Contents

Preface and Acknowledgments xiv
Best Paper Awards xvi
List of Reviewers xvii

Part A: Advertising, Promotion, and Marketing Communications 1

The Right Thing To Do: The Ethics and Morality of Advertising and Promotions

Speech Is Silver, Silence Is Golden?
Sabrina M. Hegner, Ardion D. Beldad 2

The Dark Side of Social Media: Why People Disconnect with Brands’ Social Media Communication Channels
Mohammad Reza Habibi 3

Perceiver Effects in Moral Endorser Perception: Perspectives of Dispositional Tendency, Moral Intuitions, and Self-Location
Joseph W. Chang, Jiayun (Gavin) Wu, Yung-Chien Lou 5

The Efficacy of Grassroots Sponsorship Versus Professional Sponsorship to Build Brand Equity: The Role of Property Community Involvement and Altruistic Motive Attributions
François A. Carrillat, Marc Mazodier, Carolin Plewa, Pascale Quester 7

How Old Are You? Children, the Elderly, and Implications of Age

Millennials’ Media Attitudes and Use: The Impact of Extroversion and Introversion
Rajesh Iyer, Heather Monteiro, Jacqueline K. Eastman, Heidi Rottier 9

Young Children’s Persuasion Knowledge and Influencing Others
Deepa Sharma Acharya, Shasha Wang, Dick Mizerski, Claire Lambert, Alvin Lee, Jinchao (Alex) Yang 11

Shake, Rattle, and Roll or Shake, Swipe, and Tilt: Mobile Food Advergames Targeting Children
Elizabeth Taylor Quilliam, Soo-Kyong Kim, Mengtian Jiang, Nora J. Rifon 13

Technologically Speaking: Value Creation via Technology and Social Media

Delivering Value to Customers and Creating Brand Awareness with Facebook Posts—A Content Analysis
José Manuel Gavilanes, Malte Brettel 15

Impact of Promotion Mix on Firm Value: The Mediating Role of Perceived Quality
Malika Chaudhuri, Roger J. Calantone, Clay M. Voorhees 16

Marketing Communications in Social Network Games: A Framework for Integration
Ginger Killian, John Hulland 17

Part B: B2B and Interorganizational Issues in Marketing 19

Interorganizational Customer Relationship Management

The Effect of Customer Satisfaction on Customer Defection: The Role of Relationship Length in Business-to-Business Relationships
Thomas Hollmann 20

The Role of Corporate Image and Perceived Innovativeness on Trade Show Outcomes in an Emerging Market
Subhash Jha, Balaji C. Krishnan, Jared Oakley 21

How Customer Participation Influences Co-creation Outcomes When Faced with Different Ambiguities in the Professional Service Industry
Yonggui Wang, Shuang Ma 23
Carry-Over Effects of Firm Reputation Among Its Two Key Stakeholders
Hyo Jin (Jean) Jeon, Rajiv P. Dant

Interorganizational Relationships, Innovation, and Technological Development
Cross-Fertilization or Cannibalization Effect of Marketing Alliances and R&D Alliances in Emerging Economies? A Contingency Model with Slack Resources and Environmental Dynamism
Wei Jiang, Zhaoyang Guo, Eric Fang, Xina Yuan
Dances with Wolves: Strategic Supplier Sourcing for Small Firm Innovation Enhancement
Gregory J. Brush
Developing Relationships in Innovation Ecosystems
Melissa Archpru Akaka, David Goodwin, Jill Tomasson Goodwin, Glenn Stillar
Sense-Making, Knowledge Transfer, and Absorptive Capacity: Improving Innovativeness by Leveraging the Knowledge of Others
Xinchun Wang, Dennis B. Arnett, Limin Hou

Relationship Marketing
Does Inter-Firm Market Orientation Mediate the Market Orientation–Performance Relationship?
Anthony Francescucci, Stephan C. Henneberg, Peter Naudé
Turning Points: The Effect of Transformational Relationship Events on Firm Performance
Colleen M. Harmeling, Robert W. Palmatier, Mark J. Arnold
A Non-Recursive Reciprocal Analysis of Business Relationship Characteristics
Bahar Ashnai, Stephan C. Henneberg, Peter Naudé
A Meta-Analytic Study of Information Asymmetry and Sharing
Pui Ying “Yoshi” Tong, Jody L. Crosno

