

# Academy of Marketing Conference Programme 2017 V4-02072017

## Tuesday 4 July

0900-1000	Registration and coffee. Nidd Reception and Derwent Cafe, Derwent Building
0900-1000	Meeting AMEDUC. Wharfe Board Room
1000-1010	WELCOME: Kathryn Haynes, Dean, Faculty Business Law and Politics
1010-1015	OPENING ADDRESS: Di Dean. Allam Lecture Theatre, Esk Building
1015-1030	KOTLER IMPACT: Haseeb Shabbir. Allam Lecture Theatre, Esk Building
1030-1200	SPECIAL SESSION: Sustainable marketing for luxury goods: challenges, contradictions and ways forward. Caroline Tynan, Sally McKechnie and Teresa Heath. Allam Lecture Theatre
1030-1200	AMRC Meeting, Wharfe Board Room
1030-1200	TRACK SESSIONS 1

Stream 1	Room: Nidd SR1	Consumer Behaviour
Chair	Tony Conway	Co-Chair: Abdullah Aloufi
0014 C	Nurlida Ismail, Jyne Lim	Music Education Matters: Factors Influencing Youths' Intention to Pursue Music Education
0020 C	Takanori Osaki	What Do Customers Want from Premium Brands? A Case Study of Premium Automobiles
0027 C	Sarah Khan	Impact of Big Five Personality Traits, Sales Promotions and Store Environment on Impulse Buying Behaviour of Consumers for Fast Moving Consumer Goods
0186 C	Nor Rahimy Khalid, Che Aniza Che Wel, Syed Shah Alam, Suaya Akm Mokhtaruddin	The Influence of Self-Congruity on Purchase Intention for Cosmetic Products

Stream 2	Room: Derwent SR5	B2B Marketing
Chair	Jan Moorhouse	Co-Chair: Oludolapo Oduntan
0123 C	Ana Canhoto, Moira Clark	Review of published evidence on the benefits of social media for B2B firms
0175 C	Igor Popovic, Laura Smit	To Buy or Not to Buy Milk and Juice in Environmentally Friendly Packaging? Examining Predictors of Purchasing Intention of Consumers in 11 Countries
0056 C	Jan Moorhouse, Ross Brennan	Reframing the Debate on Sustainable Food Policy: Applying a Business Networks Perspective
0290 C	Jamie Burton, Vicky M Story, Chris Raddats, Judy Zolkiewski	Enhancing the performance outcomes of firm servitization efforts: key capabilities and network resources

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Stream 3	Room: Derwent LR2	Consumer Culture Theory
Chair	Di Dean	Co-Chair: Nadine Waehning
AMRC	Maurice Patterson, Gretchen Larsen	Creolised sonic ecology: Sound, spaces and consumer subjectivities in New Orleans
0153 C	Prabash Edirisingha, Robert Aitken, Shelagh Ferguson	Preserving tradition and posing modern: How South Asian families mediate social change through consumption
0243 W	Bidit Dey, Dorothy Yen, Cagri Yalkin	Conceptualising social media's role in the acculturation process
0255 W	Prabash Edirisingha, Robert Aitken, Shelagh Ferguson	Setting up home: domestic materiality and new family identity formation

Stream 4	Room: Derwent LR4	E-Marketing
Chair	Chanaka Jayawardhena	Co-Chair: Hussen Alrefiy
AMRC	Sahar Karimi	Exploring use of textual and visual information in online consumer evaluation: a study of wearable technologies
0085 C	Hongfei Liu, Chanaka Jayawardhena	Exploring Consumption Emotion in eWOM: A Social Sharing of Emotion Perspective
0230 C	Suha Omar, Adam Oozeerally	Mobile Shopping: Understanding the Dimensions of M-S-QUAL and Their Impact on Satisfaction and Loyalty

Stream 5	Room: Derwent LR3	Brand, Identity & Corporate Reputation
Chair	Ibrahim Abosag	Co-Chair: Nazan Colmekcioglu
0151 W	Bassem Maamari, Zeina Al Hakim	Internal Marketing and Organisational Citizenship Behaviour: A Relationship Further Explained by Mediators
0022 C	Chung-Yu Wang, Li-Wei Wu	Corporate Reputation, Store Image, and Store Loyalty: Shopper Characteristics as Moderators
0137 C	Balthasar Schweizer, Andrew Robson, Nigel Coates	Determinants of CBBE in the German FMCG sector
0096 C	Carmen Iulia Mai, Gary Davies, Audra Diers-Lawson	Order effects in brand trust formation and development

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Stream 6	Room: Derwent LR1	Ethics & Marketing
Chair	Victoria-Sophie Osburg	Co-Chair: Jalal Alsalman
0195 C	Laura McVey, Paul Harrison	#WomenOnInstagram: The ethical implications of social media on women's health and wellbeing
0330 C	Auhud Gronfula, Khanyapuss Punjaisri, Maged Ali	The linkage between CSR 'Philanthropy' and ethical consumers and its influences on consumer attitudes

Stream 7	Room: Derwent SR1	Marketing Higher Education
Chair	TBC	Co-Chair: Murat Aksoy
0009 W	Chris Chapleo, Paul Clark, Kati Suomi	Branding a University: effectiveness of internal branding activities on mid level administrators and Deans
0311 W	Atif Mahmood, Sara Kanwal, Tahir Rashid, Arslan Afzal	Internal marketing and employee job satisfaction: a cross cultural perspective from British and Pakistani higher education
0325 C	Mel Godfrey	Competitive advantage for Not-for-Profit Higher Education Institutions Course Deletion: The Voice of the Academic Staff
0337 W	Nnamdi Madichie, Abdulla Promise Opute	No Room in the Inn? Decoding the Student Experience from the Housing and Accommodation Business perspective

Stream 8	Room: Derwent SR3	Political Marketing
Chair	Peter Reeves	Co-Chair: Yaojia Li
0048 C	Ben Marder, Caroline Marchant, Chris Archer-Brown, Amy Yau, David Houghton	Trumped by conspicuous affiliation: Examination of the conspicuousness of 'Liking' behaviour for political brands on Facebook
0066 C	Nihar Amoncar, Jonathan Deacon	Social media in Politics – Simple aggregator or the emerging Ministry of truth?

