# AM2018 Conference Schedule

## Tuesday 3rd July 2018

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<tr>
<th>Time</th>
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<td>08.45-09.15</td>
<td>Registration</td>
<td>Stirling Court Hotel Foyer</td>
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<td>08.45-09.45</td>
<td>Meeting of the AMEDUC/ SIG Chairs</td>
<td>Callander</td>
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<td>09.15-09.45</td>
<td>Welcome</td>
<td>Logie Lecture Theatre</td>
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<td>09.45-12.15</td>
<td>Workshop: Artificial Intelligence in Marketing</td>
<td>Glendevon</td>
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<td>Chairs: Ana Isabel Canhoto, Daniela Castillo</td>
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<td>005  AI hybrids and relationship marketing</td>
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<td>148 There’s no accounting for taste: AI in the Art Market – good for business, bad for art?</td>
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<td>336 Common Errors in Marketing Experiments and How to Avoid Them.</td>
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<td>383 Exploring the use AI to manage customers’ relationships</td>
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<td>388 An Application of Monster Theory to Artificial Intelligence</td>
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<td>361 Sales Marketing Automation framework - first steps towards applied AI in sales within servitized manufacturing business</td>
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<td>361 Sales Marketing Automation framework - first steps towards applied AI in sales within servitized manufacturing business</td>
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<td>09.45-12.15</td>
<td>Workshop: Drawing Robust Conclusions from Quantitative Research in Marketing</td>
<td>Lomond</td>
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<td>Chairs: Matthew Robson, Nick Lee, John Cadogan</td>
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<td>336 Common Errors in Marketing Experiments and How to Avoid Them.</td>
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<td>Tanya Kolosova, Samuel Berestizhovsky</td>
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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
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<td>09.45-12.15</td>
<td><strong>Workshop: Seeking Sustainable Futures in Marketing and Consumer Research</strong>&lt;br&gt;Chairs: Iain Davies, Caroline J Oates</td>
<td>Hermitage</td>
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<td>345 Why participate in the sharing economy? - A three country comparison of collaborating motives in the apparel sector&lt;br&gt;Claudia Henninger, Nina Bürklin, Rosy Boardman, Helen McCormick, Kirsí Niinimäki, Markko Hamalainen, Jesse Karjalainen</td>
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<td>347 Driving Towards a Sustainable Future: A Cross-Cultural Segmentation Analysis of Hybrid Car Adoption&lt;br&gt;Fraser McLeay, Victoria-Sophie Osburg, Vignesh Yoganathan, Ameet Pandit</td>
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<td>355 Questioning the usefulness of the Attitude/Behaviour Gap for the future of sustainability research&lt;br&gt;Seonaidh McDonald, Terry Newholm</td>
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<td>358 Bridging the Gap: A Review of Sustainable Fashion Literature and Practice&lt;br&gt;Amira Battle, Iain Davies, Sarah Glozer, Pierre McDonagh</td>
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<td>376 Growing Sustainable Futures from the Ground Up: Embracing an Emic and Situated Research Approach&lt;br&gt;Lisa O'Malley, Katherine Casey, Maria Lichrou</td>
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<td>385 Sustainable Marketing for Luxury Goods: Challenges, Contradictions and Clarifications&lt;br&gt;Caroline Tynan, Sally McKechnie, Teresa Heath</td>
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<td>398 Caring and Sharing&lt;br&gt;Michael J. Baker</td>
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<td>399 Generativity, inheritance and the transference of sustainability&lt;br&gt;Marylyn Carrigan, Victoria K. Wells, Navdeep Athwal</td>
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<td>09.45-12.15</td>
<td><strong>Workshop: Social Media for Pedagogy and Developing Cohort Identity</strong>&lt;br&gt;Chair: Joanne Bates</td>
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<td>387 ‘Follow You, Follow Me’: Using Social Media To Enhance Creativity, Cohort Cohesion and Transferable Skills.&lt;br&gt;Sukhbinder Barn</td>
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<td>12.15-13.15</td>
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<td>13.15-14.15</td>
<td><strong>Keynote: Russell Belk</strong></td>
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AM2018 Schedule: Please note that this document is dated 13-06-2018, and that updated versions may be released prior to the Conference. Please visit the Conference website for the latest documentation.
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<td>14.15-16.00</td>
<td>Meeting of Academy of Marketing Research Committee</td>
<td>Erskine Fintry</td>
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<td>14.30-15.45</td>
<td>Consumer Behaviour 1</td>
<td>Iona</td>
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<td>262</td>
<td>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</td>
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<td>14.30-15.45</td>
<td>E-Marketing and Digital Marketing 1</td>
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<td>241</td>
<td>Online consumption: The Enmeshed Paths of Consumers as Collectors Marcia Christina Ferreira, Daiane Scaraboto, Emily Chung</td>
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<td>Consumer Centric IMC for Fashion Marketing Communications Jennifer Murray, Alexis Barlow, Noreen Siddiqui</td>
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<td>279</td>
<td>Bad Outcomes from Good Practice within Emergent Negative Online Engagement Kathryn Waite, Nurdilek Dalziel, Tina Harrison</td>
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<td>14.30-15.45</td>
<td>Sustainability 1</td>
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<td>Caroline J Oates</td>
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<td>075</td>
<td>Managing Sustainable Familial Food Practices Through Continuity and Change Navdeep Athwal, Marylyn Carrigan, Victoria Wells</td>
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<td>AMRC 1</td>
<td>Daydreaming: Reconceptualising Pre-consumption Experiences and their Meanings Teresa Pereira Heath, Elizabeth Nixon</td>
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14.30-15.45  Arts and Heritage 1  Callander
Chair: Chloe Preece

