



AMERICAN MARKETING
ASSOCIATION

2020 AMA Winter Academic Conference

Consumers and Firms in a Global World

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PROCEEDINGS

Volume 31

Editors:

Bryan Lukas, University of Manchester
O.C. Ferrell, Auburn University

Awards

Marketing Strategy and Implementation

The Effects of Sustainable Innovations on Financial Performance

Youngtak M. Kim, University of Georgia

Sundar Bharadwaj, University of Georgia

Marketing Performance and Metrics

Marketing Background of CEOs and Corporate Social Performance (CSP)

Saeed Janani, Arizona State University

Ranjit M. Christopher, University of Missouri – Kansas City

Atanas Nik Nikolov, Appalachian State University

Michael A. Wiles, Arizona State University

Saurabh Mishra, George Mason University

International and Cross-Cultural Marketing

Culturally Motivated Pricing

Preethika Sainam, Thunderbird School of Global Management at ASU

Sustainability, Social Responsibility, and Ethics

Correct, Compensate, Cultivate: A Framework of Firm Responsibility

Dionne A. Nickerson, Indiana University

Michael Lowe, Georgia Institute of Technology

Adithya Pattabhiramaiah, Georgia Institute of Technology

Public Policy and Macromarketing

The Rise and Fall of Collaborative Consumption Based Social Enterprises: The Swedish Clothing Libraries

Pia A. Albinsson, Appalachian State University

B. Yasanthi Perera, Brock University

Customer Engagement and CRM

Customer Experience Dynamics: Building a Hidden Markov Model using Repeat Customers' Verbatim Textual Review

Hsiu-Yu Hung, Warwick Business School

Nick Lee, Warwick Business School

Yansong Hu, Warwick Business School

Industrial Marketing & Supply Chain Management

B2B Buyers Breaking Bad: Aggression in the Name of Rationality

Simone Kühne, WHU—Otto Beisheim School of Management

Ove Jensen, WHU—Otto Beisheim School of Management

Marcel Hering, WHU—Otto Beisheim School of Management

Sales Management and Personal Selling

An Analysis of Sales Self-Efficacy Change: Drivers and Outcomes

Dayle R.N. Childs, Loughborough University,

Belinda. Dewsnap, Loughborough University

John W. Cadogan, Loughborough University

Nick Lee, University of Warwick

Advertising, Promotion, and Marketing Communications

Do Product Testing Programs Lead to More Favorable Online Reviews? A Comparison Between Reviews Written by Product Testers and Other Reviewers

Ina Garnefeld, University of Wuppertal

Tabea Krah, University of Wuppertal

Eva Böhm, University of Paderborn

Dwayne D. Gremler, Bowling Green State University

Consumer Psychology and Behavior

I Am Too Good to Be True: How Self-Enhancement Motivations Shape Prosocial Behavior of Entitled Individuals

Alexandra Polyakova, University of Sussex

Social Media, AI, and Digital Marketing

Brands on Social Media: A Meta-Synthesis on the Social Media Value Chain

Georgia Liadeli, Vrije Universiteit Amsterdam

Francesca Sotgiu, Vrije Universiteit Amsterdam

Peeter W.J. Verlegh, Vrije Universiteit Amsterdam

Market Research

How to Enhance Online Hotel Ad Effectiveness Based on Real-World Data: Mobile Eye-Tracking and Machine Learning Tell

Wen Xie, University of Houston

Ming Chen, University of North Carolina at Charlotte

Zhu Han, University of Houston

Marketing Analytics and Big Data

From Algorithm Aversion to Appreciation? Optimizing Algorithm Recommendation Disclosure with Dynamic Field

Experiments and Deep Reinforcement Learning

Han Chen, Temple University

Xueming Luo, Temple University

Hanbing Xue, University of Science and Technology of China

Yongjun Li, University of Science and Technology of China

Product Development and Innovation

Customer Participation and Firms' Financial Performance: Examining the Moderating Effects of Two Customer Participation

Types on Exploitative and Explorative Innovations

Hyeyeon Yuk, Korea University Business School

Tony Garrett, Korea University Business School

Strategic Branding and Brand Management

Indeed, Consumers' Impressions of Firm's Warmth and Competence Matter! But How Do They Come About?

Petar Gidakovic, School of Economics and Business University of Ljubljana

Vesna Zabkar, School of Economics and Business University of Ljubljana

Service Science and Retailing

When Apology Is Not the Best Policy: The Negative Impact of Apologies on Consumer Judgment and Behavior

Mason R. Jenkins, Northeastern University

Paul W. Fombelle, Northeastern University

Mary L. Steffel, Northeastern University

Vesna Zabkar, School of Economics and Business University of Ljubljana

Best Paper in Conference

The Rise and Fall of Collaborative Consumption Based Social Enterprises: The Swedish Clothing Libraries

Pia A. Albinsson, Appalachian State University

B. Yasanthi Perera, Brock University