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Stream 9	Room: MLL Discovery	Services & Customer Relationship Management
Chair	Raphael Akamavi	Co-Chair: Badra Sandamali Galdolage
0188 C	Flora Chiang, Henry Fock, Thomas Birtch	The Influence of Rewards and Shared Vision on Customer-Oriented Behavior and Service Quality
0204 C	Christine Armstrong, Tania Sourdin, Jamie Carlson, Martin Watts, Alison Dean	Demonstrating Return on Investment of Effective Complaint Management: A Research Synthesis and Agenda for Future Research
0221 C	Badra Galdolage, Chanaka Jayawardhena, Nilanti Rathnayake	Factors affecting customer acceptance of self-service technologies in service transactions: A qualitative inquiry
0362 W	Karen Wharton, Janet Ward, Semma Bhate, Visaal Hussain	Mapping the Customer Journey in a Professional Services SME

- 1200-1300 Lunch. Derwent Cafe
- 1215-1300 SIG Chairs Meeting. Wharfe Board Room
- 1300-13.45 KEYNOTE SPEAKER: ROB KOZINETS. Allam Lecture Theatre
- 1345-1515 SPECIAL SESSION: Peace Marketing: mapping the terrain. Paul Rogers and Haseeb Shabbir. Allam Lecture Theatre
- 1345-1515 Heads of Department Meeting. Nidd Resources Centre
- 1345-1515 TRACK SESSIONS 2

Stream 1	Room: Nidd SR1	Consumer Behaviour
Chair	Julie Tinson	Co-Chair: Haidy Nasser Ashour
0032 C	Xinping Shi, Yan Sun	Examining the influences of social identity and social relationship on users' psychological fulfilment and citizenship behaviour in social media context
0033 C	Kirti Arekar, Rinku Jain, Shalaka Ayarekar, Surenda Kumar	Assessing the Effectiveness of Social Media Advertising on all the factors of Consumer Buying Behavior of Electronics Goods - An Indian Study
0040 C	Chun-Tuan Chang, Xing-Yu Chu, Shih-Ting Kao, Ming-Tsung Kung	The Right Formula of Ad Language and Relationship Norm for a Cute Spokes-Character

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Stream 2	Room: Derwent LR2	Arts & Heritage
Chair	Finola Kerrigan	Co-Chair: Badra Sandimali Galdolge
0138 W	Nick Catahan, Helen Woodruffe-Burton	Strategically managing sustainable and innovative business development in uncertain times: An exploratory study of Botanic Gardens
0174 W	Ria Wild, Paulo Mora-Avila	Engaging art consumers in the social media ecosystem
0213 W	Colleen Collins, June Francis, Stefanie Beninger	Authenticity and Aboriginal Cultural Expressions

Stream 3	Room: MLL Discovery	Services & CRM
Chair	Rahul Chawdhary	Co-Chair: Nadine Waehning
AMRC	Jamie Burton, Vicky Story, Chris Raddats, Judy Zolkiewski	Enhancing the performance outcomes of firm servitization efforts: key capabilities and network resources
0019 C	Kayan Tajeddini, Vanessa Ratten, Levanat Altiny	Organization structure and service innovativeness
0021 W	Li-Wei Wu	The Determinants of Co-production for Value Co-creation: Contingent Models and Quadratic effects
0024 C	Helen Bruce, Sahar Mousavi	Measuring Customer Service in an Experience Economy

Stream 4	Room: Derwent SR4	E-Marketing
Chair	Peter Andrews	Co-Chair: Hussien Alrefiay
0055 C	Naomi Rennie, Tracy Powell	Drivers and Barriers affecting digital marketing adoption by B2C SMEs in Wales
0062 C	Elvira Ismagilova, Emma Slade, Yogesh Dwivedi	Negative emotions and perceived helpfulness of online reviews: Development of a conceptual model
0069 C	Anabel Gutierrez, Tatiana Calle	Acceptance of mobile location-based advertising: a privacy calculus model
0071 C	Juerg Hari, Jessica Otto	'I combined it myself'-Effect - How to Influence Customers' Willingness to Pay

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Stream 5	Room: Derwent LR1	Critical Marketing
Chair	Nigel Coates	Co-Chair: Luyen Van Thuy
0079 C	Wael Kortam	Nonlinear Marketing: A Universal Philosophy of Marketing Thinking and Doing
0110 C	Andrew Dean	Giving and making sense of Ayahuasca tourism: Unpacking the shaman identity
0270 C	Cagri Yalkin	Conflicts, Markets, and Peace-Building: A Discourse Analysis of the Production and Consumption of Cyprus Peace Talks

Stream 6	Room: Derwent LR3	International Marketing
Chair	Matthew Robson	Co-Chair: Oludolapo Oduntan
0065 C	Dafnis Coudounaris	Divestitures of foreign subsidiaries: Moderators to firm financial performance
0212 C	Jim Saker, Louise Cooke	Why Kuwait will listen to Costa Rica but not vica versa -the role of 'organisational homophily' in tacit knowledge sharing between national sales companies
0225 C	Nessa Adams	Radical multicultural marketing: Examining the communication strategies used by multicultural marketing agencies

Stream 7	Room: Derwent SR1	Marketing Pedagogy
Chair	Sukhbinder Barn	Co-Chair: Jalal Alsalman
0307 W	Yvonne Dixon-Todd, Lynne Hall	"I'm not working with Suits": Reflections on the Trials and Tribulations of Developing An Interfaculty Integrated Marketing Communications Curriculum
0196 C	Jamie Carlson, Jessica Wyllie	Understanding Technology-enhanced Blended Learning: The Role of Individual and Communal Consumption Experiences in Creating Value and Student Performance
0215 W	Matt Sutherland, Prabas Edirisingha	Try Before You Buy: Employability of International Undergraduate Students in Britain from An Employers' perspective
0300 W	Katie Brown, Nigel Coates, Julie Crumbley	Marketing graduates with a positive attitude towards work are better prepared for graduate employment: A case study based on The Business Clinic

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Stream 8	Room: Derwent SR3	Retail Marketing
Chair	TBC	Co-Chair: Ahmed Embarak
0198 W	Carolyn Wilson, Ibad Kureshi, Georgios Theodoropoulos, Nats Esquejo, Mark Slassor, Allyson Hindson, Ed Buckley, Richard Herbert, Paul Murphy, Trevor Davis, Eva Heukaeufe	Why People Do Not Switch: Product Form Level Explanations for Incremental Innovative Product Adoption Behaviour
0309 C	Samantha Lynch, Elizabeth Barnes	Examining the Role of Branding in an Omnichannel Environment:
0317 W	Doaa Talaat	Holistic view of the link between private labels and store loyalty
0268 C	Charles Graham, Kamran Khan	Footfall, attraction and conversion, a retail empirical generalisation

