



Conference Program

2026 AMA Global Conference
May 27-30, 2026

Nice, France



AM > | SIG

Global Marketing

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–Hindrance 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: Vinal Valley'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 Rebiagina, 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.