

Tuesday 3rd July 2018

Time	Event	Venue
08.45-09.15	Registration	Stirling Court Hotel Foyer
08.45-09.45	Meeting of the AMEDUC/ SIG Chairs	Callander
09.15-09.45	Welcome	Logie Lecture Theatre
09.45-12.15	Workshop: Artificial Intelligence in Marketing Chairs: Ana Isabel Canhoto, Daniela Castillo	Glendevon
	005 AI hybrids and relationship marketing Tracy Harwood , Tony Garry	
	148 There's no accounting for taste: AI in the Art Market – good for business, bad for art? Chloe Preece	
	361 Sales Marketing Automation framework - first steps towards applied AI in sales within servitized manufacturing business Mahmoud Elsaid , Matthew Sutherland, David Brown	
	383 Exploring the use AI to manage customers' relationships Paul Hopkinson , Rodrigo Perez-Vega, Aishwarya Singhal	
	388 An Application of Monster Theory to Artificial Intelligence Kathryn Waite	
09.45-12.15	Workshop: Drawing Robust Conclusions from Quantitative Research in Marketing Chairs: Matthew Robson, Nick Lee, John Cadogan	Lomond
	336 Common Errors in Marketing Experiments and How to Avoid Them. Tanya Kolosova , Samuel Berestizhevsky	

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09.45-12.15

Workshop: Full Immersion: Unpacking Consumer Phenomena through Ethnographic Research

Wallace Monument

Chairs: Russell Belk, Victoria Rodner

340 An Ethnographic Study Of Marketing Practice At An English Hospice: Immersion In A Difficult, Disparate And Digital Practice.

Fran Hyde

349 Inside the Mysterious World of Luxury Watch Collectors: Understanding their Status Practices

Navdeep Athwal

356 Incorporating data from the self into consumption research.

Sarah Kelsey, Carol Morris, Louise Crewe

357 Munro-Baggers Anonymous? An Autonetnography of the Online Consumption of Scottish Mountain Experiences

David Brown

368 Full Immersion: Unpacking consumer phenomena through ethnographic research

Hilary Downey

374 Understanding Value Co-Creation Through An Ethnographic Study of Student Engagement In Higher Education

Elizabeth Farrier-Williams

377 On the challenges of conducting ethnographic research: Reflexivity and autoethnographic notes.

Mona Moufahim

395 Belong, Becoming, Being in a Teen Virtual World

Janet Ward, Johanna Gummerus

09.45-12.15

Workshop: Gender, Marketing and Consumer Research

Allanwater

Chairs: Helen Woodruffe-Burton, Máire O Sullivan, Francesca Sobande

381 An Intersectional Feminist Approach To Analysing Turkish Female Politicians' Brand Identity

Sibel Orhan

397 Impactful gender research: transforming marketing curricula, practices and consumption

Wendy Hein

09.45-12.15	<p>Workshop: Seeking Sustainable Futures in Marketing and Consumer Research Chairs: Iain Davies, Caroline J Oates</p> <p>345 Why participate in the sharing economy? - A three country comparison of collaborating motives in the apparel sector Claudia Henninger, Nina Bürklin, Rosy Boardman, Helen McCormick, Kirsi Niinimäki, Markko Hamalainen, Jesse Karjalainen</p> <p>347 Driving Towards a Sustainable Future: A Cross-Cultural Segmentation Analysis of Hybrid Car Adoption Fraser McLeay, Victoria-Sophie Osburg, Vignesh Yoganathan, Ameet Pandit</p> <p>355 Questioning the usefulness of the Attitude/Behaviour Gap for the future of sustainability research Seonaidh McDonald, Terry Newholm</p> <p>358 Bridging the Gap: A Review of Sustainable Fashion Literature and Practice Amira Battle, Iain Davies, Sarah Glozer, Pierre McDonagh</p> <p>376 Growing Sustainable Futures from the Ground Up: Embracing an Emic and Situated Research Approach Lisa O'Malley, Katherine Casey, Maria Lichrou</p> <p>385 Sustainable Marketing for Luxury Goods: Challenges, Contradictions and Clarifications Caroline Tynan, Sally McKechnie, Teresa Heath</p> <p>398 Caring and Sharing Michael J. Baker</p> <p>399 Generativity, inheritance and the transference of sustainability Marylyn Carrigan, Victoria K. Wells, Navdeep Athwal</p>	Hermitage
09.45-12.15	<p>Workshop: Social Media for Pedagogy and Developing Cohort Identity Chair: Joanne Bates</p> <p>387 'Follow You, Follow Me': Using Social Media To Enhance Creativity, Cohort Cohesion and Transferable Skills. Sukhbinder Barn</p>	Iona
12.15-13.15	<p>Lunch</p>	
13.15-14.15	<p>Keynote: Russell Belk</p>	Logie Lecture Theatre

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14.15-16.00	Meeting of Academy of Marketing Research Committee	Erskine Fintry
14.30-15.45	Consumer Behaviour 1 Chair: Peter Nuttall	Iona
	295 The Moderating Effect of Brand Love on the Relationship between the Customer Perceived Value and Purchasing Intention for Fast Fashion Product. Jaruporn Tangpattanakit, Dorothy Yen, Maged Ali	
	262 Choosing Righteously: The role of self-conscious emotions and self-expression on self-concept brand engagement with fast-fashion brands. Artemis Panigiraki, Eirini Bazaki , Eirini Koronaki	
14.30-15.45	E-Marketing and Digital Marketing 1 Chair: Kathryn Waite	Hermitage
	241 Online consumption: The Enmeshed Paths of Consumers as Collectors Marcia Christina Ferreira , Daiane Scaraboto, Emily Chung	
	296 Consumer Centric IMC for Fashion Marketing Communications Jennifer Murray , Alexis Barlow, Noreen Siddiqui	
	279 Bad Outcomes from Good Practice within Emergent Negative Online Engagement Kathryn Waite , Nurdilek Dalziel, Tina Harrison	
14.30-15.45	Sustainability 1 Chair: Caroline J Oates	Wallace Monument
	075 Managing Sustainable Familial Food Practices Through Continuity and Change Navdeep Athwal, Marylyn Carrigan , Victoria Wells	
	AMRC 1 Daydreaming: Reconceptualising Pre-consumption Experiences and their Meanings Teresa Pereira Heath , Elizabeth Nixon	

