AMA Summer Educators Conference 2012

Marketing in the Socially-Networked World: Challenges of Emerging, Stagnant & Resurgent Markets

AMA Educators Proceedings Volume 23

Chicago, Illinois, USA
17 – 19 August 2012

Editors:

Todd J. Arnold
Lisa K. Scheer

ISBN: 978-1-62276-539-3
ISSN: 0888-1839
## TABLE OF CONTENTS

**PREFACE AND ACKNOWLEDGMENTS** iii

**BEST PAPERS BY TRACK** iv

**LIST OF REVIEWERS** v

**TABLE OF CONTENTS** xi

**RESEARCH METHODS AND ANALYTICS**

*The Application of Structural Equations to the Attributes in Discrete Choice Models*
  Cam M. Rungie 1

*Anchoring in Choice Experiments: Influence of the Experimental Design on Willingness-to-Pay*
  Felix Eggers, Franziska Völckner 10

*The Dynamics Underlying Performance Signaling: Insights from the Professional Sports Market*
  Stefan Hattula, Hauke A. Wetzel, Maik Hammerschmidt, Hans H. Bauer 12

*Effects of Store Manager Climate Upon FLE Commitment, Customer Loyalty, and Store Financial Performance*
  George D. Deitz, John D. Hansen, Thomas E. DeCarlo, Emin Babakus, Kristopher J. Preacher 14

*Do Group-Buying Deals Induce More Coupon Regret?*
  Xueming Luo, Yiping Song, Pengdong Fan 16

*Distribution of Changes in Consumer Purchasing Behavior*
  Giang Trinh, Cam Rungie, Malcolm Wright, Carl Driesener, John Dawes 17

**INTERORGANIZATIONAL ISSUES IN MARKETING**

*Are Suppliers Inaccurate in Judging Their Price Fairness in Buyer-Seller Relationships?*
  Christian Homburg, Jan Allmann, Dirk Totzek 19

*Gratitude Versus Entitlement: An Antagonistic Process Model of the Profitability Impact of Customer Prioritization*
  Hauke A. Wetzel, Maik Hammerschmidt, Alex R. Zablah 21

*Do Seller Perceptions of Fairness Lead to Sales Growth? A Latent Growth Curve Analysis*
  Ghasem Zaefarian, Zhaleh Najafi Tavani, Stephan C. Henneberg, Peter Naudé 23

*Reciprocity in Interfirm Relationships: A Review and Extension*
  Jessica J. Hoppner, David A. Griffith 25

*Sales and Value Creation: A Synthesis and Directions for Future Research*
  Alexander Haas, Nina Stuebiger 27
Implementing Service Growth Strategies at the Industrial Sales Force Level: Key Challenges in Selecting and Managing the Service-Savvy Sales Force
James M. Loveland, Wolfgang Ulaga 29

Ready to Pitch? Proposal and Vendor Attractiveness as Mediators of Vendor Success in Competitive Tenders
Eva K. Steinbacher, Christian Schmitz, Dirk Zupancic 31

Managing Exclusive Channels for Relationship Effectiveness
Alberto Sa Vinhas 33

EMERGING MARKETS

Are Chinese State-Owned Enterprises Lagging Behind in Product Innovation?
Xiaomin Zhao, Ping Lan 34

From Innovative and Marketing Capabilities to Firm Performance: Empirical Comparison on Different Paths in Two Emerging Nations
Xina Yuan, Sohyoun Shin, Sang Yong Kim 36

MNCs and Food Security in Emerging Markets: Provocations from India
Susan M. Mudambi, Thomas Reardon, Bart Minten 37

Adding to the “Missing Link” Perspective in Emerging Economy: The Role of Product Innovation in Russia
Maria Smirnova, Vera Rebiazina, Alexander Krasnikov, Sergey Kusch 39

Evaluation of Retail Services: A Developed vs. Emerging Markets Perspective
Piyush Sharma, Sherriff T.K. Luk, Ivy S.N. Chen 40

Factors Influencing Growth Potential of E-Commerce in Emerging Economies: A Multi-Theoretical Approach and Research Propositions
James Agarwal, Terry Wu 42

Driving the Value Premium Through Cultural, Symbolic, Economic and Social Capital Management
Goran Vlasic, Josef Langer, Zoran Krupka 43

Microfinance Market Failures in Emerging Markets
Joseph Hansen-Addy, Esi Abbaum Elliot, Joseph Cherian 45

Reactance Vs. Acceptance: Emerging Market Consumers’ Perceptions of Local Brands After an MNC’s Acquisition
Martin Heinberg, Markus Taube 46

Kofi Q. Dadzie, Charlene A. Dadzie, Evelyn M. Winston 47

Expanding “Brotherhood” in Emerging Markets: Methodological Approach and Cultural Value Analysis
Richard Michon 49

