leonidou	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Constantinos N. Leonidou	<i>Chair</i>	Session 2A	10:45-12:15	2B48
Tanja Leppaaho	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
Quan Li	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
Wanyue Li	<i>Presenter</i>	Session 1B	08:30-10:00	1B08
Yeji Lim	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Marcos Lima	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Chia-Wu Lin	<i>Presenter</i>	Session 1B	08:30-10:00	1B08
Ana Lisboa	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Martin Liu	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Yeyi Liu	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Yi-Yu Bruce Liu	<i>Presenter</i>	Session 5A	16:30-18:00	2B48
Aysan Lotfi	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Elina Ludborza	<i>Presenter</i>	Session 2E	10:45-12:15	2B16
Tatiana Lukoianove	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
Jun Luo	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
M				
Peter Magnusson	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Erik Maier	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Jeta Majumder	<i>Presenter</i>	Session 4C	14:30-16:00	1B16
Katerina Makri	<i>Presenter</i>	Session 4C	14:30-16:00	1B16
Timo Mandler	<i>Chair</i>	Session 1A	08:30-10:00	2B48
Timo Mandler	<i>Participant</i>	Session 1A	08:30-10:00	2B48
Timo Mandler	<i>Chair</i>	Session 3	13:15-14:15	Auditorium
Murali Mantrala	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
David Marutschke	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Sara El Matouk	<i>Presenter</i>	Session 2E	10:45-12:15	2B16
Chiara Mauri	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
Eva Mavroudi	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
Jessica Mazurek	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Aimee Miller	<i>Presenter</i>	Session 2C	10:45-12:15	1B16

Sofia Molander	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
Julien Morange	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Rana Mostaghel	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
Brigitte Muller	<i>Presenter</i>	Session 1E	08:30-10:00	2B16
Isabelle Muratore	<i>Presenter</i>	Session 1E	08:30-10:00	2B16
Isabelle Muratore	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Brigitte Müller	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
N				
Nuzhat Nuery	<i>Presenter</i>	Session 4C	14:30-16:00	1B16
O				
Ali Obaidan	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Sebastian Oetzel	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Pejvak Oghazi	<i>Chair</i>	Session 4E	14:30-16:00	2B16
Pejvak Oghazi	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
João Sá Oliveira	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Okai Ozbal	<i>Chair</i>	Session 5B	16:30-18:00	1B08
Okai Ozbal	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
P				
Walter Palomino-Tamayo	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Karolos Papadas	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Karolos Papadas	<i>Chair</i>	Session 4C	14:30-16:00	1B16
Karolos Papadas	<i>Presenter</i>	Session 4C	14:30-16:00	1B16
Stylianios Papaioannou	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
Gonzalo Pardo	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Paul Parker	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Petri Parvinen	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Giulia Pavone	<i>Participant</i>	Session 1A	08:30-10:00	2B48
Fabien Pecot	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Susanne Pedersen	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
Valeria Penttinen	<i>Chair</i>	Session 2E	10:45-12:15	2B16
Valeria Penttinen	<i>Presenter</i>	Session 2E	10:45-12:15	2B16
Valeria Penttinen	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
Toula Perrea	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Thi Be Loan Pham	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Konstantin Pikal	<i>Participant</i>	Session 1A	08:30-10:00	2B48
Andreas Procopiou	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Essi Pöyry	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
R				
Leonard Rackowitz	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
Samira Rahman	<i>Presenter</i>	Session 1B	08:30-10:00	1B08
Mustafa Raji	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Richard Huaman Ramirez	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Raouf Rathar	<i>Presenter</i>	Session 5A	16:30-18:00	2B48