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14.30-15.45	<p>Arts and Heritage 1 Chair: Chloe Preece</p> <p>080 An Abstraction Theory: A Bravery Perspective on Examining Effectiveness of Arts and Heritage Marketing Dimensions and Customer Value in Art Museums, Exhibits and Galleries in Egypt Reem Essam, Wael Kortam</p> <p>008 “The Most Important Document For Civilisation:” Magna Carta And The Heritage Servicescape Barry Ardley, Miles Hedison, Nick Taylor</p> <p>297 ‘You can take our brand but you can’t take our freedom!’: Narratives of the Self in the Story of Scottish Craft Nicholas Telford, Ian Fillis</p>	Callander
14.30-15.45	<p>Brand, Identity and Corporate Reputation 1 Chair: Christopher Chapleo</p> <p>291 Unrequited Value: Branding Through Branded Installations Rohit Talwar</p> <p>AMRC 2 From Compassion to Defence: Exploring a trust repair vis-à-vis service brand-consumer interaction across digital media Elvira Bolat</p> <p>016 Brand architecture in the media sector: an examination of network, channel, programme and talent personalities. Christopher Chapleo, John Oliver, Mona Seyed Esfahani</p>	Blairlogie
14.30-15.45	<p>Consumer Culture Theory 1 Chair: Gary Sinclair</p> <p>164 Digital consumer culture and Digital acculturation Bidit Dey, Dorothy Yen</p> <p>053 Apocalyptic objects: The Bug-out Bag as an Emblematic Object of Extreme Preparation Gary Sinclair, Norah Campbell, Sarah Browne</p>	Glendevon

14.30-15.45	<p>International Marketing 1 Chair: Phil Harris</p> <p>271 (When) Does Relationship Learning Matter? Zhaleh Najafi-Tavani, Ghasem Zaefarian, Sahar Mousavi, Peter Naudé</p> <p>062 The effect of relational capital in export markets: a resource orchestration based approach. Sara Wong, Juan Bustamante</p> <p>204 Consumer Choice and Preference of Global versus Local Brands – An Empirical Study Essam Ibrahim, Kathlene Gomez</p>	Uist
14.30-15.45	<p>Marketing Education 1 Chair: Juliette Wilson</p> <p>129 Evaluating an Interactive PR and Marketing Simulation: A Communities of Practice Approach Kristine Pole, Colm Fearon</p> <p>287 Strengthening the Implementation of Research Informed Teaching (RiT): Addressing the Challenge faced by an Alternative Provider in UK Higher Education Aster Mekonnen</p> <p>TMRC PGR Research Methods Training Juliette Wilson, Heiner Evanschitzky, Michael Harker, Samantha Murdy, Lindsay Stringfellow</p>	Lomond
14.30-15.45	<p>Non-Profit and Social Marketing 1 Chair: Walter Wymer</p> <p>087 The Use of Social Media to Create Engagement in Social Marketing Programs Sara Shawky, Timo Dietrich, Scott Weaven</p> <p>006 The Antecedent Influence of Brand Authenticity on Audience Intentions to Support the Red Cross Walter Wymer, Mohammad Akbar</p>	Ochil

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14.30-15.45	<p>Tourism Marketing 1 Chair: Carolyn Wilson</p> <p>236 Gorging on Game of Thrones: A Case Study on Fast Tourism Claire McCamley, Brendan Canavan, Matthew Kearney</p> <p>028 The Enchanted Snake and the Forbidden Fruit: Ayahuasca ‘Fairy Tale’ Tourism Andrew Dean</p> <p>259 Religious Honeymoon: The Experience of Moving From “ME” to “WE” Through the Umrah Pilgrimage Munif Alshammari, Maria Lichrou, Lisa O Malley</p>	Mull
14.30-15.45	<p>Special Session 1: Fake News, Brands, and Postmodernism: Implications for Marketers and Society Chair: Tamara Rabinovich</p> <p>Leyland Pitt, Sarah Lord Ferguson, Hope Jensen Schau, Victoria Rodner and Mark Peterson</p>	Allanwater
15.45-16.00	<p>Tea/ Coffee</p>	
16.00-17.15	<p>Meeting of Marketing Heads Of Department</p>	Erskine Fintry
16.00-17.15	<p>Consumer Behaviour 2 Chair: Victoria Rodner</p> <p>187 Role Of WebSQUAL On Customer Perception And Satisfaction: A Study Of Daraz.pk Rizwan Shabbir, Arusa Khalid, Muhammad Shoib</p> <p>157 Technological Migration and Nostalgia: Printed Book as a Symbol of Humankind. Pedro Carlos Refkalefsky Loureiro, Emílio José Montero Arruda Filho</p>	Iona

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16.00-17.15	<p>E-Marketing and Digital Marketing 2 Chair: Janet Ward</p> <p>149 The Interaction Effects of Gender, Personal Traits, and Source Credibility on Sharing Messages on Social Networking Sites Eun-Ah Yu, Hyeon-Cheol Kim</p> <p>182 To post or not to post? Examining motivations of creating brand-related posts on social networking sites Sevil Yesiloglu</p> <p>303 Developing Cultural Competence in a Highly Interactive Social Media Environment. Nigel Coates, Janet Ward</p>	Hermitage
16.00-17.15	<p>Sustainability 2 Chair: Caroline J Oates</p> <p>037 Marketing Sustainability through Experiences: A Conceptual Framework of Experiential Sustainability Matthew Lunde, Aditya Gupta</p> <p>281 Transitioning to Sustainable Living: Malleable Stories, Shared Meanings and Tacit Agendas Katherine Casey, Lisa O'Malley, Maria Lichrou</p> <p>120 Mapping Sustainability: How Individuals Approach Greening Caroline J Oates, Seonaidh McDonald</p>	Wallace Monument
16.00-17.15	<p>Marketing Segmentation and Target Marketing Strategy 1 Chair: Stephen Wilkins</p> <p>169 An evolution of bicluster for marketing analysis Gloria Gheno, Massimo Garbuio</p> <p>012 Zu Li Jian elderly shoes Yunhua Luo</p> <p>021 Killing two birds with one stone: Targeting a market segment in a mass market – the case of halal food Stephen Wilkins, Muhammad Mohsin Butt, Farshid Shams, Andrea Perez</p>	Uist