Part C: Branding and Brand Management
Exploring Brand Associations and Consumer Responses
Uniqueness and (False) Consensus: Two Important Facets of Brand Associations?
Reinhard Grohs, Oliver Koll
How Does Power State Affect Consumers’ Evaluations of Luxury Brand Extensions?
Youngseon Kim, Yinlong Zhang
The Hidden Brand Drivers: Explicit and Implicit Antecedents of Brand Strength
Sascha Hendrik Langner, Steffen Schmidt, Klaus-Peter Wiedmann, Janina Haase, Sebastian Fritz
The Relevance of Attitude Functions for Luxury Brand Consumption During Human Life Span
Michael Schade, Sabrina M. Hegner, Florian Horstmann
Investigating Emotional Responses to Brands
Brand Lovers and Brand Haters in Turbulent Times: How Product-Harm Crises Drive Brand Dispersion
Sarah Busse, Malte Brettel
Investigating How Message Channel and Brand Properties Influence Word-of-Mouth Outcomes for Brands
Andrew M. Baker, Naveen Donthu, V. Kumar
Fear Packaging
Alvin Lee, Dick Mizerski, Shasha Wang, Jinchao (Alex) Yang
Does Relating to Corporate or Product Brands Generate Similar Emotions?
Rohail Ashraf, Dwight Merunka, Ngoc Thuy Vo Thi
Understanding Brand Engagement, Inside and Out
Customer Relationship Building Through Identifiction: The Mediating Effect of Perceived Quality and Moderating Effect of Brand Engagement
Alaa M. Elbedweihy, Chanaka Jayawardhena, Tamer H. Elsharnouby, Mohamed Elsharnouby

2014 AMA Summer Educators’ Proceedings
Drivers of Brand Relationship in Co-Creation: The Role of Brand Engagement
Sara H. Hsieh, Aihwa Chang

Antecedents of Internal Brand Management Outcomes—Conceptual Model and Empirical Validation
Rico Piehler, Christoph Burmann

Exploring Mechanisms to Increase Consumer Commitment
Affect as the Central Mechanism of Image Transfer: Association Alone Is Not Enough
Aishwarya Paliwal, Gerard P. Prendergast

Consumers’ Experience with a Place and Regional Products: How Do Quality and Pleasure Benefits Impact Commitment?
Sirirat Rattanapituk, Andreas B. Eisingerich, Omar Merlo, Albert Stöckl

Price Premium Enhancement Through Ingredient Branding: How the Ingredient Brand Impact on the Host Brand Perception Increases the Host Brand Equity
Waldemar Pfoertsch, Volkan Polat, Christian Linder, Hendrik Scheel

Part D: Consumer Behavior

Consumer Evaluations and Judgments
The Influence of Color Names on Consumer Judgments
Jungyun Kang, Hakkyun Kim, Ji Yoon Uim

Effects of Feature Categorization on Product Design Evaluations
Timucin Ozcan, Zehra Turk, Mona Aghaee

A Mediator Named Desire and Its Decision-Process Antecedents in Mass Customization
Jiayun (Gavin) Wu, Nwamaka A. Anaza, Ada Leung

The Effects of Exposure to Numbers Included in Competitor Brands
Kunter Gunasti, Berna Devezer

Moral Decision Making
Stretching Moral Muscles: Antecedents of Consumer Ethics Behaviors
Denni Arli, Cheryl Leo

Me, Myself, and Fair Trade: Intrapersonal Fair Trade Orientation as Driver of Fair Trade–Related Product Perception and Behavior
Nadine Hennigs, Sascha Hendrik Langner, Stefan Behrens, Steffen Schmidt, Klaus-Peter Wiedmann

Don’t Forget About the People’s Conscience! Exploratory Evidence on Pay-What-You-Want Payment Motives
Marcus Kunter

Validating the Consumers’ Perceived Counterfeit Detection (PCD) Construct Possessing a Formative Measurement Nature and PCD’s Implications for Construct Validation
Jiayun (Gavin) Wu, Mei-Kuang Chen, Joseph W. Chang, Xiaoqing Wu

