# TABLE OF CONTENTS

TABLE OF CONTENTS .......................................................... iii

PREFACE AND ACKNOWLEDGMENTS .................................. xx

BEST PAPERS AWARDS ...................................................... xxI

LIST OF REVIEWERS .......................................................... xxii

eWOM AND REFERRAL IN SOCIAL MEDIA

* A Facebook Effect? The Role of Electronic WOM on Social Sites in Explaining Customer Brand Purchase *
  Yeyi Liu, Andreas B. Eisingerich ........................................ 1

* Positive Effects of Negative Word-of-Mouth on Consumer Attitude: Considering the Ratio and Order of e-WOM Message *
  Mai Kikumori, Akinori Ono .............................................. 2

* Stimulating Customer Engagement and Referral Behavior Using Social Network Information Services *
  Christian Homburg, Jana-Kristin Prigge, Laura Bohrer ............ 4

SOCIAL MEDIA’S IMPACT ON BUSINESS PERFORMANCE

* When Brand Communities Reduce Sales: Brand Community Interactivity and Media Product Sales on the Secondary Market *
  Yang He, Scott Thompson .................................................. 5

* Value Creation with Social Media – Impact of ECCI Quality on Customer Loyalty, Revenue, and Service Productivity *
  Dominik Georgi, Moritz Mink ........................................... 6

* Customers’ Social Media Participation and Business Value for Firms: Evidence from a Field Study *
  Rishika Rishika, Ashish Kumar, Ramkumar Janakiraman, Ram Bezawada .................................................. 8

PERSONALIZATION AND CUSTOMIZATION AS FIRMS’ SOCIAL MEDIA STRATEGIES

* Overt Versus Covert: The Effects of Personalization and Information Collection on Consumer Behavior *
  M. Elizabeth Aguirre, Dominik Mahr, Dhruv Grewal, Ko de Ruyter, Martin Wetzel .......................................... 10

* Exploring Consumers’ Control in New Media: Typology and Future Agenda *
  Hye Young Kim, Ji Hee Song, Sahangsoon Kim ..................... 12

* Do Brand Communities Only Benefit Market Leaders? *
  A. Thompson, Andrew M. Kaikati ....................................... 14
CONSUMER MOTIVATIONS TO INTERACT THROUGH SOCIAL MEDIA

Image-Sharing Social Networking Sites: Identifying the Uses and Gratifications of Pinterest
Ian R. Mull, Seung-Eun Lee

The Impact of Viral Message Self-Congruity on the Perception of the Message and the Intention to Share It
Verena Schoenmueller, Manfred Bruhn, Eva Walther, Daniela Schaefer

ENGAGEMENT AND HEDONIC MOTIVATIONS IN SOCIAL MEDIA

Shared First Product Moments: The Impact of Unboxing Videos on the Evaluation of New Products
Gunnar Mau, Sascha Steinmann, Richard Brückner, Hanna Schramm-Klein, Michael Schuhlen

What Drives Consumption and Engagement on Online Media Sharing Platforms? An Investigation of YouTube
Michael Paul, Thorsten Hennig-Thurau, Caroline Wiertz, Björn Bohnenkamp

Self-Determination in Social Media Channels: Antecedents and Impact on Content Generation
Welf Weiger, Hauke Wetzel, Maik Hammerschmidt

BRANDING

Measuring Employer Brands: An Examination of the Factor Structure, Scale Reliability, and Validity
Isabelle Hillebrandt, Björn Sven Ivens

Discovering Meaning: Deriving the Components of a Sub-brand
Kaleel Rahman, Moulik M. Zaveri

Replication Trends in Marketing Journals: An Update
Eun Sook Kwon, Yan Shan, Joongsuk Lee, Jason Furst, Leonard N. Reid

Assessing Brand Equity: A Multilevel Mediation Analysis
Heiner Evanschitzky, David M. Woisetschläger, Edward Shiu

EMERGING TECHNIQUES IN DATA COLLECTION AND ECONOMETRICS

Consumer Choices Across Seemingly Disparate Categories: Latent-Trait Segmentation
Chen Lin, Douglas Bowman

Comparing Data Collection Alternatives: Amazon MTurk, College Students, and Secondary Data Analysis
Elizabeth Minton, Eda Gurel-Atay, Lynn Kahle, Karen Ring

Optimizing the Degree of Differentiation in Car Lineups: A Swarm Intelligence Approach
Charalampos Saridakis, Stelios Tsafarakis, George Baltas, Nikolaos Matsatsinis

The Impact of Quality and Network Effects over the Generation Life-Cycle
Richard T. Gretz, Suman Basuroy
SUSTAINABLE CONSUMPTION: DECISIONS AND BEHAVIORS