Still on the Road to Capitalism? Weighing the Visible Hand of Government Intervention in the Chinese Property Market
Tao Zhu, Killian J. McCarthy 51
INTERORGANIZATIONAL ISSUES IN MARKETING

Studying Emotions in Business Relationships
Andreas Zehetner

Interorganizational Favor Exchange as a Cooperative Behavior
Adam Nguyen

Using Dyadic Agent-Based Simulations to Model Strategic Decision Making in Business Relationships
Sebastian Forkmann, Di Wang, Stephan C. Henneberg, Peter Naudé, Alistair Sutcliffe

Reinstitutionalizing Surveillance Through Social Media: Healthcare Market Case
Handan Vicdan

The Mediating Role of Marketing Process Improvement in the Market-Based Asset Framework
Anthony K. Asare, Thomas G. Brashear, Jing Yang, Jun Kang

How Integration Enables Marketing to Become More Accountable
Andreas Waschto, Malte Brettel

Why Do Manufacturers Engage in Private Labels Production? Market Strategy and Channel Relationship Perspectives
Ho-Taek Yi, Chae-Un Lim

ADVERTISING, PROMOTION AND MARKETING COMMUNICATIONS

Quantifying the Sales Impact of Location-Targeted Mobile Ads
Xueming Luo, Zheng Fang, Megan E. Keith

How Advertising Works Embedded in New Media: Consumer Media Experience Model
Mark Yi-Cheon Yim, Minette E. Drumwright, Vincent J. Cicchirillo

Viral Advertising and Its Place in the Advertising Framework
Maria Petrescu, Pradeep Korgaonkar, Tamara Mangleburg, Ann Root

The Role of Facebook for Advertising: Advertising Effectiveness of Social Networks Compared to Traditional Online Advertising, Including Synergies and Time Lags
Jens-Christian Reich, Malte Brettel

Buying the Forthcoming: A Prelaunch Information and Value Congruence Model
Kyung-Ah Byun, Junghwan Kim, Gavin L. Fox

The Role of Financial Gift Formats on the Persuasiveness of the Advertising Messages
Qing Yao, Rong Chen

A Framework to Understand Customer Data Quality in CRM Systems for Financial Services Firms
Debra Zahay-Blatz, James Peltier, Anjala Krishen

The Role of Fit and Similarity in Social Sponsorship Communications
Ravi Pappu, T. Bettina Cornwell
Should Firms Name Competitors in the Ads?
Chun-Kai Tommy Hsu, Leona Tam 105

Regulatory Focus and Daily Deal Message Framing: Are We Saving or Gaining with Groupon?
Iryna Pentina, David G. Taylor 107

An Investigation of the Attitude Resistance Process on Negatively Framed Comparative Ads
Russell Laczniak, Kristine Ehrich, Darrel Muehling, Akshaya Vijayalakshmi 109

The Effect of Analytic and Holistic Thinking on Consumers’ Attitudes’ Toward Holistic or Attribute Advertising
Beichen Liang 111

Using Self-Versus Other-Benefit Messages in Ads for Green Products: The Moderating Role of Perceived Consumer Effectiveness and Consumer Guilt
Ceren Ekebas, Kiran Karande 113

The Impact of Violent Humor on Advertising Success: A Gender Perspective
Kunal Swani, Marc Weinberger 115

Ad Strategy for Multi-Ethnic Markets: The Influence of Cosmopolitanism
Enrique P. Becerra, Sindy Chapa, Delonia O. Cooley 117

Stronger Environmental Norms Increase “Green” Buying Intentions but Not Behavior: Implications for Advertisers
Melissa M. Bishop, Nelson A. Barber 119

BRANDING AND BRAND MANAGEMENT

#Loweshatesmuslims: Consumer Ethical Decision Making Related to Corporate Advertising Choices
R. Nicholas Gerlich, Kristina Drumheller, Emily Kinsky, Meagan Brock, Marc Sollosy 121

Brand Heritage in the Luxury Industry: Creating and Delivering Continuous Value to Consumers
Nadine Hennigs, Steffen Schmidt, Thomas Wuestefeld, Klaus-Peter Wiedmann 129

Loss of Brand Equity in Crises: The Impact of Emotions and Attributions in Product and Non-Product Negative Publicity
Haodong Gu, Ashish Sinha 131

Investigating How Word-of-Mouth Drives Information Search for a Brand
Andrew M. Baker, Naveen Donthu, V. Kumar 133

Employees as Internal Brand Consumers: the Nature of Relationships
Lucy Gill-Simmen, Andreas B. Eisingerich 135