Understanding the Customer’s Goals: Communication, Gaming, and Adoption
Rumors in the Marketplace: What Drives Them?
Subin Sudhir, Anandakuttan B. Unnithan

The Interactive Effects of Word-of-Mouth Content and Word-of-Mouth Context
Haksin Chan

Look Before You Leap—Broadening the Understanding of Consumer Resistance to Radical Innovations
Christian Samulewicz, Laura Teichmann, Hartmut Holzmüller

Self, Identity, and Self-Control
Identity Signaling Through Brands: An Emerging Prop Metaphor in Consumer Research
Heather M. Schulz, Steven A. Schulz
The Benefits of Fit Between Interpersonal and Normative Stimuli in Ads and Consumers’ Attachment Styles

*Meredith E. David, William O. Bearden*

Music as Extended Self

*Paul G. Barretta*

Rethinking Self-Control: How It Interacts with Time Orientation, Temporal Distance, and Regulatory Focus

*Yi-Fang Chiang, Shih-Ju Wang, Heng-Chiang Huang*

**Food, Nutrition, and Health**

Understanding Nutrition Information: How Reference Points Affect Healthful Food Choice

*Jutta Schuch, Steffen Jahn, Till Dannenwald, Yasemin Boztuğ*

The Effectiveness of Nutrition Labels in Fighting Health Halos

*Ossama Elshiewy, Steffen Jahn, Yasemin Boztuğ*


*Sarah Lefebvre, Laurel Aynne Cook, Merlyn Griffiths*

Does Being Left Out Cause Obesity? The Influence of Social Exclusion on Consumers’ Food Decisions

*Nam Jung Kim, Dongmin Lee, Junghoon Moon, Youngchan Choe, Jaeseok Jeong*

**Uncertainty, Threat, and Anxiety**

Social Exclusion and Green Consumption

*Iman Naderi*

The Effects of Uncertainty About the Timing of Deals on Consumer Behavior

*Priscilla Medeiros*

I Am Anxious, Therefore I Don’t Need This: Identification of a Rationalization Process for Non-Adoption via Perceived Need Alteration

*Makbule Eda Anlamlier, Jelena Spanjol*

Ever After: A Price Story: An Investigation of Afterlife Salience and Willingness to Pay

*Huimin Xu, Jiayun (Gavin) Wu*

---

**Part E: Customer Relationship Management**

**Current Customer Relationship Management**

Maximizing the Profit of a Churn Management Campaign by Offering Customer-Specific Incentives

*Ali Tamaddoni Jahromi, Stanislaw Stakhovych, Michael Ewing*

The Paths to Market Penetration

*Neeraj Bharadwaj, Sumin Han, Russell Zaretzki, Kang Bok Lee*

Customer Extra-Role Behaviors: The Role of Identity and Satisfaction in a Retail Setting

*Marcel Paulssen, Johanna Brunneder, Angela Sommerfeld*

Feeling Comfortable: More Important Than Feeling Satisfied?

*Sanjaya S. Gaur, Shilpa Madan*

---

**Part F: Digital Marketing and Social Media**

**Online Shopping**

How Does Online Trust Evolve over Time? An Empirical Examination

*Christine Ye, Charles F. Hofacker, John Peloza*

Toward Superior E-Shopping Behavior: Does Website Personality Make a Difference?

*Saeed Shobeiri, Ebrahim Mazaheri, Michel Laroche*

Leveraging the Information Value of User-Generated Content for Online Trust Decisions

*Charlene A. Dadzie, Kofi Q. Dadzie, Evelyn M. Winston*
Online Consumer Behavior
The Impact of Social Referrals on Consumer Conversion: An Estimation of the Social Multiplier
Hilary Lin

An Empirical Study on Transactional Relationship in Electronic Word of Mouth
Tong (Tony) Bao

Virtual World Addiction and Problematic Consumption: Public Policy Implications for the New Marketing Landscape
Stuart Barnes, Andrew Pressey

Cyber-Mavens and Online Flow Experiences: Evidence from Virtual Worlds
Stuart Barnes, Andrew Pressey

Online Advertising
Using Mobile Technology to Crowdsense
Michelle Andrews, Xueming Luo, Zheng Fang, Anindya Ghose