Consumer Sustainability Decisions: Conceptualizing Scientific Progress Regarding Home Energy Renovation Decisions
Charlie Wilson, Lucy Crane, George Chryssochoidis 45

Consciousness for Sustainable Consumption: Conceptualization, Measurement, and Empirical Validation
Anja Buerke, Mathias Peyer, Barbara Seegebarth, Ingo Balderjahn, Manfred Kirchgeorg, Klaus-Peter Wiedmann 46

What Makes Ecotourists Pay More? The Role of Attitude, Materialism, and Interest
Azadeh Kazeminia, Magnus Hultman 47

My Mirror Speaks: The Moderating Role of Self-Discrepancy on Conspicuous and Sustainable Consumer Behaviors
Thuy D. Nguyen, Lou E. Pelton, Waros Ngamsiriudom 49

MANAGERIAL CONSIDERATIONS IN CSR AND SUSTAINABILITY INITIATIVES

Employee-Employer Congruence in Environmental Values: Effects on Employee Creativity and Job Satisfaction
Jelena Spanjol, Leona Tam, Vivian Tam 51

Perceived Sustainability Initiatives: Retail Managers’ Intrinsic and Extrinsic Motives
Jos Bartels, Machiel J. Reinders, Mariët A. van Haaster-de Winter 53

Green Marketing in Response to Stakeholder Expectations: Firm Strategies and Consumer Perceptions
Jennifer Martinez, Christine Kowalezyk 55

Talk Is Silver; Silence Is Golden? A Field-Experimental Study on Determinants of Successful CSR Communication
Jan Wieseke, Laura Marie Schons, Sabrina Scheidler 57

DISPOSITIONAL, COGNITIVE, AND EMOTIONAL ANTECEDENTS TO SUSTAINABLE CONSUMPTION

Materialism and Environmental Tendencies in BRIC and Developed Markets: The Global Identity Perspective
Yuliya Strizhakova, Robin Coulter 59

Developing Regulations on Curbing Smoking in Private Shared Places Using Place Attachment Theory
Louise M. Hassan, Kathy Hamilton 61

Mad, Bad, and Dangerous to Know: The Mediating Effects of Anger, Sadness, and Fear on Consumer Evaluations of Newly Mandated FDA Cigarette Advertisement Health Warnings
Cassandra Davis 63

Environmental Goal Pursuit, Automaticity, and the Consumption Context
Richard J. Vann 65
ON THE INFLUENCE OF CSR ON CONSUMER DECISIONS AND BEHAVIORS

Lay It on the Line! The Effects of Facts Panels on Corporate Social and Environmental Behavior on Consumer Response
Andreas Plank, Karin Teichmann 67

Using Descriptive Norm Cues to Promote Going Green
David Raska, Doris Shaw, Bridget Nichols 68

Do They Take It Seriously? The Impact of Corporate Social Irresponsibility on Consumer Behavior in Retailing
Hanna Schramm-Klein, Sascha Steinmann, Dirk Morschett, Bernhard Swoboda, Joachim Zentes 70

Broken Halos and Shattered Horns: The Moderating Effect of Objective Disclosure Information and Product Category Health Expectations
Scot Burton, Elizabeth Howlett, Laurel Aynne Cook 72

MARKET AND CONSTITUENT RESPONSES TO CSR INITIATIVES: WINS AND OOPSIES

Effects of Reciprocity in Corporate Social Responsibility on Channel Performance
Xueming Luo, Qin Qin Zheng 74

How Do Corporate Social Responsibility Activities Contribute to Firm Performance?
The Role of Marketing
Julie Juan Li, Xuan Bai 76

“Goodwill Hunting”: How Companies Should React on Social Misconducts
Isabell Lenz, Hauke Wetzel, Maik Hammerschmidt 78

CSR Dimensional Inequality: The Impact of Corporate Social Responsibility Performance
Laurel Aynne Cook, Ronn J. Smith, Yao Jin 80

CONTEMPORARY THEORY IN SERVICES

Conceptualizing the Impact of Captive Service on Service Provision and Service Quality
Steven W. Rayburn 82

Managing Service Outsourcing Relationships: An SDL Perspective on Service Attributes and Control Systems and the Moderating Effects of Globalization and Core Competence
Subroto Roy, K. Sivakumar 84

There Is No Free Lunch: Non-monetary Customer Value Contributions in Free E-Services
Eva Anderl, Armin März, Jan H. Schumann 86