Stream 9	Room: Derwent SR4	Services & CRM
Chair	Rania Hussein	Co-Chair: Nazan Colmekcioglu
0241 C	Zahra Al Habsi, Bidit Dey, Raymond Hackney	The Dynamic of Value Co-Creation and its interrelationship with employer branding: A study on the hotel industry in Oman
0281 C	Samaa Attia	Antecedents to salesperson job performance in an emerging economy; Egypt.
0301 W	Mark Ojeme	Is the Digitalisation of Services the Mcdonaldisation of Relationship Marketing?A Commentary for Further Investigation
0237 W	Sharareh Mansouri Jajae, Rodrigo Rabetino Sabugo, Marko Kohtamäki	Looking Back, Structuring Research on Customer Relationship Management and Moving Forward

- 1515-1545      Coffee
- 1545-1630      KEYNOTE PRACTITIONER SESSION. SPONSORED BY THE CHARTERED INSTITUTE OF MARKETING: NORMAN SOUTAR, CEO, JACKSONS GROUP. Allam Lecture Theatre, Esk Building
- 1630-1730      SIG Fair
- 1630-1730      BOOK LAUNCH: Paul Baines, OUP
- 1800-1810      Buses to the Evening Reception Venue
- 1830-2130      Evening Reception Ferens Art Gallery

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## Wednesday 5 July

0900-1030 Meet The Editors, Allam Lecture Theatre, Esk Building

0900-1030 TRACK SESSIONS 3

Stream 1	Room: Nidd SR1	Consumer Behaviour
Chair	Kate Armstrong	Co-Chair: Luyen Van Thuy
0046 C	Robert Thomas	Children and Brand Co-Creation: An Exploratory Study
0060 C	Hannah Marriott, Michael Williams, Yogesh Dwivedi	An examination into factors influencing consumer m-shopping acceptance behaviour in the UK
0061 C	Elaine Wallace, Isabel Buil, Leslie de Chernatony	Conspicuous consumption on Facebook and its relationship with prosocial and unethical behaviour.
0133 W	Maher Kachour, Jessica Lichy, Fraser McLeay	The role of childhood memories in evoking brand loyalty: Gen Y and breakfast cereal

Stream 2	Room: Derwent SR2	Travel & Tourism
Chair	Heather Skinner	Co-Chair: Yaojia Li
0084 W	Jessica Lichy, Jason Turner	Mind the gap: Self-initiated expatriates (SIE) and the role of training and support to ease workplace adjustment
0141 C	Simon Hudson, Jing Li, Bahman Ajdari	The African-American traveler: An untapped market in the U.S.
0266 W	Maria Jesus Jerez Jerez	Exploration of waiters' occupational identity (WOI): Literature review and conceptual model
0282 C	Ewelina Lacka	The Role of Mobile-Based Augmented Reality Games in Tourism

Stream 3	Room: Derwent SR3	Retail Marketing
Chair	Nilanthi Ratnayake	Co-Chair: tbc
AMRC	Patricia Harris, Francesca Dall'Olmo Riley, Chris Hand, Helen Robinson	Multichannel Shopping: The Effect of Proximity to Retail Centres on Channel Patronage and Propensity to Multichannel Usage
AMRC	C. Foster, C. Brindley, B. Ghosh G. Armannsdottir	Value co-creation in temporary, independent retailing: a study of customer value perceptions of pop-up stores
0170 C	Charlotte Shi, Gary Warnaby	Managing pop-up retailing as a means of facilitating organizational growth: Evidence from emergent retail brands in the UK



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Stream 4	Room: Derwent SR4	E-Marketing
Chair	Chanaka Jayawardhena	Co-Chair: Oludolapo Oduntan
0073 C	Rania Hussein, Salah Hassan	Antecedents of User Engagement on Social Media: What drives continuation of use?
0107 C	Cherniece Plume, Yogesh Dwivedi, Emma Slade	The moderating role of self-construal on motivations to share tourism related sponsored advertisements on social media
0112 C	Serwaa Karikari, Kofi Osei-Frimpong, Nana Owusu-Frimpong	An Individual Level Examination of the Antecedents and Consequences of Social Media Use
0041 C	Shelton Giwa, Anne Broderick, Suha Omar	Freedom through consumption: Using a netnographic approach to explore the role of emerging lifestyles in consumer response to LBS.

Stream 5	Room: Derwent SR1	Non-Profit & Social Marketing
Chair	TBC	Co-Chair: Priscilla Ntriwaa Otuo
0005 C	Roger Bennett	Understanding the Giving Behaviour of the Working Poor
0038 C	Hamd Mahmoud	Explore the believability and effectiveness of threatening messages in anti-smoking ads
0089 C	Emma Wood, Alexandra Kenyon	Exploring the festival lived experience: A basis for social marketing interventions promoting responsible alcohol consumption
0120 W	Dr Seamus Allison, James Mackintosh, Louise Spry, Christopher Pich	It's too big to cope with: practitioners' experiences of climate change communications

Stream 6	Room: Derwent LR3	International Marketing
Chair	Matthew Robson	Co-Chair: Nadine Waehning
0355 C	Leonidas Leonidou, Bilge Aykol, Thomas Fotiadis, Paul Christolides	Emotional intelligence as a facilitator of long-term orientation in exporter-importer relationships
0373 C	Tamer Elsharnouby, Amro Maher	Consumer acculturation of ingenious minority consumers to a multicultural expatriate population
0149 C	Dafnis N. Coudounaris	Pathways of UK small and medium-size firms
0231 C	Salomien Boshoff	Consumers' intentions to purchase complex travel online: A comparison with the Amaro and Duarte model

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Stream 7	Room: Derwent SR5	Marketing Pedagogy
Chair	Vignesh Yoganathan	Co-Chair: Hussien Alrefiay
0306 W	Ayesha Owusu-Barnaby, Mel Godfrey	Coaching Marketing Alumni to Mentor Marketing Students
0336 C	Kim Roberts	For the greater good: 21 <sup>st</sup> century experiential learning pedagogy
0365 C	Sukhbinder Barn	'Say something, say something, anything, your silence is deafening, give me a sign...' Using <i>Socratic</i> technology to gather feedback on the student learning experience: an application of the adapted Shannon-Schramm Communication Model
0004 C	Ross Brennan, Ariadne Kapetanaki, Lynne Eagle, Rachel Hay, David Low	Sustainability in the Business & Marketing Curriculum: Exploratory Study