To Be Familiar or to Be There? Brand Familiarity, Social Presence, and Online Retailing
Xiaoping Fan, Feng Liu, Jia Zhang 137

Do Personality Traits Influence Brand Related Activities in Social Networks? An Empirical Study
Philipp A. Rauschnabel, Björn S. Ivens, Gunnar Mau 139
<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity Presentation and Conflict in a Social Network: Implications for Branding in Social Games</td>
<td>Ginger Killian, John Hulland</td>
<td>141</td>
</tr>
<tr>
<td>Sub-Branding Affect Transfer: The Role of Product Category Crowdedness and Brand Loyalty</td>
<td>Yi He, Qimei Chen, Ruby P. Lee, Leona Tam</td>
<td>150</td>
</tr>
<tr>
<td>Explicit and Implicit Measures of Brand Information Processing and Its Impact on Brand Perception and Brand-Related Behavior</td>
<td>Sascha Langner, Nadine Hennigs, Steffen Schmidt, Klaus-Peter Wiedmann</td>
<td>152</td>
</tr>
<tr>
<td>Diminishing Effects of Perceived Fit on Vertical Extensions</td>
<td>Nicolas Pontes, Mauricio Palmeira, Colin Jevons</td>
<td>154</td>
</tr>
<tr>
<td>Managing Brand Architecture: State-of-the-Art and Decision-Making</td>
<td>Christopher Kanitz, Michael Schade, Christoph Burmann</td>
<td>156</td>
</tr>
<tr>
<td>Branding with Political Theories: An Interdisciplinary Approach</td>
<td>Tony Yan</td>
<td>158</td>
</tr>
<tr>
<td>Constructing Bayesian Network and Nomological Network of Performance-Based Usability of Mobile Devices</td>
<td>Taewon Suh, John Ford, Jang-Ho Park, Kyungdoc Kim, Chi-Hyuck Jun</td>
<td>165</td>
</tr>
<tr>
<td>Investigating the Effects of Vagueness in Advertising Slogans on Brand Preference</td>
<td>Widyarso Roswinanto</td>
<td>167</td>
</tr>
<tr>
<td>CONSUMER PSYCHOLOGY AND BEHAVIOR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consuming Ethically: The Role of Emotions</td>
<td>Diana Gregory-Smith, Andrew Smith, Heidi Winklhofer</td>
<td>169</td>
</tr>
<tr>
<td>Does In-Store Marketing Reduce the Attitude-Behavior Gap for Ethical Products?</td>
<td>Gulberk Keysan, Vishal Talwar, Amitav Chakravarti</td>
<td>170</td>
</tr>
<tr>
<td>Understanding Teenage Poker Gambling: Policy and Consumer Behavior Implications</td>
<td>Sudhir H.Kale, Natalina Zlatevska</td>
<td>172</td>
</tr>
<tr>
<td>“It’s Not My Fault” and “Money Can Buy Anything”: Recovering from Ethical Failures</td>
<td>Sekar Raju, Priyali Rajagopal</td>
<td>174</td>
</tr>
<tr>
<td>Word-of-Mouth Behavior, Online Activity and Company’s Communication Strategy</td>
<td>Danny P. Claro, Silvio A. Laban Neto, Priscila B.O. Claro</td>
<td>176</td>
</tr>
<tr>
<td>The Role of Resistance and Positive Coping in Consumption of Mobile Apps</td>
<td>Anubha Mishra, Mary Ann Eastlick</td>
<td>178</td>
</tr>
<tr>
<td>Strategies for Increasing Online Survey Participation</td>
<td>Mary Foster, Anne Warner, Adam Froman</td>
<td>180</td>
</tr>
</tbody>
</table>
Too Much Facebook: An Exploratory Examination of Social Media Fatigue
Stacy Landreth-Grau, Laura F. Bright, Susan Bardi Kleiser 182

On Materialism, Coping and Consumer Behaviors Under Traumatic Stress
Ayalla A. Ruvio, Eli Somer 184

The Green Side of Materialism
Pia Furchheim, Steffen Jahn, Cornelia Zanger 186

Subjective Well-Being and its Influence on Consumer Purchase Behavior of Luxury Items Do Materialism and Affective Autonomy Have an Impact?
La Toya M. Russell 188

The Impact of Esoteric Product Specifications on Choice
Chelsea Wise, Paul F. Burke, Sandra J. Burke 194

Conformity, Uniqueness, and Social Class Mobility Consumer Self Identity in the Yard
Elizabeth C. Hirschman, David L. Kendall 195

How Close Brands Are Included in the Self: Psychological and Neural Processes
Martin Reimann, Raquel Castaño, Judith L. Zaichkowsky, Antoine Bechara 205