BRAND EXPERIENCE AND CONSUMER RESPONSES

A Propositional Approach to Extending the Relationship Between Commitment and Dependence in Service Relationships
R. Bret Leary 88
A Typology of Consumers’ Aesthetic Responses
  Benedikt Schnurr, Nicola E. Stokburger-Sauer, Wayne Hoyer 90

Brand Authenticity: An Integrative Framework
  Florent Girardin, Amélie Guèvremont, Felicitas Morhart, Bianca Grohmann, Lucia Malär 92

A Revised Concept of Brand Experience and Its Theoretical Linkage to Brand Attachment
  Dirk Fischer, Sandra Praxmarer-Carus 94

Revisiting Consumer Ambivalence: A Psychoanalytic Contribution to Marketing Theory
  Haithem Zourrig 96

DECISION MAKING ISSUES

Incorporating Behavioral Theories into Analytical Models of Price Determination: Theoretical Perspectives
  Freddy Lee, Yong Liu, Charles B. Weinberg 97

Meta-Analysis Selection Bias in Marketing Research
  Martin Eisend, Farid Tarrahi 100

Proposing the Use of the Economics of Information Theory When Investigating Internet Brand Advertising and News Synergies
  Anca Cristina Micu 102

Toward a Conceptual Framework for Understanding Mechanisms of CMO Decision Making
  Sherry Sanger, Jagdip Singh 103

CONSUMER RESPONSES TO NEW PRODUCTS

Destined for Each Other: Customers’ Emotional Responses to Co-Designed Products
  Ursula Grissemann, Karin Teichmann, Nicola Stokburger-Sauer 105

Consumer Quest for Life-Enhancing Treatments: The Role of Agency in New Product Adoption
  Detelina Marinova, Irina V. Kozlenkova, Leona Cuttler, J.B. Silvers 106

Substituting Existing Goods: The Role of Affect for Consumers’ Evaluations of Technological Product Innovations
  Jin Gerlach, Ruth Maria Stock, Peter Buxmann 108

Pay-What-You-Want Pricing: The Impact of Framing
  Petri Parvinen, Essi Pöyry, Maurits Kaptein 110

NEW PRODUCT MARKET ENTRY STRATEGIES AND OUTCOMES

Exploring Differential Effects of Product and Service Innovations on Industrial Firms’ Financial Performance
  Andreas Eggert, Christoph Thiesbrummel, Christian Deutscher 119
The Entrant’s Pricing Dilemma: Linking Low Price Entry Strategies to Aggressive Price Responses by Incumbents
Alexander Mrozek, Tomas Falk 121

Using Price Strategy to Manage Adoption Barriers of Radical New Products
Sven Feurer, Monika C. Schuhmacher, Sabine Kuester 123

New Product Preannouncement: Timing and Intensity Strategies
Qingsheng Wu, Linda Hui Shi 125

CULTURAL FACTORS (INSIDE AND OUTSIDE THE FIRM) IN INNOVATION

The Influence of Organizational and National Culture on New Product Performance
Martin Eisend, Heiner Evanschitzky, David I. Gilliland 126

Information Distribution, Utilization, and Decisions by New Product Development Teams
Haisu Zhang, Timothy Basadur, Jeffrey B. Schmidt 128

The Role of Customer Interactions and Internal Cooperation to Enhance Future Readiness in Customer Centric Companies
Kirsten Mrkwicka, Dennis Herhausen, Marcus Schögel, Cansu Oral 129

Ambiguity Aversion in the Front-end of Innovation: A Conceptual Model
Mayoor Mohan, Kevin E. Voss 131

UNDERSTANDING THE RELATIONSHIPS BETWEEN CUSTOMERS, RETAILERS, AND SALESPEOPLE

If Customers Want to Be Kings, They Should Treat Salespeople Like Nobles
Ruth Maria Stock, Marei Bednarek 133

Do Retailers Profit from Ambidextrous Managers? Influence of Frontline Mechanisms During New and Existing Product Selling
Michel van der Borgh, Jeroen Schepers 135

Towards the Flip Side of Customer Oriented Warranties: How Corporate Reputation Influences the Product Return Rate in Online Sales
Gianfranco Walsh, Werner H. Kunz, Charles Hofacker 137

Do Vigilante Consumers and Showrooming Hurt Retail Sales? The Influence of Opportunistic Shopping Behaviors
Adam A. Rapp, James “Mick” Andzulis, Nikolaos G. Panagopoulos 138

SALES TEAMS: PERSPECTIVES ON TURNOVER, EXPERTISE, AND PERFORMANCE

Only the Lonely: The Influence of Teams on Salesperson Turnover
Jessica J. Hoppner, David A. Griffith 140