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16.00-17.15	<p>Consumer Psychology and Cross-Cultural Research 1 Chair: Bidit Dey</p> <p>298 Measuring the Impact of Pakistani Culture and Religion on Consumer Perception of Celebrity Endorsement: a Comparative Study Zahra Shah, Lien Monkhouse, Jerzy Kociatkiewicz</p> <p>310 A Conceptual Framework For Understanding The Influence of Patriotism On Chinese Consumers' Decision-Making Process For Infant Milk Powder Kaiying Li, Diana Gregory-Smith, Lloyd Harris</p> <p>166 Analysing ethnic consumers' acculturation to multicultural and cosmopolitan London: A study of their food consumption Bidit Dey, Sharifah Alwi, Stephanie Agyepong, Jessica Lichy</p>	Blairlogie
16.00-17.15	<p>Marketing of Higher Education 1 Chair: Jaswinder Sekhon</p> <p>224 'Learning on the go': An analysis of student attitudes towards mobile enhanced learning in Higher Education Shelton Giwa</p> <p>091 University Institution Preference: Is Graduate Employability Key? Ebenezer Effah, Emmanuel Arthur, Nana Owusu-Frimpong</p> <p>154 Decision Making Factors for HE Students Jaswinder Sekhon, Harjit Sekhon</p>	Mull
16.00-17.15	<p>Marketing Research and Methodology 1 Chair: Catherine Frethey-Bentham</p> <p>198 Comment Analysis of Youtube Videos on Autonomous Vehicles – Uncovering Perceived Risk towards the Technology Sarah Anderhofstadt, Conor Carroll</p> <p>293 Construct Creation from Research Questions Sarah Forbes, Mark Avis</p>	Callander

	165 Deciphering the Impact of Professional Respondents on Data Quality in Online Panels Catherine Frethey-Bentham , Michael Wells, Emily Bing, Gavin Northey	
16.00-17.15	Political Marketing 1 Chair: Mona Moufahim	Lomond
	202 Returning The Gaze: Business Academics’ Panoptic Experiences Of The British During Brexit David Brown	
	200 Political Relationship Marketing: Internal Relationship Management in Ghanaian Political Parties. Kobby Mensah , Ibrahim Nnindini	
	027 The ‘great Meme War’: The Political Ethnometaphysical Battleground of Critical Theory and the Scientific Method Within SJW and Alt Right Propaganda Andrew Dean	
16.00-17.15	Services and Customer Relationship Marketing 1 Chair: Vicky Story	Glendevon
	257 How to Shape a Pleasant Patient Experience: a Marketing Approach Luca Buccoliero , Elena Bellio, Elisa Solinas, Giulia Crestini	
	AMRC 3 Enhancing the performance outcomes of firm servitization efforts: key capabilities and network resources Jamie Burton, Vicky Story , Chris Raddats and Judy Zolkiewski	
16.00-17.15	Strategic Marketing 1 Chair: Christine Pitt	Ochil
	225 Bold SMEs Use Social Media Intelligence Capability Claudia Vanzeloti , Elvira Bolat, Gelareh Roushan	
	069 Marketing Legends: An Analysis of Twelve Autobiographies Kristin Matheson, Christine Pitt	

16.00-17.15 **Special Session 2 : Reinventing how students engage with core Marketing content through learning science** Allanwater

Tom Hill, Neha Sharma, Sarah Owens, Sam Burvill, Kate Organ

Wednesday 4th July 2018

08.45-11.15 **Workshop: Consumer Research with Societal Impact** Wallace Monument
Chairs: Kathy Hamilton, Emma Banister

108 The Link Between Consumerism, Verbal Aggression And Social Media

Jan Breitsohl, Werner Kunz

341 Consumer Research with Societal Impact

Helen Bruce

362 Consumer Research with Societal Impact: Are We Doing the Right Thing?

Xuemei Bian, Chrysostomos Apostolidis, Ran Liu

363 United We Stand: A Social Movement Approach to Transforming Marketing

Teresa Heath

367 Narratives of Dependency: Exploring Realistic and Transformative Pathways to Tourism for Consumers Living with Disability

Leighanne Higgins

369 Consumer Research with Societal Impact

Hilary Downey

371 Consumer Research with Societal Impact

Meryl Gardner

372 Pathways towards transformation: Reflections on research with societal impact

Stephanie Anderson

389 The Social Ecological Model of Social Marketing Competition: An examination of Shared Parental Leave uptake

Sarah Forbes, Holly Birkett

390 Researching at the Edges: Emancipatory Praxis for Societal Impact

Martina Hutton

393 A Balancing Act. Planning And Executing Excellent Marketing Research with Social Purpose

Agnes Nairn

396 Impactful gender research: transforming marketing curricula, practices and consumption

Wendy Hein

08.45-11.15

Workshop: Sounding Out Marketing and Consumption

Lomond

Chairs: Gretchen Larsen, Maurice Patterson

400 Sounding Out

Paul Hewer

08.45-11.15

Workshop: Space and Place in Marketing and Consumer Research

Glendevon

Chair: Dominic Medway

339 Of Time and the City: Scrumpling, Folding and Place Marketing as Origami?

Gary Warnaby

365 Towards Social Space in Place Marketing: Consumption of Divided Territory in the Post-Conflict City

Maja Pulic de Sanctis

382 Towards CCT Informed Place Marketing

Maria Lichrou, Lisa O'Malley

386 Rhythmanalysis of Street Food Vending: Spatiality, Temporality and Embodiment

Fatos Ozkan Erciyas, Dr. Ai-Ling Lai, Dr. Mihalis Kavartzis

391 Market Spatiality: Bravely Conceptualising Before, Between, and Beyond Market-places of Consumption.

Jack Coffin, Emma Banister, Anna Goatman

08.45-11.15

Workshop: Student Engagement and the Marketing Curriculum

Hermitage

Chairs: Nigel Coates, Yvonne Dixon-Todd

353 Problem-Based Learning and Class Redesign: Creating an Engaging Learning Journey

Andrew Paddison

359 “Could Do Better”: Improving The Use Of Journal Papers In The Current Marketing Curriculum