The Referral Backfire Effect: The Identity Threatening Nature of Referral Failure
Bart Claus, Kelly Geyskens, Kobe Millet, Siegfried Dewitte 206

Self-Other Differences in Purchase Uncertainty and Contingent Decision Strategies
Demetra Andrews, Stephanie Oneto 208

Corporate Social Responsibility and Consumer Relationships: An Application of the Motivator-Hygiene Theory
Russell Lacey, Pamela Kennett-Hensel 210

A New Tool for Customer Segmentation: Defining and Measuring Relationship Proneness
Stephanie M. Mangus, Jacob L. Hiler, Benjamin D. McLarty 212

Determinants of Customer Loyalty: The Role of Relational Benefits in the Context of Customer Club
Kevin Yu, Song Yang 213

Turning a Lion into a Kitten: The Role of Apology Timing and Relational Expectation
Kyeong Sam Min, Jae Min Jung, Kisang Ryu 222

The Impact of Parent-Child Buying Communication Strategies on Self-Brand Connections
Farrah Arif, Wayne D. Hoyer, Omar Merlo 224

Making Brand Associations and Brand Elements Memorable in Elderly Consumers
Praggyan (Pam) Mohanty, S. Ratneshwar, Moshe Naveh-Benjamin 226

On the Interpersonal Transmission of Luck
Chun-Ming Yang, Edward Ku, Chung-Chi Shen 228
Personal and Historical Nostalgia: Investigating Consumption Consequences of Two Different Types of Nostalgia
Tina Kiessling, Steffen Jahn, Cornelia Zanger 230

When I Can’t Touch: An Examination of the Role of Purchase Involvement and Regulatory Orientation in Online Shopping Decisions
Atefeh Yazdanparast, Nancy Spears 231

Differences in the Influence of Choice Confidence and Outcome Quality on Satisfaction as a Function of Information Diagnosticity
Demetra Andrews, Alexis M. Allen, Edward Blair 233

Self-Efficacy and Self-Prophecy Effects on Preventive Health Behavior
Carmen-Maria Albrecht, Hans H. Bauer, Kai Bergner, Tamara Gogia, Daniel Heinrich, David E. Sprott 235

The Role of Goal Specificity in Initial and Subsequent Decisions Regarding Consumption of Healthy or Unhealthy Foods
Meredith E. David, William O. Bearden 236

Checkout Frustration: Investigating Consumer Reactions Using Frustration Theory
Eric Van Steenburg, Nancy Spears, Robert O. Fabrize 238

Antecedents and Consequences of Situated Learning in Stressful Service Experiences: A Cross-Cultural Perspective
Mousumi Bose, Lei Ye 240

The Pursuit of Extraordinary Experiences: An Exploration of Triggers
Colleen Harmeling, Mark Arnold 242

Consumer Goal Dynamics: An Empirical Illustration
Shilpa Iyanna 244

ETHICAL, LEGAL, SOCIAL, AND PUBLIC POLICY ISSUES

CSR-Related Communication in Different Industries: A Qualitative and Quantitative Study Based on Corporate Annual Reports
Thomas Kilian, Nadine Hennigs 245

Does Corporate Social Responsibility Save Firms? An Exploration of Corporate Social Responsibility, Firm Capability, Environmental Influences, and Firm Default Risk
Wenbin Sun 247

Communicating Corporate Social Responsibility Using Social Media: Implications for Marketing Strategists
Amy Lyes, Nitha Palakshappa, Sandy Bulmer 249

Customer Outcomes of Corporate Social Responsibility in Supplier-Customer Relationships
Christian Homburg, Marcel Stierl, Torsten Bornemann 257

Measuring Consumer Confusion Evoked by Design Copycats: The Influence of Evaluation Mode
Steffen Herm, Jana Möller 259
Consumers View Nutrition Facts Through Cultural Lenses
Annie Cui, M. Paula Fitzgerald, Karen Russo France

Willing to Pay for a Better Brand: Consumer Responses to CSR Performance Scores
Laurel Aynne Cook, Ronn J. Smith, Yao Jin

Environmentally Friendly Consumer Behavior: A Scale Review, Modification, and Validation
Lynn Sudbury-Riley, Florian Kohlbacher, Agnes Hofmeister

Afro-Descendents in Children’s Television Advertisements: A Content Analysis Study in the Brazilian Context
Claudia Rosa Acevedo, Marcello Muniz, Jouliana Jordan Nohara

How Companies Should React on Social Misconducts: The Role of In- and Extra-Domain Compensation
Isabell Lenz, Hauke Wetzel, Maik Hammerschmidt

How Big a Concern? Privacy, Targeted Advertising and Social Media: The Canadian Corporate and Consumer View
Avner Levin, Bettina West, Mary Foster