Raouf Rathar	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Raouf Rather	<i>Presenter</i>	Session 5A	16:30-18:00	2B48
Barbara Buljat Raymond	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
Ali Raza	<i>Presenter</i>	Session 5A	16:30-18:00	2B48
Ali Raza	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Christina Antonie Reh	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Christina Antonie Reh	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Carri Reisdorf	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Adriana Ricklin	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Matthew Robson	<i>Participant</i>	Session 4A	14:30-16:00	2B48
Philip Rosenberger	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
S				
Ekaterina Salnikova	<i>Presenter</i>	Session 4C	14:30-16:00	1B16
Saeed Samiee	<i>Chair</i>	Session 1C	08:30-10:00	1B16
Saeed Samiee	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Sonja Sarasvuo	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
Charalampos Saridakis	<i>Presenter</i>	Session 4C	14:30-16:00	1B16
Christian Schlereth	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Holger J. Schmidt	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
Rouven Seifert	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
Muhammad Faisal Shahzad	<i>Presenter</i>	Session 5A	16:30-18:00	2B48
Muhammad Shahzad	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Muhmmad Shahzad	<i>Presenter</i>	Session 5A	16:30-18:00	2B48
Stacey Sharpe	<i>Presenter</i>	Session 4C	14:30-16:00	1B16
Steven Shugan	<i>Presenter</i>	Session 5A	16:30-18:00	2B48
Manoella Antonieta Ramos da Silva	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Taikgun Song	<i>Presenter</i>	Session 5A	16:30-18:00	2B48
Carlos Sousa	<i>Chair</i>	Session 1B	08:30-10:00	1B08
Carlos Sousa	<i>Presenter</i>	Session 1B	08:30-10:00	1B08
Anastasia Stathopoulou	<i>Chair</i>	Session 1D	08:30-10:00	2B08
Anastasia Stathopoulou	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Andreas Strebinger	<i>Chair</i>	Session 5A	16:30-18:00	2B48
Andreas Strebinger	<i>Presenter</i>	Session 5A	16:30-18:00	2B48
Yuliya Strizhakova	<i>Presenter</i>	Session 4C	14:30-16:00	1B16
T				
Mina Tajvidi	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Rana Tajvidi	<i>Presenter</i>	Session 5E	16:30-18:00	2B16
Jennifer Takhar	<i>Chair</i>	Session 2C	10:45-12:15	1B16
Qun Tan	<i>Presenter</i>	Session 1B	08:30-10:00	1B08
Virginie Thevenin	<i>Presenter</i>	Session 2E	10:45-12:15	2B16
Maryam Tofighi	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
Zsofia Toth	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Jean François Toti	<i>Presenter</i>	Session 2B	10:45-12:15	1B08

Nourha Toure	<i>Presenter</i>	Session 5B	16:30-18:00	1B08
Hai-Anh Tran	<i>Presenter</i>	Session 4D	14:30-16:00	2B08
Thi Thanh Huong Tran	<i>Chair</i>	Session 5C	16:30-18:00	1B16
Thi Thanh Huong Tran	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
Magali Trelohan	<i>Presenter</i>	Session 1E	08:30-10:00	2B16
Jordan Truong	<i>Presenter</i>	Session 5A	16:30-18:00	2B48
Eleni Tsougkou	<i>Presenter</i>	Session 1C	08:30-10:00	1B16
Dimitrios Tsoutsoplidis	<i>Presenter</i>	Session 5C	16:30-18:00	1B16
U				
Levent Uyar	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
V				
Demetris Vrontis	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
W				
Risqo Wahid	<i>Presenter</i>	Session 4B	14:30-16:00	1B08
Farida Wally	<i>Presenter</i>	Session 2B	10:45-12:15	1B08
Lei Wang	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Wenxin Wang	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Marcus Wardley	<i>Presenter</i>	Session 2C	10:45-12:15	1B16
Stefan Worm	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
X				
Hongjun Xie	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
Y				
Xiaoxuan Yang	<i>Presenter</i>	Session 4E	14:30-16:00	2B16
Natalia Yannopoulou	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Z				
Ivo Zander	<i>Presenter</i>	Session 2D	10:45-12:15	2B08
Chun Zhang	<i>Presenter</i>	Session 5D	16:30-18:00	2B08
Qiang Zhang	<i>Participant</i>	Session 2A	10:45-12:15	2B48
Weiwei Zhang	<i>Presenter</i>	Session 1D	08:30-10:00	2B08
Yinlong Zhang	<i>Presenter</i>	Session 1E	08:30-10:00	2B16
Yujie Zhao	<i>Presenter</i>	Session 1B	08:30-10:00	1B08
Wei Zheng	<i>Presenter</i>	Session 2D	10:45-12:15	2B08

