

# AMA > | SIG

## Global Marketing



AMA GLOBAL  
MARKETING  
SIG  
CONFERENCE  
2021

**AMA Global Marketing SIG Doctoral and  
Junior Faculty Consortium 2021  
Taormina Congress Palace,  
Via Giovanni di Giovanni, 25, 98039 Taormina**

**October 1 - room a:**

<b>13:30:</b>	Registration for Doctoral and Junior Faculty Consortium participants
<b>13:55:</b>	<b>Welcome</b> – Global Marketing SIG board members
<b>14:00:</b>	<b>Developmental workshop:</b> Early Career Management
<i>Format:</i> Approximately 15 minutes of prepared comments each, followed by an interactive discussion and participant questions.  Moderated by <b>Peter Magnusson</b> , University of Texas Rio Grande Valley  <ol style="list-style-type: none"><li>1. Katrijn Gielens, University of North Carolina</li><li>2. Bodo Schlegelmilch, WU Vienna</li><li>3. Aulona Ulqinaku, University of Leeds</li><li>4. Adamantios Diamantopoulos, University of Vienna</li></ol>	
<b>15:15:</b>	<b>Coffee Break</b>
<b>15:30:</b>	<b>Research Mentoring Session</b>
<i>Format:</i> Each student gives a 15-20 minute presentation of his/her research, followed by round-table discussions with input from faculty and other students.	

**16:30: Coffee Break**

**16:45 Developmental Workshop:** Generating Impactful Research

*Format:* Approximately 15 minutes of prepared comments each, followed by an interactive discussion and participant questions.

Moderated by **Costas Leonidou**, Open University of Cyprus

1. JB Steenkamp, University of North Carolina
2. Werner Reinartz, University of Cologne
3. Kelly Hewett, University of Tennessee

**18:00:** Consortium Concludes

**19:00:** Welcome Reception for the main conference

Faculty Participants	Consortium Participants
<p>George Balabanis, City University of London  Fabian Bartsch, Montpellier Business School  John Branch, University of Michigan  Marc Fischer, University of Cologne  Katrijn Gielens, University of North Carolina  Kelly Hewett, University of Tennessee  Constantine Katsikeas, University of Leeds  Flora Kokkinaki, Athens University of Economics and Business  Olli Kuivalainen, Lappeenranta-Lahti University of Technology  Constantinos Leonidou, Open University of Cyprus  Ana Lisboa, Polytechnic Institute of Leiria  Peter Magnusson, The University of Texas Rio Grande Valley  Ayşegül Özsoy, Koç University  Matthew Robson, Cardiff University  Bodo Schlegelmilch, WU Vienna University of Economics and Business  Francesca Sotgiu, Vrije Universiteit Amsterdam  JB Steenkamp, University of North Carolina  David Stewart, Loyola Marymount University  Aulona Ulqinaku, University of Leeds  Ghasem Zaefarian, University of Leeds</p>	<p>David Bourdin, FH Wien der WKW  Marina Christofide, University of Leeds  Shuyi Hao, NEOMA Business School  Abbie Iveson, University of Leeds  Aikaterini Karamoutsou, University of Leeds  Volkan Kocer, University of Passau  Georgia Liadeli, Vrije Universiteit Amsterdam  Yang Liu, University of Leeds  Soledad Monsalve, Rotterdam School of Management  Christina Papadopoulou, University of Leeds  Fabienne Ruoss, TU Dortmund University  Ekaterina Salnikova, Aarhus University  Selma Saracevic, WU Vienna  Carol Sullinger, University of Toledo  Karen Tejedor Bowen, University of Leeds  Kiwoong Yoo, University of Tennessee  Eleni Zantidou, University of Leeds  Jingyu Zhu, University of Leeds</p>

**AMA Global Marketing SIG Conference 2021**  
**Taormina Congress Palace,**  
**Via Giovanni di Giovanni, 25, 98039 Taormina**