The Joint Impact of Firm and Customer Boundary-Spanning Activities on Customer Satisfaction and Team Performance
Stefan Sleep, Sundar Bharadwaj, Son K. Lam 142

Helping Teammates During Product Selling: When Does It Pay Off?
Michel van der Borgh, Ad de Jong, Ed Nijssen 143
ORGANIZATION AND CUSTOMER DYNAMICS IN SALES

Removing the Rose-Colored Glasses: The Vicious Circle of Customer Loyalty in Price Negotiations
Jan Wieseke, Sascha Alavi, Johannes Habel 145

Challenging the Bounds of Marketing Thoughts on Identification: A Relational Perspective
Michael Ahearne, Till Haumann, Florian Kraus, Jan Wieseke 147

Relative Power of Marketing and Sales Departments: An Empirical Examination of Its Consequences for the Organization
Konstantinos Lionakis, George J. Avlonitis, Nikolaos G. Panagopoulos 149

Psychological Empowerment and the Mediating Effects of Motivation and Employee Vigor
Ronnie (Chuang Rang) Gao, Rolph E. Anderson 151

PERSONAL SELLING AND CUSTOMER RELATIONSHIPS

Artificial Emotions Among Salespeople: The Impact of Surface Acting on Job Satisfaction and Organizational Commitment
Jessica Mikeska, Scott B. Friend, G. Alexander Hamwi, Brian Rutherford 153

Can a Smile Overcome a Stigma? The Emotional Links Between Customers and Stigmatized Frontline Employees
Sven Mikolon, Nick Lee, Jan Wieseke, Glen Kreiner 155

Exploring the Role of Social Media in Salesperson Customer Relationship Performance: A Social Capital Perspective
Prabakar Kothandaraman, Raj Agnihotri, Rajiv Kashyap 157

SERVICE EMPLOYEES: ATTITUDES AND BEHAVIORS

Retraining Automatic Behavior Changes Service Employees’ Attitudinal Bias and Reduces Self-Sufficient Behavior
Tom Van Laer, Ko de Ruyter 158

A Hidden Threat of Innovativeness: Service Employee Boreout
Ruth Maria Stock 159

Exploring the Effect of Positive Customer Feedback on the Well-Being of Front-Line Employees: A Research Agenda
Linda Nasr, Jamie Burton, Thorsten Gruber 161

Identifying Factors That Influence Service Employees’ Willingness to Report Complaints: An Interface Approach
David Dose, Patrick Hille, Susanne Kreiter, Gianfranco Walsh, Arne Albrecht, Simon Brach 163

TECHNOLOGY-MEDIATED SERVICES

Why Shoppers Are Citizens of E-Stores
Nwamaka A. Anaza, Jing Zhao, Chris I. Enyinda 164
A Mixed-Method Approach to Examining Brand-Consumer Interactions Driven by Social Media
Andrew J. Rohm, Velitchka D. Kaltcheva, George R. Milne 165

Service Customization in Technology-Based Interactions: Insights from Critical Experiences of Personalized Recommendations
Anyuan Shen 167

Effects of Website Mental Simulation and Consumer Characteristics on Behavior Intentions: An Example of the Service Industry
Seonjeong (Ally) Lee, Miyoung Jeong 168

SERVICES AND THE BOTTOM LINE

Are All Service Guarantees Equal? The Effect of Service Guarantees on Market Value
Jeffrey Meyer, Dwayne D. Gremler, Jens Hogreve 170

Achieving Service-Sales Ambidexterity in Heterogeneous Service Branches
Ting Yu, Paul Patterson 172

You’re Fired! Pay for Performance Programs’ Impact on Physician Decisions Regarding Patient Relationships
Emily Tanner 174

TRADITIONAL METRICS REVISITED

Valter Afonso Vieira 176

Configuring Satisfying Complex Service Encounters: A Fuzzy-Set Qualitative Comparative Analysis of Airline Satisfaction Configurations
Nancy V. Wünderlich, Jens Hogreve 177

Does the Service-Profit Chain Hold True? A Meta-Analysis
Jens Hogreve, Toennjes F. Eller, Anja Iseke, Klaus Derfuss 179

Let the Consumer Choose: The Effect of Choice on Customer Value Creation and Satisfaction via Internet-Based Customer Participation
Jason Flores 181

SERVICE BEHAVIORAL OUTCOMES

“Switching Is Easy”: How Banks Seek to Motivate Customers to Switch
Doreén Pick 183

Service Recovery Satisfaction Model with Expectation and Equity Standards
Takahiro Chiba, Akinori Ono 185

The Relationship Between Perceived Justice, Cynicism, Trust, and Satisfaction
Aditi Sarkar, Balaji C Krishnan, M.S. Balaji 187