Stream 8	Room: Derwent LR1	Political Marketing
Chair	Jenny Lloyd	Co-Chair: Ioannis Zisis
0127 W	Peter Reeves	Social Media in a Corbyn Led Labour Party: Some Discussion Points
0178 W	Mohamed Hammad	How Far is Too Far? The Counter Effects of a Country's Animosity on its Brand Image
0313 W	Gabriella Kereszuri, Dianne Dean	The role of social identity theory in agenda setting through social media networks: BREXIT

Stream 9	Room: MLL Discovery Room	Services & CRM
Chair	Raphael Akamavi	Co-Chair: Thi Diem Em Nguyen
0320 C	Niina Gerritsen, Leila Hurmerinta, Birgitta Sandberg, Outi Kortekangas-Savolainen	Parents at the forefront of healthcare encounters - a child's severe illness and the involvement of parents at the encounters
0333 W	Suha Omar, Devi Gill, Nichola Phillips, Julia Cook	An investigation of multi-stakeholder value co-creation processes: a conceptual model of customer engagement, co-creation, and their impact on customer satisfaction and behavioural intentions
0351 C	Mohamed Sobhy Temerak	Does having an attractive body shape matters in reducing age incompatibility between young and old customers?

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1030-1100	Coffee
1100-1200	AGM and Prize Giving. Allam Lecture Theatre
1200-1300	Lunch
1300-1300	KEYNOTE: MICHAEL BAKER. Allam Lecture Theatre
1330-1500	SPECIAL SESSION: Social Movements and Consumer Activism in Politics. Jenny Lloyd, Darren Lilleker and Fiona Spotswood. Derwent SR5
1330-1500	SPECIAL SESSION: Getting an AM Teaching and Research Development Grant: Improve your chances. Lynn Vos. Allam Lecture Theatre
1330-1500	TRACK SESSIONS 4

Stream 1	Room: Nidd SR1	Consumer Behaviour
Chair	Christina Goulding	Co-Chair: Fiona Walkley
0093 C	Hongfei Liu, Chanaka Jayawardhena, Ahmed Shaalan	Does eWOM Still Matter in the Post-Purchase Stage?
0102 C	Rania Hussein, Salah Hassan	Antecedents of Global Brand Purchase Likelihood: Exploring the Mediating effect of Quality, Prestige and Familiarity
0113 C	Lakhbir Singh	Trust Me, I'm a Banker: Analysing the Issue of Trust between Banks, Media and Customers
0131 C	Tanyatip Kharuhothin, Ben Kerrane	The attitude-behaviour gap: The role of neutralisation and deviant parental food socialisation practices within the family

Stream 2	Room: Derwent LT2	Arts & Heritage
Chair	Matthew Waters	Co-Chair: Hany B. Ahmed
0245 W	Chloe Preece, Finola Kerrigan, Pandora Kay	Artists as Brand Interpreters and Influencers
0253 C	Zahra Pourabedon, Vahid Bilari	Hotel Image Formation and Loyalty: The case of heritage boutique hotels
0256 C	Markus Wohlfeil	From ' <i>Spiral Scratch</i> ' to PledgeMusic: The Birth and Re-Birth of Punk Culture's Entrepreneurial Spirit
0354 C	Annemarie Ryan	Practice (mis)matching: multiple performances of a cultural sponsorship network
0165 C	Hyun-Seung Park, Hyeon-Cheol Kim, Shik Heo	Why Do People Want to Enjoy Traditional Art Performance?: Developing a Multidimensional Scale to Measure Motivational Factors of Participating Traditional Art Performance in Korea

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Stream 3	Room: Derwent LT3	Consumer Culture Theory
Chair	Mike Saren	Co-Chair: Shenaz Rangwala
0277 C	Yasser Iqbal, Prabash Edirisingha, Tom Mordue	Body consumerism: The 'power' of the muscular male body and its influence on consumer embodiment practices
0295 W	Helen Bruce, Emma Bannister	Military Spouses, Consumer Vulnerability and Market Exclusion
0322 C	Ahmed Al-Abdin	Consumption practices in transition- the sacred and profane dichotomy revisited
0324 C	Omar Khaled Adbelrahman, Emma Bannister, Daniel Hampson	Subtle distinction: Nostalgia and Intra-class dissociation after socio-political shocks
0271 C	Ashleigh Logan- McFarlane	'Replikating' celebrity fashion: how professionalizing the selfie through embodiment can lead to the attainment of micro-celebrity status

Stream 4	Room: Derwent SR4	E-Marketing
Chair	Chanaka Jayawardhena	Co-Chair: Ioannis Zisis
0168 C	Florentine Frenzt	Online Grocery Shopping: A Chance For Elderly People To Independently Shop Their Groceries Despite Physical Constraints?
0176 W	David Houghton, Jeannette Littlemore, Paula Sobrino-Perez, Doga Istanbuluoglu	The role of figurative complexity in generating viral videos
0193 C	Jamie Carlson, Mohammad Rahman	Facilitating customer engagement innovation behaviours in social media through customer engagement and brand strength: Evidence from consumers in US and China
0208 C	James E Richard	Mobile banking: Difference in Risk Perceptions between Digital Natives (DN) and Digital Immigrants (DI)

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Stream 5	Room: Derwent SR1	Marketing Communications
Chair	Nick Lee	
0076 W	Laura Salciuviene, Chip. E. Miller, James Reardon, Tomas Mikoliunas, Kelvin Lee, Kenneth, E. Miller	Media Involvement and Consumer Attitude Formation towards Digital Advertising
0181 W	Michael De Domenici	To BP or not to BP, that is the ethical question
0205 W	Katie Dunn	Communicating corporate social responsibility in a social world: The effect of consumer-generated content on consumer scepticism
0286 C	Simon Manyiwa, Zhongqi Jin, Kathinka Natvig	Gender difference in attitude and sharing intention of comedic violence advertisements

Stream 6	Room: Derwent SR1	Marketing Higher Education
Chair	Di Dean	Co-Chair: Nadine Waehning
0344 W	Anita Pelag	Is there a disconnect between current marketing ethics education and the actual experience of our graduates?
0082 C	Fiona Counie	Entitlement: Its role within the marketing of higher education.
0097 C	Jane Hemsley-Brown	Media Use Behaviour: are Russell group undergraduates a distinctive market segment for marketing communications?
0136 C	Wael Kortam, Rasha Hammad	Examining The Impact of Academic Entrepreneurship on University Commercialization- Based- Brand Equity

Stream 7	Room: Derwent SR3	Non-Profit & Social Marketing
Chair	Roger Bennett	Co-Chair: Priscilla Ntriwaa Otuo
0128 C	Clidna Soraghan, John Ensor, Elaine Thompson	Applying a strategic social marketing perspective to nutrition label use
0135 C	Mazia Yassim, TC Melewar, Pantea Foroudi, Dimitrios Styliadis	Perceptions of Non-Profit Brands Through the Lens of PCP