Developing a Corporate Social Responsibility Process Scale of Individual Stakeholder’s Perception
Seongjin Kim, Clarissa Chaiy, Seoil Chaiy

NEW PRODUCT DESIGN AND DEVELOPMENT, PRODUCT MANAGEMENT AND ENTREPRENEURSHIP

The Roles of Marketing and Sales in New Product Development
Wim G. Biemans, Avinash Malshe

Sales Integration and Its Performance Effects in New Product Development: The Moderating Role of Innovativeness
Malte Brettel, Andreas Waschto

Resources in New Product Development: An Investigation of Resource Flexibility, Augmentation, and Leveraging
Sanjay R. Sisodiya, Jean L. Johnson, Stephen M. Wagner

Incremental Service Innovation, Service Employees’ Innovative Activities, and the Enabling Factors
Jun Ye

Examination of the Link Between New Product Preannouncements and Firm Value: The Case of the U.S. Automotive Industry
M. Billur Akdeniz, M. Berk Talay

Learning Marketing Management and Leadership Practices from Peers: The Case of Industry Peer Networks
Ada Leung, Huimin Xu, Kyle Luthans, Susan Jensen

The Impact of Proactive Marketing at the Fuzzy Front End of Innovation
Fiona Schweitzer
I Don’t Need It and I Don’t Want to – Examining Effects of Situational and Cognitive Resistance to Innovations
Sven Heidenreich, Matthias Handrich

RETAILING AND PRICING

The Pricing of Soft and Hard Information: Lessons from Screenplay Sales
Milton Harris, S. Abraham Ravid, Suman Basu Roy

The Entrant’s Pricing Dilemma: Linking Low Price Entry Strategies to Aggressive Price Responses by Incumbents
Alexander J. Mrozek, Tomas Falk

Accepting or Fighting Piracy: Can Firms Reduce Piracy for Digital Media Products by Optimizing Their Marketing?
Felix Eggers, Alexa Burmester, Michel Clement, Tim Prostka

Framing Effects on Evaluation of Coupon Offers: Assessing the Performance of Alternative Face Value Frames
George Baltas, Grigorios Painesis, Paraskevas Argouslidis

I Thought It Was All Over and Now It Is Back Again: Customer Reactions to Time Extensions of Sales Promotions
Ina Garnefeld, Eva Muenkhoff, Andrea Bruns

Purchase Behavior and Psychophysiological Responses to Different Price Levels
Outi Somervuori, Niklas Ravaja

Social Commonalities and Subjective Discounting
Mark S. Rosenbaum, Richard Wozniak, Carolyn Massiah

Price-Quality Relationships and the Price Heuristic
Mark J. Kay

Product Masking: Effects of Consumer Embarrassment on Shopping Basket Size and Value
Bridget Satinover Nichols, David Raska, Daniel J. Flint

Examining the Role of Cognitive Dissonance After Purchase on Product Return Intentions
Devdeep Maity

Assessing Customer Satisfaction and Unplanned Buying Behavior in Grocery Retailing
María Pilar Martínez-Ruiz, Alicia Izquierdo-Yusta, Phil Megicks

Flow Experience in Physical Retail Stores
Liz C. Wang, Daniel F.J. Hsiao

Effects of Illumination on Store Atmosphere, Price, and Quality Perception, and Shopping Intention
Stephan Zielke, Thomas Schielke

The Hybrid Online Shopping Environment
Jeffrey Hu Xie
Temporary Stores: Consumer Responses to a Limited Assortment and Limited Time Horizon
  Doreén Pick, Marko Schwertfeger 322

Do Customer Experiences Enhance Retail Brand Equity?
  Alexander Leischnig, Marko Schwertfeger 323

Antecedents of Primary Store Disloyalty in a Stagnant Market
  Peter J. McGoldrick, Daniel P. Hampson 325

Signaling E-Tailer Trust: Exploring Source Influences of Internet Trustmarks
  K. Damon Aiken, Vincent Pascal, Sohyoun Shin 326

A Comparison of Brand Extensions for Private Labels and National Brands
  Monica Grosso, Sandro Castaldo 328

MARKETING STRATEGY AND MARKETING MANAGEMENT

An Experimental Examination of Buyers’ Responses to Relationship Failures
  Donald J. Lund, John D. Hansen, Thomas E. DeCarlo, Lisa K. Scheer 330

When Customers Show Divided Attitudinal Loyalty: Using Channel Intermediaries to Increase Behavioral Loyalty
  Sridhar N. Ramaswami, S. Arunachalam, Kirti Rajagopalan 332

Customer Reactions to Massive Workforce Reductions: When Is Satisfaction Affected?
  Martin Klarmann, Christian Homburg, Johannes Habel 334

