

23rd EMAC Doctoral Colloquium

Copenhagen, Denmark, May 30-June 1, 2010

Copenhagen Business School (Kilen, Kilevej 14A, DK-2000 Frederiksberg)



Sunday, May 30

12:30 – 13:00 Registration

13:00 – 14:00 **Lunch**

	Beginners' track 1 : Strategy & Internet (Room: to be announced) Faculty: Thorsten Hennig-Thurau (chair) Ajay Kohli Jenny van Doorn	Beginners' track 2 : Consumer Behaviour (Room: to be announced) Faculty: Rik Pieters (chair) Hans Baumgartner Stefano Puntoni	Beginners' track 3 : Marketing Mix Instruments (Room: to be announced) Faculty: Demetrios Vakratsas (chair) Arnaud De Bruyn Anne Martensen	Advanced track 1: Strategy & Internet (Room: to be announced) Faculty: Florian von Wangenheim (chair) Caroline Wiertz	Advanced track 2 : Consumer Behaviour (Room: to be announced) Faculty: Klaus Wertenbroch (chair) Tom Meyvis Bob Fennis	Advanced track 3 : Marketing Mix Instruments (Room: to be announced) Faculty: Tammo Bijmolt (chair) Thomas Otter
14:00 – 14:30	Welcome and introduction					
14:30 – 17:30	Jaqueline Canuto Daniela Iosub Stephan Ludwig	Ezgi Akpınar Martina Bauer An-Sofie Claeys	Sebastian Ackermann Benedikt Berlemann Erlinde Cornelis	Sourindra Banerjee Ali Faraji-Rad	Bart Claus Bart De Langhe	Antonia Erz Carmen Horn

17.30-18.00 **Coffee Break**

18.00-19.30	Plenary session A: Tammo Bijmolt (University of Groningen, the Netherlands) on Academic Writing and Publishing
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Monday, May 31

	Beginners' track 1 : Strategy & Internet (Room: to be announced) Faculty: Thorsten Hennig-Thurau (chair) Ajay Kohli Jenny van Doorn	Beginners' track 2 : Consumer Behaviour (Room: to be announced) Faculty: Rik Pieters (chair) Hans Baumgartner Stefano Puntoni	Beginners' track 3 : Marketing Mix Instruments (Room: to be announced) Faculty: Demetrios Vakratsas (chair) Arnaud De Bruyn Anne Martesen	Advanced track 1 : Strategy & Internet (Room: to be announced) Faculty: Florian von Wangenheim (chair) Caroline Wiertz	Advanced track 2 : Consumer Behaviour (Room: to be announced) Faculty: Klaus Wertenbroch (chair) Tom Meyvis Bob Fennis	Advanced track 3 : Marketing Mix Instruments (Room: to be announced) Faculty: Tammo Bijmolt (chair) Thomas Otter
09.00-12.00	Milena Micevski Gabor Nagy Anne Scherer	Cristina Cardigo Krisztina Dörnyei Ursula Haas-Kotzegger	Catherine Da Silveira Mathieu Dunes Sabine Eckardt	Dennis Herhausen Lara Lobschat	Jiska Eelen Sabine Kleinsasser	Didi Lin Sabine Mayer

12.00-13.00 **Lunch**

13.00-16.00	Johanna H.Slot Ilona Szöcs Alke Töllner	Emi Moriuchi Jacob Orquin Simon Quaschnig	Beatrice Ermer Markus Kopetzky Florian Pallas	Mariachiara Restuccia Marcus Schuetze	Anne-Kathrin Klesse Silke Knoll	Sarah Müller Damien Renard
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16.00-16.30 **Coffee Break**

16.30-18.00	Plenary session B: Ajay Kohli (Georgia Tech College of Management) on Building Marketing Theory					
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18.00-19.30 **Cocktail Reception offered by McKinsey**