Fran Hyde

366 Are We Really Engaging With LinkedIn To Enhance Students’ Experience?

Emmanuel Mogaji

370 They Came, They Saw, They Left. Reformulating Student Engagement.

Andrew McAuley

379 Physical Authenticity in Marketing Education: The Case of Contextual Student Competitions

Helena Knight

08.45-11.15

Workshop: Understanding the Visual in Marketing and Consumer Research

Iona

Chairs: Finola Kerrigan, Natalia Yannopoulou, Leonie Lynch

338 “From Caged Birds To Women With Wings”: Identity Construction Of Asian New Middle-Class Working-Women- A Photo-Elicitation Approach

Shenaz Rangwala, Chanaka Jayawardhena, Gunjan Saxena

342 The Role of Visual Media When Examining Social Conflicts in Online Consumption Communities within a Social Network Site: Facebook Closed-groups

Koblarp Chandrasapth, Natalia Yannopoulou, Klaus Schoefer, Darren Kelsey

378 All I Want From eBay Is...? Exploring Determinants That Influence The Consumer Decision-Making Process Concerning Secondhand Garments

Helen McCormick, Rosy Boardman, Claudia Henninger, Nina Bürklin

384 Discovering Deeper Value Using Images - Uncovering The Gemstones

Charles Hancock

392 Understanding the Visual in Marketing and Consumer Research, Based on the Research Topic of Branded Entertainment and New Product Placement Modalities in the Creative Industries

Katharina Stolley

	394 Visual research methods for the study of `Troubled identity' Ofer Dekel	
08.45-11.15	Workshop: Who will be the Retailers of Tomorrow? Chairs: Isabelle Collin-Lachaud, Jonathan Reynolds	Allanwater
	093 The Future of Retailing - the Retail Automotive Sector Jim Saker	
	343 In-store Retail Technology – Insights from Estonia Brent McKenzie	
	348 Grocery Shopping Through Touch Points: Expectations and Reality Aurélia Michaud-Trévinial , Catherine Hérault-Fournier	
	354 Finding The Retailers Of Tomorrow In The Pop-up Retailers Of Today Charlotte Shi , Gary Warnaby	
	364 The future of physical retailing and its role within the High Street ecosystem Kim Cassidy , Jonathan Elms, Bill Grimsey, Vanessa Dehullu, Sheilagh Resnick, Nelson Blackley	
	373 Identifying Generational Differences In Encountering Retail Touchpoints: An Empirical Analysis In Italy And Japan Marco Ieva , Chieko Minami, Cristina Ziliani	
	375 Evolving Competences of the Salesperson and the Customer within a developing POS Technology Environment Tobias Röding , Hanna Schramm-Klein, Sascha Steinmann, Gerhard Wagner	
	380 What Dynamic Capabilities In Private Label Management? Marcello Sansone, Annarita Colamatteo, Maria Anna Pagnanelli	
11.30-12.15	Academy of Marketing AGM	Wallace Monument
12.15-13.15	Lunch	
12.15-13.15	Meetings of Journal Boards	
13.15-14.15	Keynote: Mick Doran	Logie Lecture Theatre
14.30-15.45	Meet the Editors	Wallace Monument

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14.30-15.45	<p>Consumer Behaviour 3 Chair: Carolyn Strong</p> <p>054 Can Haptic Inputs Mitigate Choice Overload? Nguyen T Thai, Ulku Yuksel</p> <p>223 Cultural Differences on Perceived Crowding, Shopping Stress and Excitement in Superstores Ioanna Anninou, Georgia Stavradi, Yiping Yu</p> <p>305 I'm Not Big, I'm Just Contrasted Better – The Effect of Contrast between Color Saturation Level of Foreground and Achromatic Background Color on Perceived Foreground Size Saman Zehra</p>	Iona
14.30-15.45	<p>E-Marketing and Digital Marketing 3 Chair: David Dowell</p> <p>101 Virality and Vlogs: A Netnographic Study on the Role of Vloggers in Viral Marketing Campaigns Ann Torres, Alexandra Kenney, Marlena Kieszowska, Annechien Wigboldus</p> <p>304 Product Placement has found a new home – Social Media: An exploratory study on Instagram Nuray Bayrak, Fatema Kawaf</p>	Hermitage
14.30-15.45	<p>Sustainability 3 Chair: Eric Calderwood</p> <p>248 A pilot study on an extended TPB model with University Social Responsibility implications. A perspective on repeated blood donation behavior Iuliana Raluca Gheorghe, Consuela Mădălina Gheorghe, Victor Lorin Purcărea</p> <p>330 Treasured Trash: An Exploration of the In-Between Life of Unused Electronics Katherine Casey, Maria Lichrou, Colin Fitzpatrick</p>	Wallace Monument

14.30-15.45	<p>Arts and Heritage 2 Chair: Chloe Preece</p> <p>178 What Determines Grants for Artists? - A Logistic Regression Analysis of Socioeconomic and Artistic Factors that Affect Korean Performing Artists Hyun-Seung Park, Hyeon-Cheol Kim</p> <p>226 Lucky Breaks: Unpicking the Intersectionalities at Play in Artistic Careers Chloe Preece, Nicholas Telford</p> <p>139 Institutionalizing Entrepreneurs – The Case of Brazil’s Forum for Cultural Rights Victoria Rodner</p>	Esrkine Fintry
14.30-15.45	<p>Brand, Identity and Corporate Reputation 2 Chair: Robert Thomas</p> <p>057 Examining Consumer-Brand Relationships in the UK Energy Sector: A Social Media Perspective Emmanuel Mogaji, Dandison Ukpabi, Sunday Olaleye</p> <p>044 A dark side of the consumer–brand relationship: Schadenfreude Annie Pei-I Yu</p> <p>035 Exploring the motivations and benefits of joining a brand community: A study of UK 7–11-year-olds Robert Thomas</p>	Mull
14.30-15.45	<p>Consumer Culture Theory 2 Chair: Ronnie Das</p> <p>269 A ‘We’ Identity ‘In Action’? Collective Consumption Via Competence Co-Performance in Newly Cohabited Couples Ratna Khanijou, Benedetta Cappellini, Sameer Hosany</p> <p>272 Artistic Connoisseurship As A Form Of Anti-Consumption?: An Examination Of Underground DJs Fiona Walkley, Dianne Dean, Sean Cresswell</p> <p>247 Marketplace Mythology and the Politics of Identity Ronnie Das</p>	Allanwater