A Customer-Centric Approach to B2B Market Segmentation
  Yihui (Elina) Tang, Murali Mantrala, Esther Thorson 336

A Stratified Examination of the Drivers and Outcomes of Marketing Cross-Pollination
  Jeff S. Johnson, Amit Saini 338

The Role of Franchisee Marketing Commitment on Promotion Execution and Performance
  Joseph Matthes, Amit Saini 340

Determinants of the Adoption of a Mobile Commerce Strategy: The Perceived Benefits to the Firm
  Esther Swilley 342

The Moderating Effect of Creativity on Consensus and Performance: A Moderated Polynomial Regression Model
  Linda M. Orr, Frederik Beuk, Hyeong-Gyu Choi 343

Does CEO Tenure Really Matter? The Mediating Role of Employee and Customer Relations
  Xueming Luo, Vamsi K. Kauri, Michelle Andrews 345

When the Fog Dissipates: The Choice of Strategic Emphasis in a Partner
  Todd Morgan, Sergey Anokhin 347
Why Quality May Not Always Win: The Impact of Product Generation Life-Cycles on Quality and Network Effects in High-Tech Markets
Richard T. Gretz, Suman Basuroy 349

GLOBAL AND CROSS-CULTURAL MARKETING ISSUES

Foreign Direct Investment Impact on Retail Structure
Boryana V. Dimitrova, Bert Rosenbloom 351

The Differential Effect of Internet Trustmark Source: An Exploratory Study of Korean and U.S. Consumers
Sohyoun Shin, K. Damon Aiken, Vincent J. Pascal 353

Market Orientation and Business Performance in MNC Foreign Subsidiaries: The Moderating Effects of Integration and Responsiveness
Riliang Qu 354

Emergence of Online Shopping in India: Shopping Orientation Segments
Kenneth C. Gehrt, Mahesh N. Rajan, G. Shainesh, David Czerwinski, Matthew O’Brien 355

It’s Nice to Be Important, But It’s More Important to Be Nice: Country-of-Origin Effects in Product Failures
Huimin Xu, Ada Leung, Terry Yan 357

The Effects of Product Diversification and Globalization on the Performance of Large International Firms
Tianjiao Qiu 359

What Happens to “Brand Japan” When Toyota Suddenly Accelerates? The Spillover Effects of Brand Transgressions on Country Image and Related Brands
Peter Magnusson, Vijaykumar Krishnan, Srdan Zdravkovic, Stanford A. Westjohn 360

The Real McCoy: Product Ethnicity, Authenticity, and Cosmopolitanism in Evaluations of Search and Experience Goods
Michael Wachter, Jieun Park 362

The Hofstede Paradox: Fact or Fiction?
Terry Clark, Songpol Kulviwat, Juan (Gloria) Meng 364

Ethnocentrism, Consumer Ethnocentrism, Religion and Religiosity: A Conceptual Reformation
Daniel Friesen, Attila Yaprak 365

Consumers’ Global Identity and National Identity: An Empirical Study
Joyce X. Zhou, Nitish Singh, Jun Yu 367

INNOVATIVE MARKETING TECHNOLOGY

The Effect of Blog Interactivity and Perceived Trust on Visitor Response: The Moderating Role of Blogger Expertise and Consumer Involvement
Yueming Zou, Kira Karande 368

How Quality of Life Affects Social Networking Site Use Intention: Role of Perceived Self Disclosure and Social Tie Quality
Chung-Chi Shen, Jyh-Shen Chiou, Chun-Ming Yang, Szu-Yu Chou 370
Factors Affecting Online Trust in Online Shopping: The Role of Network Externality and Internet Skill  
Kazuhiro Kishiya, Nao Yamamoto 371

Effects of Personalized E-Mail Messages on Perceived Risk: Moderating Roles of Control and Intimacy  
Sung-Won Lee, Ji Hee Song, Hye Young Kim 379

Linking the Virtual World with the Real World: How to Build Online Relationships That Lead to Offline Interactions  
Sukanya Seshadria, Werner H. Kunz 381

101 People Like This: Evaluating the Facebook Message Strategy Effectiveness of Fortune 500 Companies  
Kunal Swani, George R. Milne, Brian P. Brown 382

Does Social Media Matter for Marketing? The Effects of Social Media Engagement on the Consumer-Brand Relationship  
Benedikt Jahn, Werner H. Kunz 384

Evaluation and Authentication of Music Shared Through Social Networking: eWOM of Cultural Products  
Paul G. Barretta, Michael S. Minor 385

Social Networking Sites and Planned Behavior  
John T. Gironda, Pradeep K. Korgaonkar 387

What Consumers Really Think of Targeted Online Advertising: A Segmented Approach  
Bettina West, Avner Levin, Mary Foster 389