**Please note all sessions will take place in rooms a, b or c respectively.**

**October 2:**

9:00-10:45 - Sessions 1a, 1b, 1c

Session 1a: Cross-cultural Consumer Behavior 1	Session 1b: Firm Internationalization, Market Entry, and Market Exit 1	Session 1c: Global Brand Management 1
Session Chair: Adamantios Diamantopoulos, University of Vienna	Session Chair: Costas Leonidou, Open University of Cyprus	Session Chair: Bodo Schlegelmilch, WU Vienna University of Economics and Business
Support for corporate social responsibility among generation Y consumers - A cross-cultural perspective  <b>Katharina Maria Hofer</b> , Johannes Kepler University Linz Michaela Luger, Johannes Kepler University Linz Arne Floh, University of Surrey	When born globals grow up: the role of firm capabilities during the internationalization of born global firms  <b>Jieke Chen</b> , University of Leeds Timo Mandler, Toulouse Business School	Impact of Global Brand CMOs' CSR and Socio-Political Activism Communication on Twitter  <b>Peren Ozturan</b> , Özyeğin University Amir Grinstein, Northeastern University
Understanding consumer behavior regarding luxury fashion goods in the UAE based on the theory of planned behavior  <b>Fauzia Jabeen</b> , Abu Dhabi University Mehrajunnisa Mehrajunnisa, Abu Dhabi University	Knowledge acquisition: cases of knowledge grafting in the foreign market  <b>Martin Johanson</b> , Uppsala University Pao Kao, Uppsala University <b>Helene Lundberg</b> , Mid Sweden University	How brand localness contributes to global brand equity: An empirical investigation of two theoretical pathways  <b>Fabian Bartsch</b> , Montpellier Business School Timo Mandler, Toulouse Business School
Culture's effects on consumer's transformation expectations from luxury products: A multi-level approach to culture using evidence from eight countries	How do international performance, marketing capabilities, and market turbulence jointly influence a foreign exit decision?	Perception of multiple country-of-brand origins and the effect of foreign sounding brand names on attitude

<p>Thao Nguyen, City University  <b>George Balabanis</b>, City University</p>	<p><b>Qun Tan</b>, Xiamen University  Carlos Mp Sousa, Molde University College</p>	<p><b>Even Lanseng</b>, BI, Norwegian Business School  Geir Gripsrud, BI, Norwegian Business School  Erik B. Nes, BI, Norwegian Business School</p>
<p>A cross-cultural comparison of the incidence, antecedent and consequences of salient privacy threats posed by loyalty programs: A protection motivation theory approach</p> <p><b>George Balabanis</b>, City University  <b>Anastasia Stathopoulou</b>, International University of Monaco</p>	<p>Uncertainty and entrepreneurial decision-making in SME internationalization</p> <p>Luis Oliveira, Dalarna University  Wensong Bai, Dalarna University  <b>Martin Johanson</b>, Uppsala University  Milena Ratajczak-Mrozek, Poznań University of Economics and Business  Barbara Francioni, University of Urbino Carlo Bo</p>	<p>Make or break? The micro-foundations of consumer brand relationships in conflict</p> <p><b>Abbie Iveson</b>, University of Leeds  Magnus Hultman, Brock University  Vasileios Davvetas, University of Leeds</p>
<p>Mitigating domestic country bias in advertising claims</p> <p><b>Peter Mathias Fischer</b>, University of St. Gallen  <b>Katharina Zeugner-Roth</b>, IESEG School of Management  Mario Pandelaere, Virginia Tech University</p>	<p>Export enhancement through public-private partnerships: Linking public institutions of higher education (business schools), state export agencies and private enterprise</p> <p>Tom Gillpatrick, Portland State University  <b>Van Wood</b>, Virginia Commonwealth University</p>	<p>Attitudinal brand engagement and brand community identification as drivers of behavioural brand engagement and the future implications for international consumers</p> <p><b>Mark Mills</b>, University of Leeds  Magnus Hultman, Brock University  Aristeidis Theotokis, University of Leeds</p>

