

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 Tsoungkou 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 Toula 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: Vinovale'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 Reserach	<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	Kathleen Desveaud and Timo Mandler
	<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	Sourindra Banerjee and Constantinos N. Leonidou
	<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	Vita Kadile Discussant: Alessandro Biraglia
	<i>Participants: Martin Heinberg, Matthew Robson, Johanna Frösén, Paraskevas Argouslidis</i>	
16:30-18:00	5A: Global Marketing Research, Big Data, and Analytics	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 Rather, Ali Raza, Amir Abbasi and Muhammad Faisal Shahzad

Friday, May 29

Time	Session	Chair(s)
08:30-10:00	6A: Global Marketing Strategy III	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–Hindrance Stressors, Work Engagement, and Financial Slack in Subsidiary Performance	Ghasem Zaefarian, Chong Yu, Zhaleh Najafi Tavani and Matthew Robson

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	<i>Moderator: 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	<i>Moderator: 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	