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Stream 8	Room: Derwent SR5	Consumer Behaviour
Chair	Wendy Lomax	Co-Chair: Luyen Van Thuy
0293 W	Bert Oben, Hilde Walravens, Ann Jacques	Ambient scent 'in the wild': the effect of coffee aroma on the consumption of congruous and non-congruous products
0335 C	Gemma Kennedy, Elvira Bolat	Meet the HENRYs: A hybrid focus group study of conspicuous luxury consumption in the social media context
0353 W	Kate Armstrong	Looking Back, to see how far we have come: The Commodification of Sustainable-Fashion
0356 C	Anthony Grimes, Dominic Medway	Unpacking the theoretical underpinnings of customer loyalty incentives
0370 C	Wendy Lomax, Robert East, Melissa Vignardi	'Are you saying what I think you're saying?': Differences in interpretation of WOM messages between senders and receivers

Stream 9	Room: MLL Innovation Room	Retail Marketing
Chair	Raphael Akamavi	Co-Chair: Neneh Akamavi
0179 W	Suyash Khaneja, T.C. Melawar, Kailin Wu, Pantea Foroudi	The Influence of Physical Environment Design on Well-Being and its Impact on Brand Performance: A Literature Review and Conceptual Framework
0182 W	Laura Salciuviene, Neringa Ivanauskiene, Vilte Auruskeviciene, Tomas Mikoliunas	Reassessing relationship equity in the retail banking services sector
0167 C	Laura Salciuviene, Neringa Ivanauskiene, Vilte Auruskeviciene, Tomas Mikoliunas	Moderating effects of customer profitability in the retail banking services sector

1500-1530 Coffee

1530-1700 SPECIAL SESSION: Acculturation in the Social Media: a myth or reality? Analysing social media led integration and polarisation. Dorothy Yen and Bidit Dey. Allam Lecture Theatre

1530-1700 TRACK SESSIONS 5

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Stream 1	Room: Nidd SR1	Consumer Behaviour
Chair	Roger Bennett	Co-Chair: Murat Aksoy
0132 W	Jae-Yeob Jeong, Hyeon-Cheol Kim	Mothers' Food Choice Behavior for Children: An Examination of Interaction Effects among Type of Food, Household Income, and Healthism
0161 C	Kuang-Wen Wu, Kuan-Ting Lin	Order Effects: At First Sight or Catch up from Behind
0162 C	Chih-Huang Lin	The Influence of Cynicism and Mood Effects on Advertising

Stream 2	Room: Derwent SR5	B2B Marketing
Chair	TBC	Co-Chair: Hany B. Ahmed
0117 C	Severina Iankova, Iain Davies, Chris Archer-Brown, Amy Yau, Ben Marder	A Comparison of Social Media Usage Between Types of Business
0118 C	Severina Iankova, Iain Davies, Chris Archer-Brown	Developmental Phases in Social Media Employer Branding Strategy

Stream 3	Room: Derwent LR3	Entrepreneurial & Small Business Marketing
Chair	Roz Jones	Co-Chair: Priscilla Ntriwaa Otuo
0010 C	Barry Ardley, Jialin Hardwick	Canons, Competencies and Critique: Delivering an Undergraduate Entrepreneurial Marketing Module
0019 C	Khurram Sharif	Trust based analysis of relationship congruency within Small-to-Medium Enterprises upstream business exchanges
0059 C	Nihar Amoncar, Jonathan Deacon	The pursuit of Economic prosperity - Exploring the Entrepreneurial philosophy and approach of the Marwari Business community in India.
0086 W	Dave Crick, Shiv Chaudhry, James Crick	Marketing planning and an evolving business model: A case study of a small lifestyle business in the UK tourism sector

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Stream 4	Room: Derwent LR2	Travel & Tourism
Chair	Sameer Hosany	Co-Chair: Thi Diem Em Nguyen
0368 C	Melissa Vignardi, Wendy Lomax	Let the People Speak: Exploring Inhibitors to Generating Electronic Word-of-Mouth Communication
0036 C	Heather Skinner	Producing Authentic and Distinctive Place Identity: Easter in Corfu - the contribution of traditional events to place making
0088 C	Ning (Chris) Chen, Larry Dwyer	Who Are Better Place Brand Champions Than Residents?

Stream 5	Room: Derwent SR4	Brand Identity & CR
Chair	Stuart Roper	Co-Chair: Nazan Colmekcioglu
0101 W	Tony Conway, Carolin Schemer	The Use of Event Marketing in Crisis Communication: The Case of Volkswagen
0125 W	Argo Bandyopadhyay, John Hall, Alvin Lee, Ho Yin Wong	Building Brand Equity: An Empirical Validation and Assessment of Keller's CBBE Model
0067 C	Ibrahim Abosag, Zahy Ramadan, Tom Baker	Satisfaction with Social Network Sites: The Paradox of Brand Similarity and Customer Uniqueness
0346 C	Amjad Rafiq, Nazan Colmekcioglu, Haseeb Shabbir, Dianne Dean	Counter-Branding ISIS: A Conventional Branding Perspective.

Stream 6	Room: Derwent LR1	Marketing Pedagogy
Chair	Ross Brennan	Co-Chair: Luyen Van Thuy
0031 W	Lynn Vos	Integrating learning in the marketing curriculum
0140 W	Kristen Marshall, Julia Fotheringham, Fiona Smart	Building a Case Study: A Marketing Academic Trainee's Learner Journey
0169 W	Vignesh Yoganathan, Victoria-Sophie Osburg	Theoretical Clarification and Pedagogic Implications of the Corporate Brand Identity Paradigm
0034 W	Shelton Giwa	Freedom to learn: - 'Edusumers': An analysis of student attitudes towards mobile enhanced learning in Higher Education.