10:45-11:15 – Coffee break

11:15-12:45:00 – Sessions 2a, 2b, 2c

<p>Session 2a: Global Ethics, Sustainability, and Corporate Social Responsibility</p>	<p>Session 2b: Global Consumer Research 1</p>	<p>Session 2c: Global Brand Management 2</p>
<p>Session Chair: Jan-Benedict Steenkamp  University of North Carolina - Chapel Hill</p>	<p>Session Chair: Ayşegül Özsoy, Koç University</p>	<p>Session Chair: Ana Lisboa, Polytechnic Institute of Leiria</p>
<p>The Impact of Cultural Identity and Social Norms on Consumer Response to Sustainable Practices of Local Firms</p> <p><b>Ekaterina Salnikova</b>, Aarhus University  Yuliya Strizhakova, Rutgers School of Business</p>	<p>Domestic brand transgressions: How, when, and why home country bias backfires</p> <p><b>Aulona Ulqinaku</b>, University of Leeds  Vasileios Davvetas, University of Leeds</p>	<p>International brand positioning, brand origin stereotypes, and consumer preferences</p> <p><b>David Bourdin</b>, Vienna University of Applied Sciences</p>

		Georgios Halkias, TUM School of Management Attila Yaprak, Wayne State University Katerina Makri, Vienna University of Economics and Business
Marketing and inequality: How for-benefit organizations influence social inequality  Jarrod Vassallo, The University of Sydney <b>Sourindra Banerjee</b> , University of Leeds Jaideep Prabhu, University of Cambridge	Should I tell you everything? The role of self-disclosure in building up consumers' liking, trust, and loyalty in sharing economy  <b>Thi Thanh Huong - Jenny Tran</b> , Leonard de Vinci Business School (EMLV) Nicholas G. Paparoidamis, Leonard de Vinci Business School (EMLV)	The Impact of Culture on Brand Extension Success: The Specific Versus Diffuse Dimension  <b>John Branch</b> , University of Michigan Maansi Dalmia, University of Michigan Ethan Mo, University of Michigan
Corporate Social Responsibility Activities in Emerging Markets and Subsidiary CEO's Managerial Experience and Capabilities: Moderating Role of Social Capital  Alberto Ferraris, University of Turin <b>Ismail Golgeci</b> , Aarhus University Ahmad Arslan, University of Oulu Gabriele Santoro, University of Turin Shlomo Y. Tarba, University of Birmingham	Consumer preference for responsible enterprises in an emerging market: An empirical study of consumer purchase intention for B-Corps in Chile  <b>Constanza Bianchi</b> , Universidad Adolfo Ibañez Veronica Devenin, Universidad Adolfo Ibañez Valentina Reyes, Universidad Adolfo Ibañez	The "dark side" of consumer xenocentrism: compulsive buying and brand addiction  <b>Adamantios Diamantopoulos</b> , University of Vienna Michela Matarazzo, Università Telematica Guglielmo Marconi Mariel Maack, University of Vienna
Low or high contact services: Do they make a difference in consumer evaluation of robot hotels?  <b>Şahika Burçin Tulukçu</b> , Beykoz University <b>Z. İrem Eren Erdoğan</b> , Marmara University	Out with the old, in with the new? Retailer banner conversion after acquisition  <b>Arjen van Lin</b> , Tilburg University <b>Katrijn Gielens</b> , University of North Carolina	Performance implications of product development in export markets  <b>Ana Lisboa</b> , Polytechnic Institute of Leiria Dionysis Skarmas, Athens University of Economics and Business