Facebook Engagement Effects on Advertising Effectiveness: Does It Really Work All the Time, Facebook Advertising?
Songmi Kim, Wonjoon Kim

The Influence of Interactive Branded Content in Advergames on Preference Formation
Andrew Kuo, Dan H. Rice

A Generalized Model of Advertising: Incorporating Electronic Word of Mouth into Advertising Model
Yana Ponomarova, Nicolas Glady

User-Generated Content
Predicting the Charts: Using Big Data from Social Media to Forecast Market Potential
Derek Monner, William Rand, Yogesh Joshi

How Consumers Use Online Reviews: The Effect of Self-Construal
Chatdanai Pongpatipat, Yuping Liu-Thompkins

The Sentiment and Exposure Effect on the Sustainability of Box Office Sales
Karen Kuo, Sandra S. Liu

The Impact of Social Media on New Product Sales, and Customer Acquisition and Retention for Established Products
Ya You, Amit Joshi

Social Networks
Factors Affecting Outcomes in Social Networking Services: Social Capital and Network Externality
Kazuhiro Kishiya, Tomoko Kawakami

Customer-to-Customer Helping Behavior and Its Implications to the Marketers Within Brand Communities of Facebook
Mahmud Hassan, Simon Pervan, Rashid Ahmed Chowdhury

The Effect of Social Media Unique Relevance Features: Introducing a Multidimensional Framework
Klaus-Peter Wiedmann, Sascha Hendrik Langner, Sebastian Fritz, Steffen Schmidt, Janina Haase

The Role of Peer Influence on Brand Community Commitment: A SEM Model for Brand Communities in a Social Networking Site
Melek Demiray, Sebnem Burnaz

Part G: Emerging Markets
Consumer Behavior and Firm Strategy in Emerging Markets
Outbreaks of Animosity Against the West in Emerging Markets and Their Effects on Local Product Consumption
Martin Heinberg
A Study on Consumer Repulsion: Evidence from China
  
  Huimei Bu, Guicheng Shi, Matthew Tingchi Liu, Yonggui Wang, Yuan Ping

Does Experiential Marketing Affect the Behavior of Luxury Product Consumers in the Macau Market?
  
  Chio U Wong, Joseph Adea Sy-Changco

The Influence of Institutional Environment on IJVs’ Foreign Parents’ Opportunism and IJVs’ Relationship Extendedness
  
  In Ngan Jeanine Chang, Xuan Bai, Juan Julie Li

Part H: Global and Cross-Cultural Marketing

Consumer Perceptions of Global Brands

The Evaluation of Global Brands from Emerging Countries for Consumers in the Developed Regions
  
  Yinlong Zhang, Xiaoling Guo, Yingyi Hong

Perceived Betrayal During a Product-Harm Crisis: Effects on the Brand and Other Brands Within the Product Category
  
  Amro A. Maher, Anusorn Singhapakdi

Where the Crystal Ball Pays Off: A Cross-Cultural Study on the Outcomes of Customer Value Anticipation
  
  Matthias Rüfenacht, Philipp Hendrik Steiner, Tobias Schlager, Peter Maas

Tracing the Evolution of Export Marketing Literature and a Look Forward
  
  Ozlem Tuba Koc, Jingting Liu

Organizational/Strategy Perspectives on Global Marketing

Export Firms’ Strategy Responses to Environmental Turbulence: A Configurational Approach to International Entrepreneurial-Oriented Behaviors
  
  Johanna Frösén, John W. Cadogan, Sanna Sundqvist

Institutional Context and Behavior of Import Distributors
  
  Adesegun Oyedele

The Moderating Role of Competitive Intensity on Performance Antecedents of International New Ventures
  
  Silvia L. Martin, Rajshekhar (Raj) G. Javalgi

The Impact of Country of Origin on International Supplier Performance
  
  Jashim Uddin, Greg Elliott, Hamin Hamin

Part I: Marketing Strategy and Marketing Management

Innovation, New Product Development, and Value Co-creation

Are Followers Destined to Fail? The Role of Late Movers’ Marketing Dynamic Capabilities in Outperforming the Pioneer
  