Total: 261

Name	Role	Session	Time	Room
A				
Dina Abarchan	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
Carine Abboud	<i>Presenter</i>	Session 10E	16:30-18:00	2B16
Herman Mahendra Abeykoon	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Yasmine El Alami-Pinzon	<i>Presenter</i>	Session 9C	14:30-16:00	1B16
Messer Aldosh	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Murod Aliyev	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Cesare Amatulli	<i>Presenter</i>	Session 10E	16:30-18:00	2B16
Hurova Anastasiia	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Dionysius Ang	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
Matteo De Angelis	<i>Presenter</i>	Session 10E	16:30-18:00	2B16
Katalin Asvanyi	<i>Presenter</i>	Session 9C	14:30-16:00	1B16
Frederick Awuni	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
Bilge Aykol	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
B				
Richard Bagozzi	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
Wensong Bai	<i>Presenter</i>	Session 6E	08:30-10:00	2B16
Rohit Bansal	<i>Presenter</i>	Session 7A	10:45-12:15	2B48
Fabian Bartsch	<i>Chair</i>	Session 6E	08:30-10:00	2B16
Fabian Bartsch	<i>Presenter</i>	Session 6E	08:30-10:00	2B16
Mariana Bassi-Suter	<i>Presenter</i>	Session 9C	14:30-16:00	1B16
Maximilian Bauer	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Jonathan Z. Berman	<i>Presenter</i>	Session 9E	14:30-16:00	2B16
Mia Birau	<i>Presenter</i>	Session 7C	10:45-12:15	1B16
Sylvie Borau	<i>Presenter</i>	Session 6B	08:30-10:00	1B08
Nathaniel Boso	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Joško Brakus	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Anastasia Buyalskaya	<i>Presenter</i>	Session 9E	14:30-16:00	2B16
C				
John Cadogan	<i>Presenter</i>	Session 7E	10:45-12:15	2B16
Anirban Chakraborty	<i>Presenter</i>	Session 9B	14:30-16:00	1B08
Carole Charbonnel	<i>Presenter</i>	Session 10C	16:30-18:00	1B16
Zhi Chen	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Roberto Chierici	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Paul Christodoulides	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
Camilo Andres Rojas Contreras	<i>Presenter</i>	Session 9B	14:30-16:00	1B08
Nicole Coviello	<i>Panelist</i>	Session 8	13:15-14:15	Auditorium
D				
Alba D'Aniello	<i>Presenter</i>	Session 10E	16:30-18:00	2B16