12:45 - 14:00 - Networking Lunch

14:00-15:30 - Sessions 3a, 3b

Session 3a: Global Relationship Marketing, Retailing, Strategy, and Channel Management	Session 3b: Global Brand Management 3
Session Chair: George Balabanis, City University	Session Chair: Francesca Sotgiu, Vrije University of Amsterdam
A study of theme park service quality in an Arab emerging country context  <b>Fauzia Jabeen</b> , Abu Dhabi University Shilpa Iyanna, Abu Dhabi University Lamy Abdulla Lari, Abu Dhabi University	The future of private-label markets: a global convergence approach  <b>Katrijn Gielens</b> , The University of North Carolina at Chapel Hill Marnik Dekimpe, Tilburg University Anirban Mukherjee, Insead Kapil Tuli, SMU
Moving from stranger to “I trust you”: Interpersonal trust development in the sharing economy  Elisabeth Pfeffer, University of Groningen, Jiyoun Shin, University of Groningen <b>Su Jin Yeon</b> , Tecnológico de Monterrey	Effects of perceived brand globalness and localness on brand consistency and clarity  <b>Maryam Vaziri</b> , University Autonomous of Barcelona Joan Lonch Andreu, University Autonomous of Barcelona Pilar López Belbeze, University Autonomous of Barcelona
Is there a smart way to manage independent sales agents in export markets? – Current practices of monitoring and managing international intermediaries  <b>Fabienne Ruoss</b> , TU Dortmund University Hartmut Holzmueller, TU Dortmund University	A meta-analysis on the effect of brand social media activities on consumer buying behavior  <b>Georgia Liadeli</b> , Vrije Universiteit Amsterdam <b>Francesca Sotgiu</b> , Vrije Universiteit Amsterdam Peeter Verlegh, Vrije Universiteit Amsterdam
The rise of social media in China: rethinking Western MNEs marketing strategy  Moe Roohanifar, Manchester Metropolitan Business School <b>Asmund Rygh</b> , Alliance Manchester Business School <b>Olli Kuivalainen</b> , LUT University Daniel Ford, Alliance Manchester Business School	Effects of xenocentrism on foreign and domestic product purchase: the role of private vs. public consumption  <b>Christina Papadopoulou</b> , University of Leeds Merve Vardarsuyu, Kutahya Dumlupinar University
Perceptual standardization gap: antecedents and consequences in a developing country context  <b>Ayşegül Özsumer</b> , Koç University Müge Güzel, Koç University	Return policies: How consumers perceive them and their effects on returns  <b>Dionysius Ang</b> , University of Leeds Yeyi Liu, University of Leeds Vasileios Davvetas, University of Leeds Babis Saridakis, University of Leeds



15:30-15:45 – Tea break

15:45-17:15 – room a – Special Session

Session Chair: Bodo, Schlegelmilch, WU Vienna

**POST-COVID BUSINESS SCHOOLS IN A GLOBAL CONTEXT: MORE OF THE SAME OR A NEW START**

**Bodo B. Schlegelmilch**

Professor of International Marketing and Management, WU Vienna, Austria  
Chair: Association of MBAs (AMBA) and Business Graduates Association (BGA).

**Jan-Benedict Steenkamp**

The Knox Massey Distinguished Professor of Marketing at Kenan-Flagler Business School, University of North Carolina, USA

**Werner Reinartz**

Professor of Marketing, University of Cologne, Germany.  
Director of the Center for Research in Retailing (IFH)

**Christiane Prange**

Professor at Tongji University Shanghai, China and incoming Director/Associate Dean at Rennes School of Business, France  
Professor of Strategy and International Business  
Director of Global Executive Education

19:30 – Gala Dinner

NH Collection Hotel

Via Circonvallazione, 11, 98039 Taormina

## October 3:

9:15-10:45 - Sessions 4a, 4b, 4c

Session 4a: Global Relationship Marketing, Channel Management, and Marketing Strategy	Session 4b: Firm Internationalization, Market Entry, and Market Exit	Session 4c: Global Consumer Research 3
Session Chair: Peter M. Fischer, University of St Gallen	Session Chair: Josko Brakus, University of Leeds	Session Chair: Sourindra Banerjee, University of Leeds
Trust propensity across cultures: The role of collectivism  Stanford Westjohn, University of Alabama <b>Peter Magnusson</b> , University of Texas Rio Grande Valley George Franke, University of Alabama Yi Peng, Tennessee Tech University	The role of economic factors in international expansion: Analysis of five global fashion companies  Danielle S. Testa, Iowa State University Kelcie Slaton, Iowa State University <b>Elena Karpova</b> , Iowa State University	Consumer research in India and Japan: Examples from food chain industry  Naoki Nagashima, Toyo University <b>Yoshie Nagashima</b> , Daito Bunka University
Complementary competition: The impact of positive competitor reviews on review credibility and consumer purchasing intentions  Dikla Perez, Bar-Ilan University <b>Inbal Stockheim</b> , College of Law and Business Guy Baraz, Bar-Ilan University	Inbound internationalization for small service firms  <b>Constanza Bianchi</b> , Universidad Adolfo Ibañez	Cultural differences in consumer's reaction to brand endorser's activism – Evidence from four countries  <b>Sourjo Mukherjee</b> , Audencia Business School Shankha Basu, University of Leeds <b>Sourindra Banerjee</b> , University of Leeds
Subsidiary-Headquarters Social Capital and Corporate Social Responsibility in Chinese Multinational Enterprise Subsidiaries  Chong Yu, University of Leeds <b>Matthew Robson</b> , Cardiff University Zhaleh Najafi Tavani, University of Leeds Ghasem Zaefarian, University of Leeds	Export assistance from different providers and export performance: Does it make any difference to export entrepreneurship?  Anisur Faroque, LUT University <b>Olli Kuivalainen</b> , LUT University	Consumer Xenocentrism vs. Consumer Animosity as Counteracting Forces on Purchase Behavior  <b>Adamantios Diamantopoulos</b> , University of Vienna Dragana Milivojevic, University of Vienna
The Impact of Global-Local Cobrand Announcement Source on Consumer Evaluations  <b>Ayşegül Özsumer</b> , Koç University Onur Osmanoğlu.	Global entrepreneurship in the platform economy: An analysis of Airbnb's expansion and strategy  <b>Calin Gurau</b> , Montpellier Business School	The role of culture, economic development, and brand traits in negative event spillover and recovery  <b>Clark Johnson</b> , Pepperdine University Brittney C. Bauer, Loyola University New Orleans Nitish Singh, Saint Louis University