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Stream 7	Room: Derwent SR1	Non-Profit & Social Marketing
Chair	TBC	Co-Chair: Fiona Walkley
0156 C	Lynne Eagle, Stephan Dahl, David Low	Just a little prick? Or a stab in the back? Vaccine uptake explored
0183 C	Rachel Hay, Lynne Eagle, David Low	Marketing Social Change: Fixing Bush Internet in Rural Regional and Remote Australia
0201 C	Denitsa Dineva, Jan Breitsohl	Conflict management on non-profit social media fanpages
0226 W	Fatemeh Ameri	Social Influences on Responsible Food Consumption
0227 C	Jessica Wyllie, Jamie Carlson	Toward an Understanding of Mental Health Service Adoption: A mixed Method Approach

Stream 8	Room: MLL Discovery Room	Services & CRM
Chair	TBC	Co-Chair: Ioannis Zisis
0021 W	Li-Wei Wu	The Determinants of Co-production for Value Co-creation: Contingent Models and Quadratic effects
0026 W	Richard Nicholls	Customer-to-customer interaction (CCI) through the lens of social diversity

Stream 9	Room: Derwent SR3	Sustainability
Chair	Caroline Oates	Co-Chair: Maya Vachkova
0111 C	Hawazin Alzubaidi, Emma Slade, Yogesh Dwivedi	Pro-Environmental Behaviours: A Middle East Perspective
0144 C	Hui Jin, Zhibin Lin, Fraser McLeay	Negative emotion, positive action: A study of Chinese consumer green food purchase intention
0304 C	Panayiota Alevizou, Caroline Oates, Seonaidh McDonald, Claudia Henninger	But who is looking? Decoding on-pack Sustainability Claims in Greece, UK, France and Sweden
0314 C	Nicola Thomas	Sustainability marketing: An emancipatory critical realist perspective
0326 C	Lien Monkhouse, Clarence Vina Franchesca	Impact of Materialism on Sustainable Consumption and Pro-CSR Behaviour

1830-1840      Coaches to the Hull City Hall

1900-2300      Gala Dinner

## Academy of Marketing Conference Programme 2017 V4-02072017

### Thursday 6 July

0900-1030 SPECIAL SESSION: StratX Marketing Strategy Simulation. Allam Lecture Theatre

0900-1030 TRACK SESSIONS 6

Stream 1	Room: Nidd SR1	Consumer Behaviour
Chair	Di Dean	Co-Chair: Shenaz Rangwala
0163 C	Rahul Chawdhary, Francesca Dall’Olmo Riley, Wendy Lomax	Are you Listening to Me: Effect of <i>Recommendation Rejection and Acceptance</i> on the WOM Sender?
0216 C	Hatice Kizgin, Andrew Robson, Nigel Coates	Acculturation, enculturation and consumption – the moderating role of demographics: A Turkish-Dutch assessment
0219 C	Ahmed Al-Abdin	Middle Eastern consumers in a state of flux- an exploration of conservative vs. conspicuous consumption practices

Stream 2	Room: Derwent SR3	Sustainability
Chair	Caroline Oates	Co-Chair: Haidy Nasser Ashour
0100 C	Chrysostomos Apostolidis, Fraser McLeay	In search of the “sustainable” consumer: comparing and contrasting meat eaters, meat reducers and vegetarians.
0023 C	Natalie Dukes, Marylyn Carrigan, Carmela Bosangit, Amanda Berlan	Dressing to impress: exploring the social dynamics surrounding frequent clothes shopping.
0099 C	Victoria-Sophie Osburg, Sandra Brueckner, Waldemar Toporowski	Increasing consumers’ intention to be eco-friendlier through detailed product information: An empirical model
0105	Navdeep Athwal, Marylyn Carrigan, Victoria Wells	Communicating Sustainable Luxury: Challenges and Opportunities
0374 W	Maria Lichrou, Colin Fitzpatrick	Waste from electrical and electronic equipment: Exploring the potential of critical, reflexive and creative methodologies to enhance consumer recycling

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Stream 3	Room: Derwent LR2	Entrepreneurial & Small Business Marketing
Chair	TBC	Co-Chair: Jalal Alsalman
0098 C	Yiwen Hong, Sophie Yang, Donald Finlay	Exploration of the role of entrepreneur's characteristics in adoption and exploitation of internet for building customer relationships: case studies of SMEs from selected Chinese pure cyber-traders
0194 C	Mohammad Rahman, Jamie Carlson	Developing a Framework of the Impact of Strategic Networking on Firm Performance Outcomes and its Mediators: Evidence from Australian SME's
0263 C	Nadine Waehning, Juho Pesonen, Helen Reijonen, Maria Karampela	Networks and relationships and the effect they have on in SMEs - a content analysis of microbrewery relationships

Stream 4	Room: Derwent SR4	E-Marketing
Chair	Peter Andrews	Co-Chair: Hongfei Lu
0054 W	Tasnim M Taufique Hossain, Shahriar Akter, Uraiporn Kattiyapornpong	The Moderating Impact of Customer Involvement on Multichannel Quality, Satisfaction and Equity
0240 C	Imene Ben Yahia, Maha Al Essa	How to deal with multiple social media platforms: An investigation of the success and failure factors
0249 C	Fanny Cheung, Guoqing Guo, Wing-Fai Leung	Roles of Emotions in Content Marketing
0217 C	Abdulaziz Elwalda, Mauro De Oliveira, Rahul Chawdhary	Replication: What makes online review helpful in emerging markets

Stream 5	Room: Derwent LR3	Brand Identity & CR
Chair	Haseeb Shabbir	Co-Chair: Ahmed Embarak
0150 W	Jillian Farquhar, Julie Robson, Kathy Waite	A stakeholder approach to brand recovery co-creation
0166 C	Sezen Gülsoy, Ceng Yilmaz	Consumer evaluations of luxury brand extensions

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Stream 6	Room: Derwent SR1	Marketing Higher Education
Chair	TBC	Co-Chair: Dianyu Chen
0236 W	Julia Cook Deviraj Gill	The exploration of student expectations in Higher Education and its Impact on Student Engagement
0261 W	Deviraj Gill	An exploration into the influence of cultural diversity on student engagement and its impact on student satisfaction: UK and International students
0083 W	Fiona Cownie, Phil Mathews	Telling stories: opportunities for word-of-mouth communication.
0343 W	June Dennis	Marketing of Higher Education: An Alternative Perspective

Stream 7	Room: Derwent LR1	Marketing Research and Methodology
Chair	Raphael Akamavi	Co-Chair: Hany B. Ahmed
0077 C	Wael Kortam, Ghada Gad	The Impact of Marketing Research Logic on Marketing ROI: Theoretical analysis
0180 W	Kathryn Rezai, Elaine Thompson, Ashleigh Logan -McFarlane	Giving women a voice: Using netnography to analyse consumer reactions towards Instagram branded content.
0251 C	Havva Akbas, Çetin Kalburan, Selcuk Burak Hasiloglu	Is it sufficient to use 4 point scales in order to prevent escape responses?
0259 C	Katrin Franke, Dag Bennet, Charles Graham	Loyalty deficits for small share brands