  Denis Khantimirov

The Antecedents and Consequences of Consumers’ Value Co-Creation
  
  Aihwa Chang, Pei-Ju Tung, Timmy H. Tseng

Marketers Are Consumers Too: The Role of Consumer Self in Potential Value Creation and Co-Creation
  
  Michal J. Carrington, Benjamin A. Neville

The Moderating Role of National Culture on the Link Between Buyer–Seller Interactions and New Product Development: A Conceptual Model and Research Propositions
  
  K. Sivakumar, Subroto Roy

Market and Customer Orientation

The Value of Customers for a Firm: A Framework
  
  Steffen Jahn
Technological Opportunism and Responsive and Proactive Market Orientation: Synergistic or Antagonistic Effects
Chien-Wei Chen, Nai-Hwa Lien

Peer and Manager Social Influence in the Diffusion of Customer-Oriented Values and Behaviors to Frontline Service Employees
Miriam Guenther, Peter Guenther

A Grounded Theory of Customer Experience Management
Christian Homburg, Danijel Jozic, Christina Kuehnl

Marketing Strategy and Firm Performance
Enhancing Marketing Unpredictability and Performance Through Planning and Improvisation Management: A Cross-Cultural Study
Anne Souchon, Nathaniel Boso, Paul Hughes, Ekaterina Nemkova, Joseph Adea Sy-Changco, Magnus Hultman, Abena Yeboa

Exploiting Your Competitor’s Product Recall: How to Increase Profits During Your Competitor’s Product Recall
Seth Cockrell, Roger J. Calantone, Clay M. Voorhees

Dynamic Capabilities and Marketing Strategy
Manufacturer’s Sales-Promotion Strategy Under Long-Term Borrowing
Chyi-Mei Chen, Shan-Yu Chou

Bundle Introduction as a Dynamic Product Strategy Across Product Lifecycle Stages in Networked Markets
Richard Gretz, B.J. Allen, Suman Basuroy

Positioning Multifunctional Products: Which Functions?
Timucin Ozcan, Daniel A. Sheinin

Do Institutional Investors Motivate Firms to Attract the “Right” Strategic Alliances? A Dynamic Model
Roger J. Calantone, Malika Chaudhuri

Part J: New Product Design and Development
New Product Announcements and Evaluations
The Impact of NPAs (New Product Announcements) on Stock Prices of Rivals in India: Assessing the Role of Market Expansion Effect
Bikram Jit Singh Mann, Sonia Babbar

How Seeing a Goal as Reachable Influences Escalation in New Product Decisions
Beichen Liang, Joseph Cherian

Manufacturer’s Optimal Advertising and Product Line Strategies in the Presence of Anonymous Online Resellers
Shan-Yu Chou, Chyi-Mei Chen

Ideas, Innovation, and New Product Performance
How to Overcome Passive Innovation Resistance—Examining the Effectiveness of Mental Simulation, Benefit Comparison, and Categorization Cues
Sven Heidenreich, Tobias Krämer

Good Idea, Bad Idea? An Investigation of Positive and Negative Effects of Idea Contests
Sören Köcher, Stefanie Paluch, Sarah Käsgen

The Integrative and Substitution Effects of Focal and Peripheral Vision on New Product Performance: Reconciling the Capability–Rigidity Paradox
Yiannis Kouropalatis, Robert E. Morgan

The Role of Firm Ownership Structure in Market Orientation–Innovation Link
Jing Song, Yinghong (Susan) Wei, Rui Wang
Part K: Personal Selling and Sales Management

Sales Force Management and Performance
Examining the Impact of Adapting Too Much Technology on Salesperson’s Role Expectation and Technology Utilization
Duleep Delpechitre, Stacey Schetzsle
Labor Markets, Compensation Structure, and Turnover of Sales Forces
Alireza Keshavarz, Dominique Rouziès, Bertrand Quelin
Managerial Influence on Salesperson Creativity and the Downstream Effects on Salesperson Performance
Raj Agnihotri, Michael T. Krush, Kevin J. Trainor
Absolute Versus Relative Sales Failure
Scott B. Friend, Jeff S. Johnson, Brian N. Rutherford, G. Alexander Hamwi