Customer-to-Customer Aisle Rage
Joshua D. Dorsey, Christy Ashley 189
SERVICE CUSTOMER (MIS)BEHAVIOR

Expectation-Performance Discrepancy and Customer Outcomes in E-Markets: Impact of National Culture
Lei Song, Rolph E. Anderson, Srinivasan Swaminathan 191

Pour Oil on Troubled Water: The Effects of Mere-Measurement and Time on Customer Desire for Revenge
Mina Rohani, Yany Grégoire, Renaud Legoux, Jean-Charles Chebat 193

Is Co-Creation Always Desirable? How to Facilitate Customer Participation in Service Creation
Nicola Stokburger-Sauer, Martin Wetzels, Ursula Grissemann 202

Social Effects in Consumer Behavior: How Subjective Norms and Co-Consuming Others Affect Behavioral Intentions
David M. Woisetschläger, Nadine Pieper, Christof Backhaus 204

NEW METRICS INTRODUCED

Service Idealism: The Sense Perception of Personality
Wei-Lun Chang, Pao-Shen Huang 206

The Influence of Motive-Based Communication on Price Fairness: Pricing Formerly Free Value-Added Services
Monika C. Schuhmacher, Sabine Kuester, Laura Herbst 207

The Role of Gratitude and Guilt in Service Failure and Recovery
Lishan Su, Russell N. Laczniak, Sekar Raju 209

The Pricing of Self-Service Technologies: When Price Discrimination Backfires
Sören Köcher, Markus Blut, Fabian Pahl 211

INSIDE SERVICE JOBS

The Role of Service Innovation Exploration-Exploitation in the Delivery of Superior Customer-Perceived-Value-in-Use
Phyra Sok, Aron O’Cass 213

When Opposites Detract: Student (Dis)satisfaction in Higher Education and the Importance of Compatibility Management
L. Jean Harrison-Walker 215

Service Inside: The Impact of Ingredient Service Branding on Quality Perceptions and Behavioral Intentions
Sabrina Helm, Berrie Oezergin 216

Under New Management: An Empirical Examination of Signaling Theory in Services
Tim Jones, Susan Myrden 218

EMPLOYEE AND CUSTOMER PARTICIPATION IN SERVICE DELIVERY

Disentangling the Effects of Role Stress on Service Performance: The Role of Frontline Employees’ Ideas for Improvement
Gielis A.H. van der Heijden, Jeroen J.L. Schepers, Edwin J. Nijssen 220
Consumer Perceived Usefulness of Online Self-Customization Service: The Effects of Brand Identity and Need for Uniqueness
Hongwei He, Lloyd Harris 222

The Value Co-Creation Process: An Application on the Emerging Industrial Cities
Rania Mostafa 224

Attitudinal and Situational Determinants of Self-Service Technology Use
Miyounge Jeong, Haemoon Oh, Seonjeong (Ally) Lee, Rodney Warnick 232

HOW SUSTAINABILITY AND CSR TACTICS AND EVENTS INFLUENCE CONSUMERS

Is the Devil in the Details? The Signaling Effect of Numerical Precision in Environmental Advertising Claims
Guang-Xin Xie, Ann Kronrod 233

CSR in Food Retailing: What's Really on Customers’ Minds?
Eva Lienbacher, Christina Holweg, Nicole Rychly, Peter Schnedlitz 235

Improving Green Awareness of Consumers: The Influence of Voluntary Sustainability Disclosures on Product Evaluations
Yoon-Na Cho, Robin L. Soster, Scot Burton 244

How Does Media Coverage of Climate Change Affect Consumer Adoption of Sustainable Products? Evidence from the U.S. Hybrid Vehicle Market
Yubo Chen, Mrinal Ghosh, Yong Liu, Liang Zhao 246

BRANDING RELATED ISSUES IN HIGHER EDUCATION MARKETING

Applying Brand Management to Higher Education Through the Use of the Brand Flux Model™: The Case of Arcadia University
Robert L. Williams, Jr., Maktoba Omar 248

Foreign Market Entry Mode of Not-for-Profit Universities: A Qualitative Study
Vik Naidoo, Terry Wu 259

Message Strategies of North American For-Profit Colleges and Universities: A Qualitative Analysis
Matt Hettche, Michael J. Clayton, Robert B. Hasbrouck 260

Conceptualizing Brand Equity in the Higher Education Market: An Exploratory Study
Maha Mourad 263

MARKETING FOR HIGHER EDUCATION

Recruitment and Participation of Millennials in Student Organizations: Do Cialdini’s Principles of Influence Matter?
Laura Serviere-Munoz, R. Wayne Counts 265