Stream 8	Room: MLL Discovery Room	Services & CRM
Chair	Stephan Dahl	Co-Chair: Badra Sandamali Galdolage
0035 C	Tony Garry, Tracy Harwood	Trust and Smart Service Systems: Dimensions and Predictors
0037 C	Andy Fred Wali, N. Gladson Nwokah	What do we want? An evaluation of Nigerian air customers' experiences: Opportunities for firms to look back and move forward
0070 C	Anna Rozumowski, Janine Dermody, Juerg Hari	Warmth and Competence - How to Become a Trustworthy "Lovable Star" in Business

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Stream 9	Room: Derwent SR5	Strategic Marketing
Chair	Chanaka Jayawardhena	Co-Chair: Neneh Akamavi
0006 C	N. Gladson Nwokah, Tonye E. Isene	Turnaround Marketing Strategies and Marketing Performance of Quoted Firms in Nigeria
0177 C	Mujahid Mohiuddin Babu	Impact of Market Orientation on Firm's Customer-based Performance: The Moderating Role of Employee Orientation
0278 W	Peter Young	Constructing a model of effective marketing for the 21st Century from a study of brand management at Procter & Gamble
0134 C	Emmanuel Arthur, Nana Owusu-Frimpong	Consequences of market orientation in Ghana's mobile telecommunications

1030-1100 Coffee

1100-1230 SPECIAL SESSION: Fairtrade and ethical consumption: Past, present and future.  
Alvina Gillani, and Smirti Kutaula. Allam Lecture Theatre

1100-1230 TRACK SESSIONS 7

Stream 1	Room: Nidd SR1	Consumer Behaviour
Chair	Haseeb Shabbir	Co-Chair: Murat Aksoy
0234 W	Stanford Nartey	The influence of ethical and socially responsible mining on jewel buyers' purchasing behaviour: The case of Ghana's jewel industry
0235 C	Bidit Dey, Wafi Al-Karaghoul, Stanimir Minov, Angela Ayios, Khanyapuss Punjaisri	Factors influencing customer satisfaction and switching intention: a study of the UK mobile telecom market
0254 C	Rahul Argha Sen, Kirsten Robertson, Leah Watkins	Towards more effective alcohol warning labels: Identifying specific warnings for each beverage type
0276 W	Artemis Panigyraiki, Eirini Bazaki, Eirini Koronaki	Choosing righteously: examining ethical consumption in the fast fashion context

## Academy of Marketing Conference Programme 2017 V4-02072017

Stream 2	Room: Derwent SR1	Asia Pacific
Chair	Charles Cui	Co-Chair: Ontidi Chanuban
0155 C	Shubhomoy Banerjee	Role of Market Specific Factors in formation and maintenance of strong Consumer-Brand Relationships in Rural India
0191 C	Mohammad Rahman, Jamie Carlson	Cultivating Customer Engagement Behaviour in Social Media Brand Communities: Examining the Impact of Website Characteristics and Virtual Experiences
0207 C	Ebi Marandi, Farooq Chudry, His-Chun Wu	Easy riding – or is it? Understanding consumer behaviour towards self-service bicycle hire in Taiwan
0211 C	Sunil Sahadev, Neeru Malhotra, Keyoor Purani	Role of Bank Reputation and Size in Usage of Internet Banking services India: A Multi-level Modelling Framework
0339 W	Hiroko Oe, Yan Liang, Jong-Jia Chen	An exploratory study of Taiwanese Consumers' perceptions towards 'Sharing economy' service: A Case of Airbnb

Stream 3	Room: Derwent SR5	Entrepreneurial & Small Business Marketing
Chair	Raphael Akamavi	Co-Chair: Thanh Hang Nguyen
0308 W	Finola Kerrigan, Luong Thi (Emily) Ngan	Provoking entrepreneurial marketing: a study of the film industry
0329 C	Xiuzhu Tian, Sarah Forbes, Rosalind Jones	Technology Orientation (TO) in Entrepreneurial Marketing: A case-based study in UK's Energy Service Industry
0363 W	Zubin Sethna, Kaye Nightingale	EM & The 4s Model: Strategy-Serendipity-Storytelling-Software

Stream 4	Room: Derwent SR4	E-Marketing
Chair	Peter Andrews	Co-Chair: Hongfei Liu
0285 C	Syed Sardar Muhammad, Vishanth Weerakkody	Analysing the Factors that Influence Customers' (Un) Willingness to Leave Big Data Digital Footprint on Social Media: The Role of Privacy, Security and Psychological Dispositions
0296 C	Florian Pfeffel, Christoph Kexel, Peter Kexel, Maria Ratz	Second Screen's 3I – A new framework for a promising element of digital marketing?
0299 W	Saleh Tawat, T.C. Melewar, Quang Nguyen, Sharifah Syed Alwi	The antecedents and consequences of public commitment of online complainants: literature review and conceptual framework
0334 C	Julia Wolny	The fit bot: Uncovering the psychology of fitness wearables through the Relative Autonomy Index (RAI)

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Stream 5	Room: Derwent SR3	Brand Identity & CR
Chair	Stuart Roper	Co-Chair: Ahmed Embarak
0352 C	Naila Zulfa, Kevin Money, Yuksel Ekinci	You are to Whom You Speak: The impact of Identity In(Congruence) on Word-of-Mouth Dynamics
0367 C	Lia Zarantonello, Silvia Grappi, Josko J. Brakus	An international study on brand equity, market share, and global/local brand
0372 C	Caroline Tynan, Sally McKechnie	Exploring a Conceptualisation of Brand Experience in a Luxury Setting

Stream 6	Room: Derwent LR3	Sports and Events Marketing
Chair	Di Dean	Co-Chair: Dianyu Chen
0047 C	Robert Thomas	Mapping the Boundaries and Antecedents of Football Fans' Individual Co-creation Activities: A Pan-cultural, Exploratory Study of the European Leagues
0192 W	Philip J. Rosenberger III, Christian Brunner	One of many brands as event sponsors? An accessibility and diagnosticity perspective on multiple brand sponsorships
0224 C	Amr Sharawy, Abeer A. Mahrour	Examining the relationship between trusting the team and loyalty toward the sponsors' brands: the mediating role of team identification