Maud Dampérat	<i>Presenter</i>	Session 7C	10:45-12:15	1B16
Vasileios Davvetas	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Konstantinos Dermitzakis	<i>Presenter</i>	Session 10C	16:30-18:00	1B16
Adamantios Diamantopoulos	<i>Chair</i>	Session 10A	16:30-18:00	2B48
Adamantios Diamantopoulos	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
Claudiu Dimofte	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
Zihua Ding	<i>Presenter</i>	Session 9B	14:30-16:00	1B08
Maren Doemer	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Shuili Du	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
E				
Olivia Emmero	<i>Presenter</i>	Session 6B	08:30-10:00	1B08
F				
Maya Farah	<i>Presenter</i>	Session 10D	16:30-18:00	2B08
Maya Farah	<i>Presenter</i>	Session 10E	16:30-18:00	2B16
Faranak Fazaneh	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Peter Mathias Fischer	<i>Presenter</i>	Session 9E	14:30-16:00	2B16
Pierre Valette Florence	<i>Presenter</i>	Session 10C	16:30-18:00	1B16
Dinora Floriani	<i>Presenter</i>	Session 9C	14:30-16:00	1B16
Pantea Foroudi	<i>Presenter</i>	Session 10C	16:30-18:00	1B16
Valérie Fossats	<i>Presenter</i>	Session 9D	14:30-16:00	2B08
Annalisa Fraccaro	<i>Presenter</i>	Session 9C	14:30-16:00	1B16
Sara Fraccastoro	<i>Presenter</i>	Session 10C	16:30-18:00	1B16
Thomas Friedli	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
G				
Mika Gabrielsson	<i>Chair</i>	Session 10C	16:30-18:00	1B16
Mika Gabrielsson	<i>Presenter</i>	Session 10C	16:30-18:00	1B16
Peter Gabrielsson	<i>Chair</i>	Session 10B	16:30-18:00	1B08
Peter Gabrielsson	<i>Presenter</i>	Session 10B	16:30-18:00	1B08
Renfei Gao	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Eszter Gedeon	<i>Presenter</i>	Session 9C	14:30-16:00	1B16
Emanuele Ghianda	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Barsha Ghosh	<i>Presenter</i>	Session 9B	14:30-16:00	1B08
Christina Giakoumaki	<i>Presenter</i>	Session 10C	16:30-18:00	1B16
Verdiana Giannetti	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
Tulay Girard	<i>Presenter</i>	Session 6B	08:30-10:00	1B08
Ekaterina Glebova	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Zoe Godfrey	<i>Presenter</i>	Session 10B	16:30-18:00	1B08
Angelo Di Gregorio	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Gary Gregory	<i>Chair</i>	Session 7B	10:45-12:15	1B08
David A. Griffith	<i>Participant</i>	Session 9A	14:30-16:00	2B48
David Griffith	<i>Chair</i>	Session 6D	08:30-10:00	2B08
David Griffith	<i>Chair</i>	Session 7E	10:45-12:15	2B16
David Griffith	<i>Chair</i>	Session 9E	14:30-16:00	2B16

Soniya Gupta-Rawal	<i>Presenter</i>	Session 6E	08:30-10:00	2B16
Zeynep Müge Güzel	<i>Presenter</i>	Session 10B	16:30-18:00	1B08
H				
Rhonda Hadi	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
Michael Haenlein	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
Moritz Haeussler	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Linda Hamdi-Kidar	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Jan Heide	<i>Panelist</i>	Session 8	13:15-14:15	Auditorium
Martin Heinberg	<i>Participant</i>	Session 9A	14:30-16:00	2B48
Kelly Hewett	<i>Presenter</i>	Session 9D	14:30-16:00	2B08
Zuohao Hu	<i>Presenter</i>	Session 7E	10:45-12:15	2B16
Marek Hudik	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Magnus Hultman	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
I				
Tatiana Iakovleva	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
Ilayda Ipek	<i>Presenter</i>	Session 7E	10:45-12:15	2B16
Ryuta Ishii	<i>Presenter</i>	Session 7E	10:45-12:15	2B16
Souha Itani	<i>Presenter</i>	Session 6B	08:30-10:00	1B08
J				
Amrit Kumar Jha	<i>Presenter</i>	Session 7A	10:45-12:15	2B48
Xin Jiang	<i>Presenter</i>	Session 9B	14:30-16:00	1B08
Martin Johanson	<i>Presenter</i>	Session 6E	08:30-10:00	2B16
Eline Jongmans	<i>Presenter</i>	Session 7C	10:45-12:15	1B16
Halima El Amrani El Joutei	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
K				
Mario Kafouros	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Murat Karacay	<i>Presenter</i>	Session 7E	10:45-12:15	2B16
Miroslav Karlíček	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Eliane Karsaklian	<i>Chair</i>	Session 9B	14:30-16:00	1B08
Nishok Kathiraven	<i>Presenter</i>	Session 10B	16:30-18:00	1B08
Costas Katsikeas	<i>Panelist</i>	Session 8	13:15-14:15	Auditorium
Tomoko Kawakami	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Lara Khabbaz	<i>Presenter</i>	Session 10D	16:30-18:00	2B08
Lara Khabbaz	<i>Presenter</i>	Session 10E	16:30-18:00	2B16
Ahmed Khwaja	<i>Presenter</i>	Session 6E	08:30-10:00	2B16
Nicky Kinsey	<i>Chair</i>	Session 9C	14:30-16:00	1B16
Nicky Kinsey	<i>Presenter</i>	Session 9C	14:30-16:00	1B16
Maxime Koromyslov	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Efthymia Kottika	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Alexander Krasnikov	<i>Presenter</i>	Session 9D	14:30-16:00	2B08
S Krishna	<i>Presenter</i>	Session 10E	16:30-18:00	2B16
Erik Kriukov	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
V Kumar	<i>Chair</i>	Session 7A	10:45-12:15	2B48