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

008  “The Most Important Document For Civilisation:” Magna Carta And The Heritage Servicescape
Barry Ardley, Miles Hedison, Nick Taylor

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

14.30-15.45  Brand, Identity and Corporate Reputation 1  Blairlogie
Chair: Christopher Chapleo

291  Unrequited Value: Branding Through Branded Installations
Rohit Talwar

AMRC 2  From Compassion to Defence: Exploring a trust repair vis-à-vis service brand-consumer interaction across digital media
Elvira Bolat

016  Brand architecture in the media sector: an examination of network, channel, programme and talent personalities.
Christopher Chapleo, John Oliver, Mona Seyed Esfahani

14.30-15.45  Consumer Culture Theory 1  Glendevon
Chair: Gary Sinclair

164  Digital consumer culture and Digital acculturation
Bidit Dey, Dorothy Yen

053  Apocalyptic objects: The Bug-out Bag as an Emblematic Object of Extreme Preparation
Gary Sinclair, Norah Campbell, Sarah Browne
14.30-15.45 **International Marketing 1**
Chair: Phil Harris

271 (When) Does Relationship Learning Matter?  
Zhaleh Najafi-Tavani, Ghasem Zaefarian, Sahar Mousavi, Peter Naudé

062 The effect of relational capital in export markets: a resource orchestration based approach.  
*Sara Wong*, Juan Bustamante

204 Consumer Choice and Preference of Global versus Local Brands – An Empirical Study  
*Essam Ibrahim*, Kathlene Gomez

14.30-15.45 **Marketing Education 1**
Chair: Juliette Wilson

129 Evaluating an Interactive PR and Marketing Simulation: A Communities of Practice Approach  
*Kristine Pole*, Colm Fearon

287 Strengthening the Implementation of Research Informed Teaching (RiT): Addressing the Challenge faced by an Alternative Provider in UK Higher Education  
*Aster Mekonnen*

**TMRC PGR Research Methods Training**  
*Juliette Wilson*, Heiner Evanschitzky, Michael Harker, Samantha Murdy, Lindsay Stringfellow

14.30-15.45 **Non-Profit and Social Marketing 1**
Chair: Walter Wymer

087 The Use of Social Media to Create Engagement in Social Marketing Programs  
*Sara Shawky*, Timo Dietrich, Scott Weaven