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14.30-15.45	Marketing Communications 1 Chair: Kathleen Mortimer	Blairlogie
	221 A Qualitative Research Agenda For Exploring Children’s Online Advertising Literacy Emma Sweeney , Margaret-Anne Lawlor, Susan Whelan	
	275 Integrating and Communicating CSR activity: Can it be Corporate and Community? Kathleen Mortimer , Sally Laurie, Maher Daboul	
	203 Breaking Boundaries: Is Team Diversity Changing in Ad Agencies? An Exploratory Investigation. Jacqueline Lynch	
14.30-15.45	Marketing of Higher Education 2 Chair: Kuldeep Banwait	Callander
	059 UK Universities Corporate Visual Identities Emmanuel Mogaji	
	250 The Country of Origin effect in the context of Higher Education. The implications of Brexit on students’ attitudes towards UK Universities. Leonie Muders, Eleftherios Alamanos , Sjoerd Beugelsdijk	
	231 Creating An Agile Marketing Strategy: For An Uncertain Horizon In The English Higher Education Landscape Kuldeep Banwait , Charles Hancock	
14.30-15.45	Ethics and Marketing 1 Chair: Mark Pritchard	Uist
	156 Marketers be Brave: Social Media’s Dark Side John Egan	
	309 Latitudes of Acceptance in Ethical Dilemmas: The Impact of Worldview Mark Pritchard , James Avey, Stephen Conroy, Tisha Emerson	

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14.30-15.45	<p>Consumer Behaviour 4 Chair: Peter Nuttall</p> <p>099 Are Chinese People All Luxury Consumers? Comparative Study of Chinese Three Philosophical Religious Traditions Haiping Zhu, Dr. Jackie Clarke, Dr. Nicoletta Occhiocupo</p> <p>AMRC 4 Constructing and Commodifying the Tribal Celebrity: A Dramaturgical Perspective Rebecca Mardon, Hayley Cocker, Kate Daunt</p> <p>AMRC 5 Moving off auto-pilot: Re-calibrating mindfulness in sustainable clothing Katherine Duffy</p>	Lomond
15.45-16.00	<p>Tea/ Coffee</p>	
16.00-17.15	<p>Consumer Behaviour 5 Chair: Jon Elms</p> <p>190 Pre and During Acculturation: Adult Chinese Little Emperors' Food and Social Media Consumption at British Universities Dongwei Xi, Dorothy Yen</p> <p>214 Do individual strategies for sustainable consumption exist in the Kingdom of Saudi Arabia? – An investigation. Shahd Sahab, Claudia Henninger, Iain Stalker</p>	Iona
16.00-17.15	<p>E-Marketing and Digital Marketing 4 Chair: Rosy Boardman</p> <p>140 Electronic Word-of-Mouth Communications And Sales: A Meta-Analysis Elvira Ismagilova, Emma Slade, Nripendra Rana, Yogesh Dwivedi</p> <p>150 The Relationship Between Offline Channel Attributes And Consumers' Channel Selection Intention Ola Tarek, Abeer Mahrous, Wael Kortam</p> <p>074 An S-Commerce Study: Exploring Shopper Motivations For Purchasing Via Instagram And Subsequent Word-Of-Mouth Intentions Rosy Boardman, Claudia Henninger, Amanda Subiakto</p>	Hermitage

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16.00-17.15	<p>Critical Marketing 1 Chair: Tom Mordue</p> <p>026 “It’s Science Because That’s What I Say It Is!”: Viewing the ‘Demarcation Problem’ as Part of Homophilous and Heterophilous High-technology Sales Relationship Sensemaking and Identity Work Andrew Dean</p> <p>284 A Critique of Family Representation by Marketers in Advertising Cathriona Nash, Lisa O' Malley, Maurice Patterson</p> <p>143 Understanding the power of the Hardy angling brand: an investigation of the symbolic, material and natural relations that have made a global icon Oliver Moss, Tom Mordue</p>	Glendevon
16.00-17.15	<p>Entrepreneurial and Small Business Marketing 1 Chairs: Zubin Sethna, Roz Jones</p> <p>346 Transgender Entrepreneurship: A Transatlantic Exploration Zubin Sethna, David Hansen, Rachel McKinnon</p> <p>323 An Evaluation of the 'Pure-play' enterprises' Superior Market Position building: The role of Proactiveness and Innovativeness Yiwen Hong, Sophie Yang, Donald Finlay</p> <p>230 Coffee for One: An Exploration of the Lone Customer Experience Claire McCamley, Leigh Morland</p>	Allanwater
16.00-17.15	<p>International Marketing 2 Chair: Tobias Röding</p> <p>010 Incorporating Dynamic Capabilities into Dunning's Eclectic Paradigm: A Study of Small and Medium-sized Enterprises Ka Wai, Sindy Chung</p>	Blairlogie

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243 Finding Values in Diversity: Exploring the Effectiveness of Mono- and Multi-Ethnic Marketing Communications

Tana Cristina Licsandru, Charles Chi Cui

252 A Cross-Country Analysis of Consumers' perceived Benefits and Risks of Cross-Border Online Purchasing

Gerhard Wagner, Hanna Schramm-Klein, Anne-Marlies Fota, Sascha Steinmann, Tobias Röding

16.00-17.15

Tourism Marketing 2

Uist

Chair: Carmela Bosangit

240 Investigating the factors influencing on Customer Brand Engagement; The role of Brand Love – Brand Jealousy framework and from Self-Determination and social exchange Theories Perspectives

Nader Nabil Hana, Mahmoud Fouad

191 Sharing is Caring? Conflict and Value Co-Destruction in the Case of Airbnb

Chrysostomos Apostolidis

085 Delighting The Sustainable Tourist: How Do Small Tourist Food Businesses Respond To Changing Tourists' Sustainability Preferences?