Engaging the Facebook User to Foster Sales: Drivers of Advertising Effectiveness in Social Networks, Incorporating Synergies and Time Lags  
Jens-Christian Reich, Malte Brettel 391

Social Media Marketing Intensity and Its Impact on the Relation Between Dynamic Capabilities and Business Performance  
Felipe Uribe, Josep Rialp, Joan Llonch, Henry Robben 393

Netnography and Metaphysical Branding  
Steve Oakes, Noel Dennis, Helen Oakes 395

Integration vs. Regulation: What Really Drivesg User-Generated Content in Social Media Channels?  
Welf Weiger, Hauke Wetzel, Maik Hammerschmidt 397

Is There a Dark Side to Customer Co-Creation? Exploring Consequences of Failed Co-Created Services  
Matthias Handrich, Sven Heidenreich 399

The Role of Moral Identity in Online Consumer Review Behavior  
Nan Zhang, Mavis T. Adjei 401

Who Cares About Crowdsourcing from a Virtual Brand Community? The Case of Marvel.com  
Paul G. Barretta 403
The Omnichannel Luxury Retail Experience: Building Mobile Trust and Technology Acceptance Through Symbolic Self-Completion
Charles Aaron Lawry, Laee Choi 405

Can You Hear Me Now? How Product Attributes Influence Online Phone Reviews
Elliott Manzon, Richard Gonzalez, Colleen M. Seifert 407

Design of Reward Systems in Customer Referral Programs
Christoph Look 409

The Power of a Tweet: An Exploratory Study Measuring the Female Perception of Celebrity Endorsements on Twitter
Nicole Cunningham, Laura Bright 416

Consumers’ Online Responses to the Death of a Celebrity
Scott K. Radford, Peter H. Bloch 424

Extending the Electronic Technology Acceptance Model: Consumer Adoption of Augmented Reality-Based Marketing Tool
Mark Yi-Cheon Yim, Shu-Chuan Chu 426

MARKETING EDUCATION AND TEACHING INNOVATION

Do Personal Response Systems (Clickers) Enhance Learning and Retention of Knowledge in Higher Education: An Empirical Investigation
Erin Cavusgil 428

Using the RFM Model to Rank Doctoral Marketing Programs
Matt Elbeck, Brian A. Vander Schee 430

Impact Dynamics of Marketing Scholarship: Going Beyond Journal Quality
Shibo Li, Eugene Sivadas, Mark S. Johnson 439

The Effects of Individual and Team Characteristics on Simulation-enhanced Critical Thinking: A Multilevel Analysis
George D. Deitz, Alexa K. Sullivan, Robert Evans Jr. 440

SPORTS MARKETING

Without the Volunteers the Event Cannot Go On: Examining Retention with a Behavioral Reasoning Theory Approach
Mya Pronschinske, Mark D. Groza, Mark Peterson 442

Motivating Factors for Participation in National and Olympic Sports in Kazakhstan
Elmira Bogoviyeva 444

Segmenting Fans of a New Team: A Typology of Early Adopters
Heath McDonald, Civilai Leckie, Adam Karg 446

The Service Profit Chain in a Professional Sports Setting
Adrien Bouchet, James J. Zboja 448