It’s All About Grades: Getting into a Top University in the U.K.
Jane Hemsley-Brown 267

The Role of Word-of-Mouth Activity and Information Diagnosticity in the Formation of Higher Education Applicants’ Attitudes
Kristiina Herold, Sanna Sundqvist 269
The Marketing Impact of the Principles of Renaming Within a Higher Education Service Organization
Robert L. Williams, Jr., Helena A. Williams, Maktoba Omar

PARTNERS IN HIGHER EDUCATION

The Power of Patterns: Effectiveness of Systematic Inventive Thinking in Teaching Creativity in Higher Education
Aparna Sundar, Drew Boyd, Sara Baskentli

Student Engagement Techniques and Teaching Quality Ratings in Marketing Education
Yam B. Limbu, Avinandan Mukherjee, Binod Gurung

The Effect of Tenure Confidence on Job Satisfaction Among Untenured Faculty
Xin Wang, Xiaoqi Han, Scott Wright, Karen Machleit

STRATEGY ISSUES IN MARKETING

The Impact of Portfolio Dynamics on Alliance Termination
Anna S. Cui

How a Late Entrant Can Surpass the Performance of the First Mover: Attribute Nonalignability and Value Relevance
Ali Besharat, Carlin Nguyen

Creating Customer Value Online and Its Impact on Service Satisfaction and Willingness to Pay Across Distribution Channels
Jochen Binder, Dennis Herhausen, Marcus Schögel

(How) Can Firms Get Stuck-in-the-Middle? An Explanation via Efficient, Marketing, and Optimal Scale
Can Uslay, Ekaterina V. Karniouchina, Z. Ayca Altintig, Martin Reeves

CUSTOMER CONSIDERTIONS IN MARKETING STRATEGY

Effects of Product Placements on Consumers’ Evaluations of the Placed Product and the Host Media Program
Sabine Gruschwitz, André Marchand, Thorsten Hennig-Thurau

A Conceptual Study on Post-Participation Dissonance
Devdeep Maity, Todd J. Arnold

How Sponsorship Deal Characteristics Drive Sponsorship Outcomes: A Multi-Level Analysis
David M. Woisetschlager, Christof Backhaus

MARKETING STRATEGY AND PERFORMANCE

Combining Different Forms of Marketing Control: A Configurational Approach to Marketing Performance Measurement and Market Orientation
Johanna Frösén, Matti Jaakkola, Jukka Luoma, Henriikki Tikkanen, Jaakko Aspara
Evaluating Competitive Advantage and Performance: How Do Marketing Assets and Financial Metrics Interrelate?
Brian R. Chabowski, G. Tomas M. Hult

Entrepreneurial Orientation and Firm Performance: How Much Marketing Does It Take?
Harald Kube, Andreas Engelen

Market Orientation and Firm Performance: The Role of Intellectual and Relational Market-Based Assets
Linlin Chai, S. Arunachalam, Sridhar N. Ramaswami

MARKET THREATS AND DYNAMIC CAPABILITIES

Marketing Assets, Marketing Actions, and Firms’ Response Strategies to Exogenous Shocks
Xu (Vivian) Zheng, Kersi D. Antia, Aric Rindfleisch

Migrating to Solutions: A Dynamic Capabilities View
Edward U. Bond III, Mark B. Houston

How to Save the Trouble: Antecedents and Suppressors of Overlooked Market Threats and Its Consequences
Ruth Maria Stock, Sebastian Dreher, Katherine Xin

REALIZED STRATEGY, MARKET INFORMATION, AND CREATING MARKETING CAPABILITIES

Simos Chari, Constantine Katsikeas, George Balabanis

Opportunity Dominant Logic: Creating Marketing Capabilities Under Conditions of Uncertainty
Douglas Johansen, Gary Knight

The Influence of Managers’ Identity and the Role of Market Information in Strategic Marketing Decisions
Jasmin Eberharter, Peter Mathias Fischer, Sven Reinecke

GUILTY PLEASURES: GAMING, LUXURY, AND COUNTERFEITS

A Cross-National Investigation into the Applicability of the Duplication of Purchase Law in the Gaming Entertainment Industry
Desmond Lam, Bernadete Ozorio

Understanding Buyer-Seller Relationship in the Online Counterfeit Luxury-Brand Exchange from Taobao.com
Adesegun Oyedele, Ergan, Xu

Negative Emotions Toward Luxury Consumption: A Cross-Cultural Comparison of Rich Consumers in Emerging Markets
Virginie De Barnier, Elyette Roux, Fátima Cristina Trindade Bacellar, Tingting Mo
Consumer Attitudes Toward Luxury: A Cross-National Comparison
Nadine Hennigs, Christiane Klarmann, Stefan Behrens, Klaus-Peter Wiedmann 334