10:45-11:15 – Coffee break

11:15-12:30 – room a – Meet the Editors

Session Chair: Dave Stewart, Loyola Marymount University
<b>Kelly Hewett</b> , Editor in Chief - <i>Journal of International Marketing</i>
<b>Costas Katsikeas</b> , Editor - <i>Journal of International Business Studies</i>
<b>Werner Reinartz</b> , Co-Editor - <i>International Journal of Research in Marketing</i>
<b>Ghasem Zaefarian</b> , Associate Editor – <i>Industrial Marketing Management</i>

12:30-13:45 - Networking Lunch

13:45-15:30 - Sessions 5a, 5b, 5c

Session 5a: Global Consumer Research 2	Session 5b: Global Marketing Communications	Session 5c: Global strategy and relationships
Session Chair: Yan Meng, Grenoble Ecole de Management	Session Chair: Giuseppe Musarra, University of Leeds	Session Chair: Markos Tsogas, University of Pireaus
Deglobalization Process from Customers Perspective: Nonlinear and Asymmetric <b>Yan Meng</b> , Grenoble Ecole de Management Jie Xiong, ESSCA School of Management Michael Dowling, Dublin City University	The cross-cultural generalizability of a general factor of brand personality  Satoko Suzuki, Hitotsubashi University <b>Shingo Oue</b> , Hitotsubashi University Satoshi Akutsu, Hitotsubashi University	The concurrent effect of managerial cognitions and emotions in strategic expansion decision making  <b>Markos Tsogas</b> , University of Pireaus Evangelia Chatzopoulou, University of Pireaus Marina Kyriakou, University of Pireaus

<p>The impacts of consumer animosity on attitudes: more insights from a perspective of product typicality</p> <p>Ting-Hsiang Tseng, Feng-Chia University  <b>George Balabanis</b>, Cass Business School City University</p>	<p>Is two better than one? an eye-tracking approach on effects of double language labeling</p> <p>Sabrina Heix, TU Dortmund University  <b>Hartmut Holzmueller</b>, TU Dortmund University</p>	<p>How trust and communication evolve over time in international joint ventures (IJVs)? Evidence from IJVs in Morocco</p> <p><b>Dora Triki</b>, ESCE International Business School  Irena Vida, University of Ljubljana</p>
<p>How the institutional profile shapes the collaborative innovation of exporting SMEs</p> <p><b>Oksana Kantaruk Pierre</b>, Université de Lorraine  <b>Raluca Mogos Descotes</b>, Université de Lorraine  Björn Walliser, Université de Lorraine</p>	<p>The Impact of Disruptions in Global Trade Agreements on Multinational Firms' Use of International Strategic Alliances</p> <p>Alexander Krasnikov, Loyola University Chicago  <b>Kiwoong Yoo</b>, University of Tennessee  <b>Kelly Hewett</b>, University of Tennessee  Satish Jayachandran, University of South Carolina</p>	<p>Joint advertising: the impact of partner and product type on cognitive fit</p> <p><b>Brittney Bauer</b>, Loyola University New Orleans  <b>Clark Johnson</b>, Pepperdine University</p>