SERVICES MARKETING

The Effect of Formal and Informal Marketing Controls on Customer Contact Employee Performance
Ryan C. White, Roger J. Calantone, Clay M. Voorhees 450
<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bad Customers or Bad Management? An Empirical Investigation of What Drives Service Employees' Deviant Behavior</td>
<td>Gianfranco Walsh, Simon Brach, Arne K. Albrecht, David Dose, Patrick Hille</td>
<td>452</td>
</tr>
<tr>
<td>Linking IMO with Different Fit Types and Willingness to Report Service Complaints</td>
<td>Achilles Boukis, Spiros Gounaris, Kostas Kaminakis</td>
<td>454</td>
</tr>
<tr>
<td>Firm Self-Service Technology Readiness: A Socio-technical Systems Perspective</td>
<td>B. Ramaseshan, Russel P.J. Kingshott</td>
<td>462</td>
</tr>
<tr>
<td>Adapting Principles of Service Quality to Personal Media Marketing Communication</td>
<td>Todd J. Bacile, Charles F. Hofacker</td>
<td>466</td>
</tr>
<tr>
<td>Consumer Reactions to Aesthetic Incongruity: Investigating Aesthetic Incongruity in the Service Consumption Context</td>
<td>Seonjeong (Ally) Lee, Miyoung Jeong</td>
<td>468</td>
</tr>
<tr>
<td>Enhanced Regret: Ruminative Thinking, Mood Regulation and Service Failure</td>
<td>Kevin Lehnert, Mark Arnold</td>
<td>470</td>
</tr>
<tr>
<td>Serving in an Online World: How to React on Negative Electronic Word-of-Mouth?</td>
<td>Werner H. Kunz, Andreas Munzel, Benedikt Jahn</td>
<td>472</td>
</tr>
<tr>
<td>The Impact of Perceived Service Recovery Justice on Customer Affection, Loyalty, and Word-of-Mouth</td>
<td>Beomjoon Choi</td>
<td>476</td>
</tr>
<tr>
<td>Caught by Surprise: The Behavioral Effects of Surprise and Delight on Consumers in Different Industries</td>
<td>Tobias Kraemer, Andreas Giese, Christopher Bartl, Nadine Ludwig, Matthias Gouthier</td>
<td>478</td>
</tr>
<tr>
<td>Forging Relationships to Coproduce: A Consumer Commitment Model in an Extended Service Encounter</td>
<td>Lin Guo, Cuiping Chen, Chuanyi Tang</td>
<td>480</td>
</tr>
<tr>
<td>You’re Such an Embarrassment! A Qualitative Study of the Determinants and Consequences of Vicarious Embarrassment in Customer-to-Customer Interactions in the Service Context</td>
<td>Thomas Killian, Kathrin Greuling, Eva Hammes</td>
<td>482</td>
</tr>
<tr>
<td>The Service Level/Gratitude/Reciprocation Relationship and the Moderating Impact of Reciprocation Wariness</td>
<td>Yihui (Elina) Tang, Chris Hinsch</td>
<td>486</td>
</tr>
</tbody>
</table>
Give-and-Take in Loyalty Programs: The Asymmetric Effects of Medium Magnitude
Sören Köcher, Markus Blut 488

The Bright and Dark Side of Endowed Status in Hierarchical Loyalty Programs
Andreas Eggert, Ina Garnefeld, Lena Steinhoff 490

New Insights in the Moderating Effect of Switching Costs on the Satisfaction-Loyalty Link
Thomas Rudolph, Liane Nagengast, Heiner Evanschitzky, Markus Blut 492

PERSONAL SELLING AND SALES MANAGEMENT

Managing Salesforce Selling Behaviors and Performance: the Interactive Effects of Sales Control Systems
C. Fred Miao, Kenneth R. Evans 494

Do Salesperson Perceptions of Management-Directed Technology-Enabled Transparency Influence Their Behavioral Ethicality?
John E. Cicala, Alan J. Bush, Daniel L. Sherrell, George D. Deitz 496

A New Customer Typology for Adaptive Selling
Jeffrey S. Larson, Sterling A. Bone 498

Salesperson’s Acculturation Behavior and its Impact on Buyers’ Commitment
Halimin Herjanto, Sanjaya S. Gaur 500

Solution Selling Teams: A Multi-Perspective Review of the Impact of Cross-Functionality
Doreen Wienhold, Michael Nippa 502

The Strategic Alignment of Organizational Development Interventions for Salesperson Value Management with a Salesperson Lifecycle Management Model
Joon-Hee Oh 504

Demystifying Network Strategies: Increasing Product Quality, Customer Satisfaction, and Profitability Through the Strategic Deployment of Influential Hubs
Cinthia B. Satornino, Michael K. Brady, Michael Brusco, Clay Voorhees 506

A Nuanced View of the Marketing-Sales “Activity” Interface: A Case of Small B2B Firms
Avinash Malshe, Wim G. Biemans 508

Investments in Customer Relationships and Relationship Strength: Evidence from Insurance Industry in China
Guicheng Shi, Yuan Ping, Yonggui Wang, Matthew T. Liu 510

Salesperson’s Personality and Relationship Quality: Are You a Friend or a Customer?
Kaveh Peighambari, Setayesh Sattari, Maria Ek Styvén, Lars Bäckström 511

Knowledge Transfer Antecedents and Consequences: A Conceptual Model
Nicholas Kolenda, Lee McGinnis, Brian Glibkowski 519
Intrafirm Information Advantage and Brokerage: Effects on Salesperson Performance
   Gabriel R. Gonzalez, Danny P. Claro

SPORTS MARKETING

Befriending Sport Celebrities Through Mediated Relationships: Parasocial Interactions and Relationships with Athletes in Social Media
   Mujde Yuksel

The Effect of Sport Event Advertising on Brand Attitude
   Wonseok Jang, Yong Jae Ko, Songhyun Cho

Branding Higher Education Through PSAS: Producing Global Citizens for the 21st Century
   Michael J. Clayton, Kevin V. Cavanagh

A Cutting Edge Approach to Achieve Vivid Destination for Sport Sponsorship
   Alireza Faed, Afsaneh Ashouri, Morteza Saberi

AUTHOR INDEX