Carmela Bosangit, Marylyn Carrigan, Jordon Lazell, Solon Magrizos

16.00-17.15

Arts and Heritage 3

Lomond

Chair: Todd Green

314 The Demise of Subcultures: A Comparative Study of Generational Preconceptions of Music Consumption, Identity, and Belonging

Olivia Fulvio-Mason, Richard Warr

AMRC 6 Telling a different story: How charities use storytelling to demonstrate typicality or differentiation brand strategies.

Sarah-Louise Mitchell

335 The Broken Record: How The Music Industry Is Making Sense Of Uncertainty And Change

Todd Green, Gary Sinclair

16.00-17.15	<p>Political Marketing 2 Chair: Mona Moufahim</p> <p>004 Young Voters UK: Engagement, Disengagement and Re-engagement? Mojtaba Poor Rezaei, Guja Armannsdottir, Christopher Pich, Ines Branco Illodo, John Harvey</p> <p>066 If the Suit Fits Lincoln Lu</p> <p>095 Understanding how political parties manage their volunteers in the political marketing process Lincoln Lu</p>	Ochil
16.00-17.15	<p>Services and Customer Relationship Marketing 2 Chair: Henry Fock</p> <p>104 The Mediating Effect of Employee Rhetorical Sensitivity in Relationship Marketing Suraya Akmar Mokhtaruddin, Che Aniza Che Wel, Nor Rahimy Khalid, Syed Shah Alam</p> <p>180 Internal Marketing: Value in Organisational Restructure Monica Micek, James E Richard</p> <p>161 Electronic Management System as a Double-edged sword for Service Empowerment and Frontline Employees' Extra-role Performance Henry Fock, Kimmy W. Chan</p>	Erskine Fintry
16.00-17.15	<p>Sports and Events Marketing 1 Chair: Dimitrios Kolyperas</p> <p>036 The Effect of Personality on Brand Alignment: An Empirical Study of Elite Sport Robert Thomas</p> <p>162 Maintaining The Brand Through Promotional Materials: Hibernian FC Annuals, 2006-2018 Brent McKenzie</p> <p>052 Taking a Gamble on Ambush Marketing- Objectives, activation and consumer perceptions Fiona Parker, Dimitrios Kolyperas</p>	Wallace Monument

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146 Exploring Fan Engagement in Egyptian Sports Context: Antecedents and Consequences

Doaa Fathy, Ehab AbouAish

16.00-17.15

Special Session 3 : Marketing and Vulnerable Audiences

Callander

Chair: Abi Badejo

Abi Badejo, Krzysztof Kubacki, Ross Gordon, Emmanuel Mogaji, Alan Tapp

16.00-17.15

Special Session 4 : Marketing Meets Design Anthropology

Mull

Marcia Christina Ferreira, Bernardo Figueiredo, Daiane Scaraboto, Elaine Pereira Zamith Brito, Ian Fillis, Jessica Chelekis, Utku Ay, Harun Kaygan

Thursday 5th July 2018

09.00-10.30

Consumer Behaviour 6

Iona

Chair: Peter Nuttall

064 A Micro-Social Analysis of Power and Resistance: Ex-Hijabi Muslim Women

Doha Saleh Almutawaa

103 Consumer Attitudes Toward Halal Cosmetic Purchase Intention

Nor Rahimy Khalid, Che Aniza Che Wel, Suraya Akmar Mokhtaruddin, Syed Shah Alam

09.00-10.30

E-Marketing and Digital Marketing 5

Hermitage

Chair: Dimitrios Kolyperas

318 Digital Immersion: Origins of Stimulation Within Streaming and E-Sports

Charlie Simmons, Elvira Bolat

116 The Use of Digital Marketing Communication Channels: A Longitudinal Observation of Oil and Gas B2B SMEs

Justina Setkute

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299 Analysis of Cognitive and Affective Factors that Influence Customers' Willingness to Leave Big Data Digital Footprints on Social Media

Syed Muhammad, Bidit Dey, Sharifah Syed Alwi

172 Adopting Social Media For Stakeholder Engagement: A Case Of UK HEI

Angela Lawrence

09.00-10.30

Sustainability 4

Wallace Monument

Chair: Carolyn Strong

014 Electricity consumers in regional Australia: social acceptance of coal-fired power and renewable energy

Breda McCarthy, Lynne Eagle, Amy Osmond, Hayden Lesbirel, David Low

184 Procrastinating green goods: The impact of temporal orientation, image-congruence, and self-construal on sustainable goods purchase intention

Rene Versteegh, **James E Richard**, Michelle Renton

286 Promoting Pro-environmental Behaviour Through the Marketing Use of Implementation Intentions

Andreea Oniga

125 Exploring motivations for adopting Plant-Based Diet: The mean-end chain approach

Mahsa Ghaffari, Padmali Rodrigo, Yuksel Ekinci

09.00-10.30

Business to Business 1

Mull

Chair: George Maglaras

094 Dynamic Capabilities and Social Media: Enhancing Competitive Advantage in Business-to-Business Firms

Severina Iankova, Iain Davies, Chris Archer-Brown

032 Valuable Leads: Marketing Automation In The Case Of A B2B Company

Jessica Kolodziej, Kyoko Fukukawa

096 Systematic Review on Social Media Marketing in Business-to-Business Domain: Research Issues and Avenues for Future Research