V Kumar	<i>Presenter</i>	Session 7A	10:45-12:15	2B48
Omayya Kuran	<i>Presenter</i>	Session 10D	16:30-18:00	2B08
George Kyparissiadis	<i>Presenter</i>	Session 10C	16:30-18:00	1B16
Marina Kyriakou	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
L				
Mia-Kristina Lager	<i>Presenter</i>	Session 7C	10:45-12:15	1B16
Piha Lamprini	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Luciano Lapa	<i>Presenter</i>	Session 9D	14:30-16:00	2B08
Lisgrey Barrera Legorburo	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Dusica Lehmann	<i>Presenter</i>	Session 7E	10:45-12:15	2B16
Emilene Leite	<i>Presenter</i>	Session 10B	16:30-18:00	1B08
Jean-François Lemoine	<i>Chair</i>	Session 10D	16:30-18:00	2B08
Leonidas C. Leonidou	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
André Luiz Maranhão de Souza Leão	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
André Luiz Maranhão de Souza Leão	<i>Presenter</i>	Session 9B	14:30-16:00	1B08
André Luiz Maranhão de Souza Leão	<i>Presenter</i>	Session 10E	16:30-18:00	2B16
Fangfang Li	<i>Presenter</i>	Session 10C	16:30-18:00	1B16
Ricardo Limongi	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
Fuxin Lin	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Nanjia Lin	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Yunxin Liu	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
Yi Lu	<i>Presenter</i>	Session 9B	14:30-16:00	1B08
M				
Peter Magnusson	<i>Chair</i>	Session 8	13:15-14:15	Auditorium
Salvatore Maione	<i>Presenter</i>	Session 10D	16:30-18:00	2B08
Agnieszka Malecka	<i>Presenter</i>	Session 7E	10:45-12:15	2B16
Timo Mandler	<i>Chair</i>	Session 9A	14:30-16:00	2B48
Timo Mandler	<i>Participant</i>	Session 9A	14:30-16:00	2B48
Stefania Masè	<i>Presenter</i>	Session 6E	08:30-10:00	2B16
Michela Matarazzo	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Shashi Matta	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Eva Mavroudi	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Valentina Mazzoli	<i>Presenter</i>	Session 6B	08:30-10:00	1B08
Alice Mazzucchelli	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Dragana Medic	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
Monica Mendini	<i>Presenter</i>	Session 6B	08:30-10:00	1B08
Monica Mendini	<i>Presenter</i>	Session 10D	16:30-18:00	2B08
Maciej Mitrega	<i>Presenter</i>	Session 7E	10:45-12:15	2B16
Nicole Moch	<i>Presenter</i>	Session 9E	14:30-16:00	2B16
Jéssica Maria Morais	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
Rana Mostaghel	<i>Presenter</i>	Session 6B	08:30-10:00	1B08
Rana Mostaghel	<i>Chair</i>	Session 6B	08:30-10:00	1B08
Bruno Melo Moura	<i>Presenter</i>	Session 9B	14:30-16:00	1B08