Intra- and Interorganizational Issues in Sales Management
Understanding the Joint Effects of Service Climate, Transactional Sales Climate, and Climate Consensus on Service Quality and Sales Performance
C. Fred Miao, Douglas E. Hughes, Keith A. Richards, Frank Q. Fu
The Dynamics of Intra-Organizational Sales Network
Danny Pimentel Claro, Carla Ramos, Thomas G. Brashear
The Role of Customer-Related Knowledge and Intrafirm Networks on Account Manager Performance
Gabriel R. Gonzalez, Danny Pimentel Claro, Beth A. Walker, Michael D. Hutt
A fsQCA Study of Interorganizational Trust in Buyer–Seller Relationships: A Dyadic Approach
Bahar Ashnai, Stephan C. Henneberg, Peter Naudé

Part L: Research Methods, Analytics, and Measurement

Advances in Data Analysis
Combining Historical Data with Consumer Intent-to-View Metrics
Steve M. Shugan, Joffre Swait
Modeling the Volume of Positive Online Reviews for Automobiles
Jie Feng, Purushottam Papatla
Using Big Data Connections to Simultaneously Predict Individual-Level Product Usage
Xueming Luo, Zoran Obradovic, Yuchi Zhang, Dusan Ramljak, Cheng Zhang
The Efficacy of Formative Versus Reflective Measures of Corporate Reputation: The Moderating Role of Need for Cognition
James Agarwal, Oleksiy Osiyevskyy

Part M: Retailing and Pricing

Pricing Effects and Strategies
Online Retail Investor Auctions in the IPO Pricing Event: Expanding Market Transparency, Access, and Fairness with Technology
William J. Rhyne
Cross-Price Effects in Fashion E-Commerce
David Heuer, Malte Brettel
Dynamic Pricing of Seasonal Goods: An Empirical Investigation into Optimal Price Paths Using a Flexible Dynamic Hierarchical Model
Shantanu Mullick, Nicolas Glady
Advanced Selling in Hotel Revenue Management: How Willingness to Pay for Booking Conditions Changes over the Booking Horizon

Jean-Pierre Van der Rest, Haragopal Parsa, Bjorn Arenoe

Reference Prices, Technology, and the Consumer

Price Information Fluency and Reference Price Change

James Mead, David M. Hardesty

The Effect of External Reference Price on Participative Pricing: The Moderating Role of Consumption Mode

Fei L. Weisstein, Peter Andersen, Xi Wang

The More the Merrier? The Effects of Additional Information Through the Use of Mobile Apps on Purchase Decisions

Gunnar Mau, Sascha Steinmann, Gerhard Wagner, Hanna Schramm-Klein

Do Retailers Adapt to the Needs of Older Food Shoppers? Empirical Evidence from a Cross-Cultural Multiple–Case Study Design

Robert Zniva, Eva Lienbacher, Peter Schnedlitz

Retail Management

Segmentation of Customers Through Clickstream Analysis to Predict Product Return Behavior in Online Retailing

Marius Rosenberg

Assessing Omnichannel Behavior of Customers at a Multichannel Retailer

Tanya Mark, Jan Bulla, Rakesh Niraj, Ingo Bulla

Smart Shopper Identity: The Construct, Antecedents, and Consequences

M. Joseph Sirgy, Eda Gurel-Atay, Dong-Jin Lee, John Tidwell, Ahmet Ekici, Grace B. Yu

How Store Attributes Impact Behavioral Loyalty: Do Different Countries and Categories Follow The Same Loyalty-Building Process?

Monica Grosso, Sandro Castaldo

Part N: Services Marketing

Service Theories and Methodologies

Failure and Delight in Tiered Services

K. Sivakumar

Do-It-Yourself (DIY) Marketing Research: Ethical Challenges for Nonprofessionals

Jack D. Kulchitsky, Chad Saunders, Marc Boivin

Does “Smile” Matter in e-Retailing? The Role of Emoticons in Shaping Customer Service Evaluations

Xueni Li, Kimmy Chan, Ricky Chan

A Rasch Analysis of Cross-Cultural Service Quality Measures

Gregory J. Brush

Managing Frontline Employees and Service Encounters

Frontline Employee Climate for Service Innovation, Customer-Perceived Retailer Innovativeness, and Store Financial Performance