Severina Iankova, Iain Davies, Chris Archer-Brown

207 Value Appropriation Processes Under A Network Perspective: Insights From The UK Grocery Network

George Maglaras, Leigh Sparks, Michael Bourlakis

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09.00-10.30	Consumer Culture Theory 3 Chair: Amy Goode	Glendevon
	132 “The Family at the Center”: Exploring Value Co-Creation in Healthcare Service Ecosystems Daiane Scaraboto , Pilar Rojas Gaviria, Flavia Cardoso	
	050 A Grounded Theory Study on The Financial Well-Being of International Students According To Financial Culture And Financial Stress. Heejung Park	
	211 Neighbourhood Tales: Exploring Community in a Deprived Neighbourhood Amy Goode	
09.00-10.30	Fashion Marketing and Consumption 1 Chair: Kate Armstrong	Allanwater
	034 Building brand loyalty through Social Media in economic crisis: a gender and Gen Y perspective of luxury fashion consumers in South East Europe Zlatina Gubatova , Alexandros Kapoulas, Ranis Cheng	
	111 A Girl Named Kate: A Narrative Exploration of Enchantment in Fashion Culture Patrick Lonergan , Maurice Patterson, Maria Lichrou	
	329 Brand Experience and Brand Management in the Omnichannel Fashion Retailing Journey for Female Fashion Consumers. Samantha Lynch , Liz Barnes	
09.00-10.30	Marketing Research and Methodology 2 Chair: Ben Binsardi	Uist
	113 Dress Code: mining rich autoethnographic data to generate insights into international consumer behaviour of luxury fashion goods Elizabeth Lloyd-Parkes , Jonathan Deacon, Nadine Khair	
	245 Towards an Interdisciplinary Definition of Trust Using Logical Partitioning S M A Moin , James Devlin, Sally McKechnie, Sameer Hosany	

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09.00-10.30	<p>Non-Profit and Social Marketing 2 Chair: Krzysztof Kubacki</p> <p>030 How To Improve Healthy Eating Behaviours Through Implementation Intention Intervention: A Propositional Inventory Irene Vilà</p> <p>183 Integrating Healthcare In Greater Manchester: A Strategic Or Tactical Focus? Tony Conway, Margaret Hyde</p> <p>041 Can Cognitive Dissonance Theory Explain Binge Drinking? Krzysztof Kubacki, Dariusz Siemieniako</p>	Erskine Fintry
09.00-10.30	<p>Retail Marketing 1 Chair: Paul Freathy</p> <p>122 Who are the retailers now? Isabelle Collin-Lachaud, Jonathan Reynolds, Richard Cuthbertson</p> <p>043 Personal Dervice and Self-Service Technologies – Handling the Trade-Off in Self-Service Based Retailing Ulf Johansson, Jens Hultman, Sabrina Dettmering, Frederik Mues</p> <p>171 Perceived Shopping Comfort in Physical and Digital Retail Environments Gerhard Wagner, Hanna Schramm-Klein, Sascha Steinmann, Tobias Röding</p> <p>124 Luxury Fashion Brands Embracing Digital Marketing Aster Mekonnen, Liz Lerner</p>	Callander
09.00-10.30	<p>Strategic Marketing 2 Chair: Raeesah Chohan</p> <p>145 Antecedents of Market Orientation in Ghana's Mobile Telecommunciations Industry Emmanuel Arthur, Ebenezer Asare Effah, Nana Owusu-Frimpong</p> <p>086 How Can Firms Learn from Consumer Innovators? Potential Absorptive Capacity of Consumer Innovations Sarah Lord Ferguson, Karen Robson, Jan Kietzmann, Ian McCarthy, Bruno Silvestre</p>	Blairlogie

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112 26 Years Later: Agency Theory in Marketing
Raesah Chohan

09.00-10.30 **Special Session 5 : TMRC External Examining of Programmes in Marketing** Lomond
 Chair: Michael Harker

Michael Harker, Ross Brennan, Samantha Murdy, Janet Ward, Juliette Wilson

10.30-10.45 **Tea/ Coffee**

10.45-12.15 **Consumer Behaviour 7** Iona
 Chair: Fraser McLeay

019 Constructing the Self through Consumer Contribution: A Study of Self-Monitoring Behaviour and Co-Creation
Robert Thomas

195 Millennials And 21st Century Dating: A Study Of App Dating, Identity and Space
 Miranda Hitchings, **Micael-Lee Johnstone**

181 Marketing the Brave: 50 Shades of 'Non-Mainstream' Consumer Behaviour
Jessica Lichy, Fraser McLeay

10.45-12.15 **E-Marketing and Digital Marketing 6** Hermitage
 Chair: Amy Goode

079 Towards understanding sharing brand experience in online travel community
Abeer Mahrous

201 An Integrative Typology Of Relational Benefits And Costs In Social Media Brand Pages
Georgios Tsimonis, Sergios Dimitriadis, Suha Omar

10.45-12.15	Sustainability 5 Chair: Breda McCarthy	Wallace Monument
	186 Striding Bravely into the Future of Sustainability: Interpretations of the Eco-School Message from Scottish Children Elaine Ritch	
	013 Food waste within eco-friendly households: modelling the factors that have an impact on food waste levels Breda McCarthy , Hong-Bo Liu	
10.45-12.15	Entrepreneurial and Small Business Marketing 2 Chair: Zubin Sethna	Glendevon
	060 Enabling Entrepreneurial Marketing for Organizations in Turbulent Environments: Evidence from Egyptian Organizations Abeer Mahrous	
	045 An International Entrepreneurial Marketing Framework: Wine Industry Sussie Morrish , Hannah Wolf	
	185 The Brave Small Agri-Food Firm:A Case Study Approach to Marketing Capability Development and Integration of Market Information in Small Agri-Food Firms Grace Carson , Christina O'Connor, Geoff Simmons	
10.45-12.15	Fashion Marketing and Consumption 2 Chair: Kate Armstrong	Allanwater
	234 Analysing the Impact of Social Media Marketing Activities of Fast Fashion Brand on Brand Equity and Consumer Responses in China Yao Yao , Delia Vazquez, Rosy Boardman	
	273 Self-Concept and Fashion Consumption: A Sustainability Revolution Yuan Hong	