Siham Mourad	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
Thilini Mudiyanse	<i>Presenter</i>	Session 10C	16:30-18:00	1B16
Nithya Murugan	<i>Presenter</i>	Session 10E	16:30-18:00	2B16
Muhammad Hassan Mushtaq	<i>Presenter</i>	Session 10D	16:30-18:00	2B08
N				
Ekaterina Nemkova	<i>Presenter</i>	Session 6E	08:30-10:00	2B16
Nadia El Nemr	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
Dionne Nickerson	<i>Presenter</i>	Session 7C	10:45-12:15	1B16
Frode Nilssen	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
Arinze Nwoba	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
O				
Elin M. Oftedal	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
Arto Ojala	<i>Presenter</i>	Session 10C	16:30-18:00	1B16
Oluwaseun Olabode	<i>Chair</i>	Session 7D	10:45-12:15	2B08
Oluwaseun Olabode	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Onur Osmanoglu	<i>Presenter</i>	Session 10B	16:30-18:00	1B08
Aysegul Ozsomer	<i>Chair</i>	Session 6D	08:30-10:00	2B08
Aysegul Ozsomer	<i>Chair</i>	Session 7E	10:45-12:15	2B16
Aysegul Ozsomer	<i>Participant</i>	Session 9A	14:30-16:00	2B48
Aysegul Ozsomer	<i>Presenter</i>	Session 9D	14:30-16:00	2B08
Aysegul Ozsomer	<i>Chair</i>	Session 9E	14:30-16:00	2B16
Aysegul Ozsomer	<i>Presenter</i>	Session 10B	16:30-18:00	1B08
P				
Dayananda Palihawadana	<i>Chair</i>	Session 6A	08:30-10:00	2B48
Dayananda Palihawadana	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
Karolos Papadas	<i>Presenter</i>	Session 7D	10:45-12:15	2B08
Karolos Papadas	<i>Panelist</i>	Session 8	13:15-14:15	Auditorium
Christina Papadopoulou	<i>Chair</i>	Session 6C	08:30-10:00	1B16
Christina Papadopoulou	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Stylios Papaioannou	<i>Presenter</i>	Session 6E	08:30-10:00	2B16
Alberto Pastore	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
Audhesh Paswan	<i>Presenter</i>	Session 7C	10:45-12:15	1B16
Grayci Kelli Patrocínio	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
Koen Pauwels	<i>Presenter</i>	Session 9D	14:30-16:00	2B08
Fabien Pecot	<i>Presenter</i>	Session 6B	08:30-10:00	1B08
Kay Peters	<i>Presenter</i>	Session 9D	14:30-16:00	2B08
Gregor Pfajfar	<i>Presenter</i>	Session 7E	10:45-12:15	2B16
Musa Pinar	<i>Presenter</i>	Session 6B	08:30-10:00	1B08
Rumen Pozharliev	<i>Presenter</i>	Session 10E	16:30-18:00	2B16
Jaideep Prabhu	<i>Presenter</i>	Session 6E	08:30-10:00	2B16
Yajna Prakash	<i>Presenter</i>	Session 7A	10:45-12:15	2B48
R				
Rajasree K Rajamma	<i>Presenter</i>	Session 7C	10:45-12:15	1B16