George D. Deitz, Alexa K. Fox, Emin Babakus

Preaching What You Practice: The Role of Internal Brand Dissemination on Frontline Service Employee Beliefs, Behaviors, and Performance

Thomas L. Baker, Adam Rapp, Tracy Meyer, Ryan Mullins

Goal-Oriented Service Encounter Actions: A Frontline Service Employee–Centric Performance Framework

Hae Kyung Shin
Service Strategies
The Fascination of Limitless Consumption—Investigating Strategies to Enhance the Return on Flat-Rate Bias
Sven Heidenreich, Tobias Krämer, Matthias Gouthier
Contours of Antecedents and Consequences of Value Co-Creation
Kumar Rakesh Ranjan
Generational Differences in Electronic Banking: Understanding What Motivates Older Generations to Adopt
Mengtian Jiang, Nora J. Rifon, Shelia R. Cotten, Hsin-yi Sandy Tsai, Ruth Shillair, Robert LaRose, Saleem Alhabash
How the Severity of Service Failure Affects Customer Citizenship Behavior and Customer Dysfunctional
Behavior Through Customer Perceived Justice and Emotions: The Moderating Role of Customer Involvement
Ahmed A. Hasanen, Ehab Abou Aish, Tamer H. Elsharnouby

Customer Behavior in Service Settings
How Much Should Firms Offer to Their Best Customers? Understanding the Moderation Effect of Relationship
Quality on the Nonlinear Effect of Compensation on Satisfaction
Katja Gelbrich, Jana Gäthke, Yany Grégoire
An Empirical Examination of the Service Purchase Decision: Understanding the Influence of Word of Mouth
Peter A. Voyer
Consumer Ethnocentrism Versus Intercultural Competence as Moderators in Intercultural Service Encounters
Piyush Sharma, Wu Zhan
Service Recovery: Eliciting Satisfaction Through Pride or Gratitude
Matthew M. Lastner, Judith Anne Garretson-Folse, Stephanie M. Mangus, Patrick Fennell

Part O: Social Responsibility and Sustainability
Effective Design and Implementation of Social Responsibility Programs
Do Defaults Work When They’re Disclosed? Effectiveness and Perceived Ethicality of Disclosed Defaults
Ruth Pogacar, Mary Steffel, Elanor F. Williams, Ana Figueras
The Effectiveness of Cause Marketing
Xueming Luo, Michelle Andrews, Zheng Fang, Jaako Aspara
The Role of Social Responsibility on Event Sponsor Effectiveness
Russell Lacey, Angeline G. Close
One Size Does Not Fit All: Why a High Brand/Cause Fit May Not Always Be Good
Joshua T. Coleman, Daniel L. Sherrell

Looking at Social Responsibility Across Consumers and Cultures
International Consumer Reactions to Product Contamination Risks After Chronic Technological Disasters
Björn Frank, Shane J. Schvaneveldt, Boris Herbas Torrico
Profiling and Contrasting Teenage Poker Gamblers with Other Teenage Gamblers: Analysis and Implications
Sudhir H. Kalé
Millennial Money Matters: The Impact of Perceived Knowledge and Perceived Risk on Retirement Investment
Decisions
Jacqueline K. Eastman, Dora E. Bock, Lindsay Larson

Part P: Trends in Marketing Education
Pedagogy and Teaching
Students’ Academic Misconduct and Attitude Toward Business Ethics
Sohyoun Shin
Mission Group Segments in the U.K. University Market
  Jane Hemsley-Brown

Use of Role Playing in Sales Education: An Empirical Investigation
  Duleep Delpechitre, Stacey Schetzsle

Student Implicit Theories and Teamwork Success
  Oscar DeShields, David Ackerman

Organizational Design, Product, and Service Management

Unpacking the Efficacy of Organizational Routines: A Case of Financial Advisory Services
  Stephen K. Kim, Russell K. Lemken

Reconsidering Uncertainty in Preannouncements
  Roland Schroll, Reinhard Grohs

An Application of the Theory of Optimal Experience to the Design of Desirable Human Service:
The Case of College Education
  Adam Nguyen, Joseph Rosetti

Benchmarking Publication and Citation Counts for the Marketing Educator
  Matt Elbeck, Arne Baruca

Author Index