LEARNING ORIENTATION, TECHNOLOGY ORIENTATION, AND CHANNELS

How Technology Strategies Influence the Firm Performance in China? A Quantitative Study
Juan Shan, Ling Jiang 335

Monitor or Improvise? Discriminating Effects of Two Approaches for Controlling Conventional Channels
Stephen K. Kim, Youngsu Lee 346

Retailer Market Structure and Participation in Promotions: Intertype Competition in Major Metro Markets
Robert E. Stassen, Matthew A. Waller, Henry Jin 348

Who Gets Hurt in a Local Economic Crisis: Learning Orientation and International Dependence Effects
Peren Ozturan, Aysegul Ozsomer, Stefan Wuyts 349

ECONOMIC THREAT, ANIMOSITY, AND BRAND MANAGEMENT

Ronnie (Chuang Rang) Gao, Trina Larsen Andras, Yanliu Huang 351

A Multilevel Framework for the Study of Export Performance
João S. Oliveira, John W. Cadogan 353

The Effects of Economic Threat and Product Foreignness on Consumer Ethnocentrism
Eric F. Rhiney, Mark J. Arnold, Takisha A. Salley-Toler 354

BRANDING AND BRAND-RELATED ISSUES

Less Is More: The Effect of Association Set Size on Brand Performance
Lars Erling Olsen, Bendik Meling Samuelsen 355

Retail Co-brands and Consumers’ Attributions of Responsibility
Casey E. Newmeyer, Julie A. Ruth 357

The Role of Brand Relationships and Tribal Behavior on Brand Loyalty
Rodoula H. Tsiotsou 366

Does Corporate Giving Pay Off? Three Different Types of Corporate Giving and Brand Preference
Sua Jeon 375

INFLUENCE OF SOCIAL MOVEMENTS AND ALTERNATIVE MARKET POPULATIONS ON MARKETS

Firing up Sustainability: Emotional Currents in Responsible Consumer Culture
Ahir Gopaldas 377
Message in a Bottle: How Prodactivist Consumer Communities Compete in the Mainstream Market
   Florian Ladstaetter, Marius K. Luedicke 379

Family Diversity in Advertising and its Effects on Children’s Identification of Family
   Elise J. Johansen, James W. Gentry, Mary C. Martin 387

Binge Consumption: Seeking to Draw a Link Between Access, Excess, and Intent in Regards to Changing Media Consumption Practices
   Myriam Brouard 389

EMERGING MARKETS AND MARKET CHANNELS

Microblogging Motivations and Continuance Intentions: Comparing Twitter Users in the U.S. and Ukraine
   Iryna Pentina, Oksana Basmanova 391

Marketing-Mix Centralization in Subsidiaries: How Much Is Enough or Too Much?
   Christian Homburg, Jana-Kristin Prigge, Andreas Fürst 393

Understanding Mobile Internet Adoption by Tunisian Consumers: Extending the Technology Acceptance Model
   Mohammed Slim Ben Mimoun, Ainsworth Anthony Bailey, Houda Sassi 394

SYMBOLS, SELF, AND CULTURE

I Am a Hello Kitty: The Incorporation of a Cartoon Character into Self Concept
   Candy P.S. Fong, Russell Belk, Gerald Gorn 404

Consumer Fetish: The Symbolic Imaginary of Consumer Research
   Eric J. Arnould, Julien Cayla 406

Fantasy Football: A Model for the Metamorphosis of Traditional Consumer Experiences Through Sociotechnical Consumption
   Mujde Yuksel, George R. Milne, Mark McDonald 407

Market Creation as Social Movement: Kogi BBQ’s Founding of the Gourmet Food Truck Market
   Russel P. Nelson 409

THE DIGITAL LIVES OF MARKETS

“I Have Been Dreaming About This”: A Netnographic Study of Consumers’ Collective Pre-purchase Consumption Activities
   Roland Schroll 411

Social Media as a Cultural Landscape
   Lauren Louie, Alladi Venkatesh 418

The Circulation of Co-created Value in Collaborative Networks
   Daiane Scaraboto 425

BRANDS, COUNTERFEITS, AND SELF

The Perils of Self-Brand Connections
   Tarje Gaustad, Bendik M. Samuelsen, Luk Warlop, Gavan J. Fitzsimons 427
Why Do Compulsive Buyers Buy Branded Products? An Exploratory and Interdisciplinary Approach
Philipp Alexander Rauschnabel, Astrid Mueller, Bjoern Sven Ivens