Serhal Rania	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
Barbara Buljat Raymond	<i>Presenter</i>	Session 9E	14:30-16:00	2B16
Vera Rebiiazina	<i>Presenter</i>	Session 9D	14:30-16:00	2B08
Jörn Redler	<i>Presenter</i>	Session 10D	16:30-18:00	2B08
Christina Antonie Reh	<i>Chair</i>	Session 9D	14:30-16:00	2B08
Yaning Ren	<i>Presenter</i>	Session 9E	14:30-16:00	2B16
Matthew Robson	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
Erick Mas Román	<i>Presenter</i>	Session 10B	16:30-18:00	1B08
Agnieszka Rzepka	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
S				
Raj Sachdev	<i>Presenter</i>	Session 9C	14:30-16:00	1B16
Ana Carolina Sampaio	<i>Presenter</i>	Session 10E	16:30-18:00	2B16
Holger J. Schmidt	<i>Presenter</i>	Session 9E	14:30-16:00	2B16
Holger J. Schmidt	<i>Presenter</i>	Session 10D	16:30-18:00	2B08
Daina Matise Schubiger	<i>Presenter</i>	Session 10D	16:30-18:00	2B08
Chiara Scrimieri	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
Aniket Sengupta	<i>Presenter</i>	Session 9B	14:30-16:00	1B08
Burcu Sezen	<i>Presenter</i>	Session 9D	14:30-16:00	2B08
Muhammad Faisal Shahzad	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
Aya Shaker	<i>Presenter</i>	Session 10B	16:30-18:00	1B08
Shuai Shao	<i>Presenter</i>	Session 9B	14:30-16:00	1B08
Huaxiao Shen	<i>Presenter</i>	Session 9E	14:30-16:00	2B16
Dionysis Skarmas	<i>Chair</i>	Session 10E	16:30-18:00	2B16
Kristi Bjørnes Skeie	<i>Presenter</i>	Session 7B	10:45-12:15	1B08
Anne Souchon	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
J.B. Steenkamp	<i>Panelist</i>	Session 8	13:15-14:15	Auditorium
Jan-Benedict E.M. Steenkamp	<i>Participant</i>	Session 9A	14:30-16:00	2B48
Rébecca Stekelorum	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Valeria Stourm	<i>Presenter</i>	Session 9E	14:30-16:00	2B16
Andreas Strebing	<i>Presenter</i>	Session 9E	14:30-16:00	2B16
Qin Sun	<i>Presenter</i>	Session 7C	10:45-12:15	1B16
Mariana Bassi Suter	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
T				
Zhaleh Najafi Tavani	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
Aycan Duran Tekoglu	<i>Presenter</i>	Session 6B	08:30-10:00	1B08
Ioannis G. Theodorakis	<i>Presenter</i>	Session 6D	08:30-10:00	2B08
Aristeidis Theotokis	<i>Presenter</i>	Session 6C	08:30-10:00	1B16
Virginie Thevenin	<i>Presenter</i>	Session 6E	08:30-10:00	2B16
Elissar Toufaily	<i>Presenter</i>	Session 10A	16:30-18:00	2B48
Annette Tower	<i>Presenter</i>	Session 9D	14:30-16:00	2B08
Markos Tsogas	<i>Presenter</i>	Session 6A	08:30-10:00	2B48
Pascale Tugayé	<i>Presenter</i>	Session 7E	10:45-12:15	2B16
Zsófia Tóth	<i>Presenter</i>	Session 6E	08:30-10:00	2B16