006 The Antecedent Influence of Brand Authenticity on Audience Intentions to Support the Red Cross  
*Walter Wymer*, Mohammad Akbar
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<td>Carolyn Wilson</td>
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<td>236 Gorging on Game of Thrones: A Case Study on Fast Tourism</td>
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<td>Claire McCamley, Brendan Canavan, Matthew Kearney</td>
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<td>028 The Enchanted Snake and the Forbidden Fruit: Ayahuasca ‘Fairy Tale’ Tourism</td>
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<td>259 Religious Honeymoon: The Experience of Moving From “ME” to “WE” Through the Umrah Pilgrimage</td>
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<td>Munif Alshammari, Maria Lichrou, Lisa O Malley</td>
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<td><strong>Special Session 1: Fake News, Brands, and Postmodernism: Implications for Marketers and Society</strong></td>
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<td>Tamara Rabinovich</td>
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<td>Leyland Pitt, Sarah Lord Ferguson, Hope Jensen Schau, Victoria Rodner and Mark Peterson</td>
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<td>15.45-16.00</td>
<td><strong>Tea/ Coffee</strong></td>
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<td>16.00-17.15</td>
<td><strong>Meeting of Marketing Heads Of Department</strong></td>
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<td>Rizwan Shabbir, Arusa Khalid, Muhammad Shoiab</td>
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<td>157 Technological Migration and Nostalgia: Printed Book as a Symbol of Humankind.</td>
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<td>Pedro Carlos Refkalefsky Loureiro, Emilio José Montero Arruda Filho</td>
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16.00‐17.15  **E‐Marketing and Digital Marketing 2**  
*Chair: Janet Ward  
Hermitage*

149  The Interaction Effects of Gender, Personal Traits, and Source Credibility on Sharing Messages on Social Networking Sites  
Eun‐Ah Yu, Hyeon‐Cheol Kim

182  To post or not to post? Examining motivations of creating brand‐related posts on social networking sites  
Sevil Yesiloglu

303  Developing Cultural Competence in a Highly Interactive Social Media Environment.  
*Nigel Coates, Janet Ward*

16.00‐17.15  **Sustainability 2**  
*Chair: Caroline J Oates  
Wallace Monument*

037  Marketing Sustainability through Experiences: A Conceptual Framework of Experiential Sustainability  
Matthew Lunde, Aditya Gupta

281  Transitioning to Sustainable Living: Malleable Stories, Shared Meanings and Tacit Agendas  
Katherine Casey, Lisa O'Malley, Maria Lichrou

120  Mapping Sustainability: How Individuals Approach Greening  
*Caroline J Oates, Seonaidh McDonald*

16.00‐17.15  **Marketing Segmentation and Target Marketing Strategy 1**  
*Chair: Stephen Wilkins  
Uist*

169  An evolution of bicluster for marketing analysis  
Gloria Gheno, Massimo Garbuio

012  Zu Li Jian elderly shoes  
Yunhua Luo

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*
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<td><strong>Consumer Psychology and Cross-Cultural Research 1</strong></td>
<td>Bidit Dey</td>
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<td>A Conceptual Framework For Understanding The Influence of Patriotism On Chinese Consumers' Decision-Making Process For Infant Milk Powder</td>
<td>Kaiying Li, Diana Gregory-Smith, Lloyd Harris</td>
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<td>Analysing ethnic consumers' acculturation to multicultural and cosmopolitan London: A study of their food consumption</td>
<td>Bidit Dey, Sharifah Alwi, Stephanie Agyepong, Jessica Lichy</td>
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<td>16.00-17.15</td>
<td><strong>Marketing of Higher Education 1</strong></td>
<td>Jaswinder Sekhon</td>
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<td>'Learning on the go': An analysis of student attitudes towards mobile enhanced learning in Higher Education</td>
<td>Shelton Giwa</td>
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<td>University Institution Preference: Is Graduate Employability Key?</td>
<td>Ebenezer Effah, Emmanuel Arthur, Nana Owusu-Frimpong</td>
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<td>Decision Making Factors for HE Students</td>
<td>Jaswinder Sekhon, Harjit Sekhon</td>
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<td>16.00-17.15</td>
<td><strong>Marketing Research and Methodology 1</strong></td>
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<td>Comment Analysis of Youtube Videos on Autonomous Vehicles – Uncovering Perceived Risk towards the Technology</td>
<td>Sarah Anderhofstadt, Conor Carroll</td>
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<td>Construct Creation from Research Questions</td>
<td>Sarah Forbes, Mark Avis</td>
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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  
Lomond
Chair: Mona Moufahim

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  
Glendevon
Chair: Vicky Story

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  
Ochil
Chair: Christine Pitt

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

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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 Kavaratzis

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

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-Trévinal, 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  Consumer Behaviour 3  
Chair: Carolyn Strong

054  Can Haptic Inputs Mitigate Choice Overload?  
Nguyen T Thai, Ulku Yuksel

223  Cultural Differences on Perceived Crowding, Shopping Stress and Excitement in Superstores  
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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?  
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