Stream 7	Room: Derwent LR2	Non-Profit & Social Marketing
Chair	Roger Bennett	Co-Chair: Fiona Walkley
0273 C	Seamus Allison, Tony Woodall, Guja Armannsdottir, Christopher Pich	It's just for old men and children: exploring self-image barriers to cycling.
0303 C	Claire-Lise Ackermann, Adrian Palmer	Consumers' evaluations of local food: A multi-method approach
0364 W	Abraham Brown, Seamus Allison, Alex Clarke	Marketing a healthier choice? Exploring young people's perception of e-cigarettes
0089 C	Emma Wood, Alexandra Kenyon	Exploring the festival lived experience: A basis for social marketing interventions promoting responsible alcohol consumption
0305 W	Aisling Keenan Gaylard Ann M Torres	Ireland's Food and Drinks Industry: Adoption and Usage of Social Media Marketing

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Stream 8	Room: MLL Discovery Room	Services & CRM
Chair	Rania Moustafa	Co-Chair: Badra Sandamali Galdolage
0075 C	Badra Galdolage, Chanaka Jayawardhena, Nilanthi Ratnayake	Customer value co-creation practices in self-service technologies: A practice theory based approach
0090 W	Hiba Koussaifi	Underlining the role of companions in the complaint process in a restaurant context
0114 C	Rania Mostafa, Cristiana Lages	The Role of Psychological Contract Violation in Service Recovery Context
0119 C	Henna Järvi	Customer engagement in B2B and B2G relationships: Antecedents and outcomes

1230-1300 Lunch

1330-1500 SPECIAL SESSION: Rethinking multicultural marketing as a vehicle of social inclusion and conviviality. Eva Kipnis and Charles Cui

1330-1500 TRACK SESSIONS 8

Stream 1	Room: Nidd SR1	Consumer Behaviour
Chair	Stephan Dahl	Co-Chair: Shenaz Rangwala
0189 C	Emmanuel Ndi Wanki	Consumer Preference formation for High Involvement Products amongst Nigerians based in the UK.
0264 C	Yasmin Sekhon	The realities of 'Keeping up with the Kardashians': The moral dilemmas faced by children and luxury consumption.
0265 W	Thomas Mansell, Judith De Groot, Krista Bondy	Step by step: Applying a stage based approach to improve the effectiveness of social norm interventions in encouraging sustainable consumer behaviours.

Stream 2	Room: Derwent SR2	Travel & Tourism
Chair	Sameer Hosany	Co-Chair: Haidy Nasser Ashour
0258 W	Soumi Chatterjee, MV Durga Prasad	The evolution of Agri-tourism practices in India: Some success stories
0284 C	Sameer Hosany, Siripan Deesilatham	Sports and Fitness Wellness Tourism: Segmenting Muay Thai Tourists by Travel Motivation and Quality of Life Perceptions
0291 W	Sindhuri Ponnappureddy, Juliana Priskin, Ohnmacht Timo, Vizenz Friederike, Wirth Werner	The effect of consumer skepticism on the perceived value of a sustainable hotel and booking intentions.
0327 W	Rebecca Biggins, Brendan Paddison	Marketing Heritage Tourism Destinations: A Working Paper on Community and Commercial Perceptions of Destination Image



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Stream 3	Room: Derwent SR1	Marketing Communications
Chair	TBC	Co-Chair: Dianyu Chen
0039 C	Xing-Yu Chu, Chun-Tuan Chang	"It's Better Over There"- How Spatial Distance Affects Consumers' Product Evaluation
0076 W	Laura Salciuviene, Chip. E. Miller, James, Reardon, Tomas Mikoliunas, Kelvin Lee, Kenneth, E. Miller	Media Involvement and Consumer Attitude Formation towards Digital Advertising
0092 C	Hongfei Liu, Chanaka Jayawardhena, Ahmed Shaalan	The Effects of Perceived Empathy in eWOM - A Social Sharing of Emotion Perspective

Stream 4	Room: Derwent SR4	E-Marketing
Chair	Peter Andrews	Co-Chair: Ontinda Chanuban
0341 C	Ahmad Khraiwish, Jonathan Deacon, Paula Stephens	Diffusion of E-Marketing among Jordanian SMEs: Adopter Categories
0345 C	Barry Salmon, Richard Warr, Adrian Palmer	Music artist engagement with fans through social media: An exploratory study of its effects on brand loyalty
0357 C	Jennifer Rowley, Brendan Keegan	Looking back, Going forward: the role and nature of systematic literature reviews in social media marketing: a meta-analysis

Stream 6	Room: Derwent LR3	Marketing Segmentation & Target Marketing Strategy
Chair	TBC	Co-Chair: Thi Diem Em Nguyen
0007 W	Julie Donald	A typology of sport fan identity, behaviours, and influence on change and rebranding. Case selection of Hull City A.F.C.
0108 W	Nyankomo Marwa, Dhirendra Shukla	Green Energy Market Segmentation: A Conceptual Framework
0297 W	Rebecca Biggins, Chen Ren	Understanding luxury brand purchases by millennials through application of generational cohort theory
0349 C	Simon Hudson, Bahman Ajdari, Jing Li	Targeting retiree migrants: a destination perspective

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Stream 7	Room: Derwent LT2	Political Marketing
Chair	Jenny Lloyd	Co-Chair: Yaojia Li
0319 C	Ronnie Das	Marketplace Mythology and the Politics of Identity
0359 C	Ioannis Zisis, Dianne Dean	Policy Deliberation & Branding Motivation: Revelations About Social Media Interactions from Greek Members of the European Parliament
0078 C	Mai Fahmy, Wael Kortam	Examining the impact of Political Market Segmentation on Effectiveness of Marketing Performance of presidential campaigns in Egypt

Stream 8	Room: MLL Discovery Room	Services & CRM
Chair	Raphael Akamavi	Co-Chair: Badra Sandamali Galdolage
0310 W	Doaa Talaat	Exploring the dark side of customer engagement
0375 C	Catherine Prentice, Sandra Maria Loureiro	An asymmetrical approach to understanding configurations of airlines passenger loyalty
0275 C	Thomas Palaima, Lloyd C. Harris, Tina Kiefer	Relationship Quality and the Pivotal Role of Reciprocity: Implications for Trust and Commitment

Stream 9	Room: Derwent LR1	Strategic Marketing
Chair	Chanaka Jayawardhena	Co-Chair: Than Hang Nguyen
0283 W	Luciana Faluba Damázio, Carlos Alberto Gonçalves, Helena Belintani Shigaki	Contemporary Market Management: a Theoretical Model Proposition
0331 C	Ejindu Iwelu Morah	Re-examining the Innovation Orientation-Organisational Performance Links: The Dynamic Role of Market Orientation in a Developing Economy.
0347 C	Dag Bennett, Charles Graham, Maria Clemente	What long term measures can tell us about brand loyalty