V				
Leslier Valenzuela-Fernández	Presenter	Session 6D	08:30-10:00	2B08
Saeedeh Rezaee Vessal	Presenter	Session 10A	16:30-18:00	2B48
Alexander Vorobiev	Presenter	Session 9D	14:30-16:00	2B08
W				
Karen Anne Wallach	Presenter	Session 7C	10:45-12:15	1B16
Dongqi Wang	Presenter	Session 7D	10:45-12:15	2B08
Marcus Wardley	Presenter	Session 9B	14:30-16:00	1B08
Muhammad Akib Warraich	Presenter	Session 10D	16:30-18:00	2B08
Yuling Wei	Presenter	Session 9E	14:30-16:00	2B16
Xiaobo Wu	Presenter	Session 7D	10:45-12:15	2B08
Emma Sofie Egelund Wulff	Presenter	Session 6B	08:30-10:00	1B08
X				
Chenxin Xie	Presenter	Session 7E	10:45-12:15	2B16
Chunyan Xie	Presenter	Session 7B	10:45-12:15	1B08
Tao Xie	Presenter	Session 9E	14:30-16:00	2B16
Ger Xiong	Presenter	Session 6C	08:30-10:00	1B16
Y				
Goksel Yalcinkaya	Chair	Session 6D	08:30-10:00	2B08
Goksel Yalcinkaya	Chair	Session 7E	10:45-12:15	2B16
Goksel Yalcinkaya	Chair	Session 9E	14:30-16:00	2B16
Xiaoxuan Yang	Presenter	Session 10B	16:30-18:00	1B08
Sengun Yeniurt	Chair	Session 7C	10:45-12:15	1B16
Catherine Yeung	Presenter	Session 6C	08:30-10:00	1B16
Sukki Yoon	Panelist	Session 8	13:15-14:15	Auditorium
Chong Yu	Presenter	Session 6A	08:30-10:00	2B48
Z				
Ghasem Zaefarian	Presenter	Session 6A	08:30-10:00	2B48
Ghita Zaher	Presenter	Session 7C	10:45-12:15	1B16
Eleni Zantidou	Presenter	Session 7D	10:45-12:15	2B08
Katharina Petra Zeugner-Roth	Presenter	Session 9E	14:30-16:00	2B16
Dongmei Zha	Presenter	Session 10C	16:30-18:00	1B16
Anlan Zhang	Presenter	Session 6E	08:30-10:00	2B16
Congye Zhang	Presenter	Session 10C	16:30-18:00	1B16
Meng Zhang	Presenter	Session 6C	08:30-10:00	1B16
Li Zheng	Presenter	Session 10B	16:30-18:00	1B08
Zhe Zhu	Presenter	Session 10C	16:30-18:00	1B16
Zilvinas Zidonis	Presenter	Session 6E	08:30-10:00	2B16

Total: 268

Name	Role
B	
Cristobal Barra	Track Chair
Karen Tejedor Bowen	Track Chair
C	
Simos Chari	Track Chair
Nazan Colmekcioglu	Track Chair
D	
Raluca Mogos Descotes	Track Chair
F	
Peter Fisher	Track Chair
Johanna Frösén	Track Chair
G	
Peter Gabriellsson	Track Chair
Gary Gregory	Track Chair
H	
Nükhet Harmancıoğlu	Track Chair
I	
Ryuta Ishii	Track Chair
Abbie Iveson	Track Chair
K	
Mathieu Kacha	Track Chair
Mai Kikumori	Track Chair
L	
Jean-François Lemoine	Track Chair
Constantinos Leonidou	Track Chair
M	
Ulrike Mayrhofer	Track Chair
Giuseppe Musarra	Track Chair
N	
Nasia Nalmpanti	Track Chair
Arinze Nwoba	Track Chair
O	
Claude Obadia	Track Chair
P	
Christina Papadopoulou	Track Chair
Fabien Pecot	Track Chair
Valeria Penttinen	Track Chair

Oksana Kantaruk Pierre	<i>Track Chair</i>
R	
Matthew Robson	<i>Track Chair</i>
S	
Dionysis Skarmneas	<i>Track Chair</i>
Anne Souchon	<i>Track Chair</i>
Anastasia Stathopoulou	<i>Track Chair</i>
T	
Jennifer Takhar	<i>Track Chair</i>
Narongsak (Tek) Thongpapanl	<i>Track Chair</i>
Thi Thanh Huong Tran	<i>Track Chair</i>
U	
Aulona Ulqinaku	<i>Track Chair</i>
W	
Zi Wang	<i>Track Chair</i>
Stanford Westjohn	<i>Track Chair</i>
Z	
Eleni Zantidou	<i>Track Chair</i>
Jingyu Zhu	<i>Track Chair</i>

Total: 37