10.45-12.15	<p>Retail Marketing 2 Chair: John Murray</p> <p>088 Retail as Theatre: A Means to Building Long Lasting Relationships Iram Ahmed, David Arnott, Scott Dacko</p> <p>042 New format vs Old Formats in Retailing: Image of Pick-up Points vs image of Full scale Store Format Ulf Johansson, Jens Hultman, Irene Grimani, Alfredo Privitello</p> <p>175 Determining Aesthetic Pleasure: An Investigation of Limited Relative Novelty Introductions to an Established Design Prototype John Murray, Jonathan Elms, Christoph Teller</p>	Lomond
10.45-12.15	<p>Services and Customer Relationship Marketing 3/ Consumer Psychology and Cross-Cultural Research 2 Chair: Jon Elms</p> <p>321 How do customers' perceptions of the firm and other customers predict their proactive and reactive helping behavior? Mohamed Sobhy Temerak, Nermeen Elsaadany</p> <p>253 How Much a Ranking is Worth? The Effects of Ranking, Framing and Anchoring on Individuals' Willingness to Pay. Felipe Araujo, Mariana Brandão, Debora Tayt-son</p>	Mull
10.45-12.15	<p>Tourism Marketing 3 Chair: Sameer Hosany</p> <p>102 Segmenting the Girlfriend Getaway Market using Fuzzy Clustering Girish Prayag, Catheryn Khoo-Lattimore, Marta Disegna</p> <p>238 Social Media Usage For Travel Information And Its Determinants: A Study Of Millennials Shikha Sota, Harish Chaudhry</p> <p>315 'In the Footsteps of Heidi': Determinants of Travel Intention and the Moderating Effect of Imagination Capacity Daniela Buzova, Sameer Hosany, Silvia Sanz-Blas</p>	Callander

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10.45-12.15	Marketing Education 2 Chair: Andrew McAuley	Erskine Fintry
	058 Offensive but not so offensive: Fostering Ethical and Socially Responsible Marketing in Undergraduate Marketing Students. Emmanuel Mogaji	
	073 Teaching Marketing Ethics Through Short Films Nicki Newman	
	332 Reimagining Marketing Education: Brave New World? Andrew McAuley	
	228 The State of Integrated Marketing Communications Education: Insights From Industry – But Do We All Agree? Yvonne Dixon-Todd , Lynne Hall	
12.15 - 13.15	Lunch	
13.15-14.45	Consumer Behaviour 8 Chair: Tracy Harwood	Iona
	097 Do Males and Females Interpret Perceived Cost Differently in Smartwatch Use-intention Behaviour? An Exploratory Study Marike van Wyk , Jacques Nel, Lusani Mankhili	
	135 Meaningfulness and Mixed Emotions: What Consumers Want Sayantani Mukherjee, Loraine Lau-Gesk	
	049 Value transformation in the ‘let’s play’ gaming sub-culture Tony Garry , Tracy Harwood, Jason Boomer	
13.15-14.45	E-Marketing and Digital Marketing 7 Chair: James E Richard	Hermitage
	047 Deconstructing the ‘perceived value-loyalty’ relationship of mobile instant messenger users Jacques Nel , Ilani Fourie	

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210 Mobile Apps: How do we engage an audience and develop a relationship through mobile apps?

Kirk Dodds, Fraser McLeay

107 Investigating the meaningful characteristics of social Media influencers for followers

Fatima Abdulaziz Al-Emadi, **Imene Ben Yahia**

078 Only the Brave: Perceived Risk of Social Media

James E Richard, Daniel Ralphs

13.15-14.45

Sustainability 6

Wallace Monument

Chair: Claudia Henninger

285 Green Practices for Hotels: A Environmental Friendly Behavior investigation in the Hotel Industry using Conjoint Analysis

Felipe Araujo, Sergio Gomes

084 What does it mean to be a sustainable business?

Claudia Henninger, Amira Battle, Caroline Oates, Seonaidh McDonald

13.15-14.45

Marketing of Higher Education 3

Glendevon

Chair: Julia Cook

300 Exploring the mediating effect of employee empowerment in the relationship of internal marketing practices and employee job satisfaction: a cross-cultural study of UK and Pakistani higher education institutions

Atif Mahmood, Muhammad Waqas Khan, Sara Kanwal, Muhammad Waqas, Saad Hussain

083 Do Alumni Want To Give Back To Their University?

Fiona Cownie, Atanas Nikolaev

289 Internal communication and employees' pro-social behaviour in British higher education: mediating effect of employees' role clarity and bridging weak ties

Atif Mahmood, Sara Kanwal, Tahir Rashid, Muhammad Hasan Raza

263 An Exploration Of Staff Perceptions And Experiences Of Personal Tutoring And The Impact On Staff Engagement

Julia Cook

13.15-14.45	<p>Non-Profit and Social Marketing 3 Chair: Abi Badejo</p> <p>022 Consumer Reactions to Conflict Management in Non-profit Online Communities Denitsa Dineva, Jan Breitsohl, Brian Garrod</p> <p>188 Death, Dying and ‘Difficult’ Marketing Fran Hyde</p> <p>114 An intersectional approach to ethical issues in social marketing segmentation Krzysztof Kubacki, Natalia Szablewska, Sarah Forbes, Chris Palmedo</p> <p>176 A Systematic Literature Review of Qualitative Research Methods in Social Marketing Abi Badejo, Mohammad Kadir, Krzysztof Kubacki, Bo Pang</p>	Lomond
13.15-14.45	<p>Retail Marketing 3 Chair: Steve Burt</p> <p>219 Category-based vs product-based healthy communication: promoting ‘health’ in the UK retailing environment Benedetta Grandi, Steven Burt, Maria Grazia Cardinali</p> <p>222 Does Supermarket Loyalty Exist? Chloe McGinn, Nicki Newman</p>	Mull
13.15-14.45	<p>Entrepreneurial and Small Business Marketing 3 Chair: Ros Jones</p> <p>274 Slave To The Algorithm: Are Keywords Killing The Creativity Of SMEs? Jayne Rodgers</p> <p>307 Social media influencing as a business – it is all about curatorial logic Claudia Wilkin, Elvira Bolat</p> <p>009 Scaling a Hobby Business: The Case of JM Reid Bamboo Rods Sarah Lord Ferguson, Leyland Pitt, Ian McCarthy, Emily Rousseau</p> <p>258 Entrepreneurial Marketing Authenticity: Enactment and Practice Jacqueline Harris, Jonathan Deacon</p>	Callander

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