Ascription of Symbolic Brand Meaning: The Interrelationships Among Consumers, Brands, and Reference Groups
Manfred Hammerl, Florian Dorner, Thomas Foscht, Marion Brandstätter, Cesar Maloles

EATING RIGHT: PROCESSING, CHOOSING, AND REGRETTING FOOD CHOICES

A Two-Dimensional Scale of Eating Guilt
Ajay Sukhdial, Alex Zablah, David Boush

Performance of the Five European Union Most Important Nutritional Labels: Testing for Perceived Completeness, Complexity, Simplicity, Accuracy, and Coerciveness Across 4 European Countries
George Chryssochoidis

A Change of Heart (Mind): Preference Reversals While Making Choices for a Sequence of Healthy and Unhealthy Food Options
Dipayan Biswas, Courtney Szocs, Maureen Morrin

The Effect of Package Color on Food Calorie Judgment
Ping Dong, Jinghui Qian

SELF-IDENTITY AND CONSUMER CHOICE

The Motivating Role of Dissociative Outgroups in Encouraging Sustainable Consumer Behaviors
Katherine White, Bonnie Simpson, Jennifer Argo

Materialism and Self-Brand Connections in Young Consumers: The Role of Parent-Child Interaction
Farrah Arif, Wayne D. Hoyer

Me, Myself, and My Brands: Implicit and Explicit Individual-Brand Motivational Fit and Effect on Consumer Perception and Behavior
Steffen Schmidt, Sascha Langner, Nadine Hennigs, Klaus-Peter Wiedmann

The Effect of Self-Expression on Merchandising of Sports
Marilyn Giroux

Striving to Promote Green Consumption: The Impact of Regulatory Focus and Time Horizon
Giuseppe Bertoli, Michelle, Bonera, Anna Codini, Elisabetta Corvi, Giulia Miniero

Regulatory Fit for Partitioned Pricing
Kiljae Lee, Jungsil Choi

ADVERTISING EFFECTIVENESS: EFFECT OF THE ABSURD, THE VAUGE, AND THE UNDERDOG

Absurdity in Advertising: Curvilinear Impact on Ad Effectiveness
Robert Mai, Katharina Hutter
Second Best: Exploring the Effectiveness of Underdog Brand Positioning
Jennifer Christie Siemens, Scott D. Smith, Dan Fisher 454

Getting Advantage of Vagueness: The Effects of Vagueness in Advertising Slogans
Widyarso Roswinanto 456

Can 15 Minutes Put You in Good Hands? Revisiting the Attribution Theory in Celebrity Endorsements
Waros Ngamsiriudom, Thuy D. Nguyen 457

IMPACT OF REAL AND IMAGINED SENSORY/SEMANTIC STIMULI

The Imagination Effect: An Empirical Examination of the Role of Imagination in Consumers’ Purchase Behavior
Nancy Spears, Atefeh Yazdanparast 459

Seeing and Feeling the Heat: The Influence of Color Cues on Temperature Perceptions
Courtney Szocs, Dipayan Biswas 461

Flow Revisited: Process Conceptualization and Extension to Reactive Consumption Experiences
Steffen Jahn, Jan Drengner, Pia Furchheim 462

Touching the Intangible: Perceptions of Interactivity and Ownership in New Media
Colleen P. Kirk, Scott D. Swain 464

COMMITMENT AND CONSUMER CHOICE

An Investigation on the Effects of Product Recall on Consumer Commitment
Kyung-Ah Byun, Mayukh Dass 466

Attribute Nonalignability and Value Relevance in the Presence of Competition
Ali Besharat, Carlin Nguyen 468

THE SELF IN CONSUMPTION: GIFT-GIVING, SELF-PLASTICITY, AND SELF-MULTIPLICITY

Self-Congruence Theory: Towards a Greater Understanding of the Global and Malleable-Selves in a Sports Specific Consumption Context
Karen Palmer, Carolin Plewa 470

The Role of Involvement on Millennials’ Mobile Technology Behaviors: The Moderating Impact of Status Consumption, Innovation, and Opinion Leadership
Jacqueline K. Eastman, Rajesh Iyer, Sara Liao-Troth, Donnie F. Williams 472

Gift to Me from Me as a Reward or Therapy
Akinori Ono, Ryohi Maeda, Bokyoung Park, Yuya Saruwatari,
Kento Yamaguchi, Rin Shimizu 474

eWOM AND INFORMATION SEARCH

Cold Rationale and Hot Associations in Product Piracy Consumption: The Joint Impact of Implicit and Explicit Attitudes
Thomas Niemand, Robert Mai 476