20.00 **Dinner at Café A. Porta, Kongens Nytorv 17, 1050 Copenhagen**

Tuesday, June 1

	Beginners' track 1 : Strategy & Internet (Room: to be announced) Faculty: Thorsten Hennig-Thurau (chair) Ajay Kohli Jenny van Doorn	Beginners' track 2 : Consumer Behaviour (Room: to be announced) Faculty: Rik Pieters (chair) Hans Baumgartner Stefano Puntoni	Beginners' track 3 : Marketing Mix Instruments (Room: to be announced) Faculty: Demetrios Vakratsas (chair) Arnaud De Bruyn Anne Martesen	Advanced track 1 : Strategy & Internet (Room: to be announced) Faculty: Florian von Wangenheim (chair) Caroline Wiertz	Advanced track 2 : Consumer Behaviour (Room: to be announced) Faculty: Klaus Wertenbroch (chair) Tom Meyvis Bob Fennis	Advanced track 3 : Marketing Mix Instruments (Room: to be announced) Faculty: Tammo Bijmolt (chair) Thomas Otter
9:00 – 12.00	Benjamin Von Walter Jiyao Xun Daria Zagorskaya	Ineke Uyttersprot Dieneke Van De Sompel Jacob Wiebenga	Karin Pennemann Tobias Posner Stefan Wiesel	Thomas Suwelack Olivia Wagner	Alexandra Langer Giulia Miniero	Constance Scheffler Sofie Vanneste
12.00-13.00	Plenary session C : Closing session, presentations by the IJRM editor Marnik Dekimpe (Tilburg University) Closing statements by the EMAC president George Avlonitis					

13.00 – 14:00 **EMAC Fellows Reception**

Participants

Beginners track 1: Strategy & Internet

CANUTO, Jaqueline (IBS - ISCTE -Business School, Lisboa, Portugal)

The Influence of Happiness And Trust On Consumers' Loyalty In Social Virtual Worlds:A Conceptual Model With Moderating And Mediating Variables For Online Environments

IOSUB, Daniela (Iasi University "Al. Ioan Cuza", Romania)

Learning To Support A Social Cause In Social Networking Sites

LUDWIG, Stephan (Maastricht University, the Netherlands)

Stimulating Valuable Community Engagement: The Impact Of Social Identification Trajectories On Community Members' Engagement

MICEVSKI, Milena (Loughborough University, U.K.)

An Investigation Of The Marketing And Sales Interface: An Exchange Relationship Perspective

NAGY, Gabor (Corvinus University of Budapest, Hungary)

Examining The Effect Of The Competitive Environment On Market Orientation-Performance Relationship Using A Meta-Analytical Approach

SCHERER, Anne (Technische Universitaet Muenchen, Germany)

Do Self-Services Really Pay Off? An Examination Of The Behavioral Consequences Of Self-Service Usage Compared To Personal Service Usage

SLOT, Johanna H. (Tilburg University, the Netherlands)

Supplier And Customer Involvement In High-Tech New Product Development

SZÖCS, Ilona (Vienna University of Economics And Business Administration, Austria)

The Impact Of Disaggregated Corporate Philanthropy On Corporate Reputation

TÖLLNER, Alke (Dortmund University, Germany)

Extra-Role Behavior In Buyer-Seller Relationships: Scale Development, Antecedents, And Consequences

VON WALTER, Benjamin (University of St Gallen, Switzerland)

Employees, Negative Publicity, And Co-Workers: A Case Of Uncertainty Reduction?

XUN, Jiyao (Nottingham University, U.K.)

When Relationship Really Matters: A Cross-Cultural Study of Online Dating Site User's Goal-Directed Emotions and Relationships with Service Providers

ZAGORSKAYA, Daria (St.Petersburg State University, Russia)

Relationship Marketing As A Means Of Supporting Innovation-Related Processes Within Industrial Companies

Beginners track 2: Consumer Behavior

AKPINAR, Ezgi (Erasmus University Rotterdam/ Rsm Erasmus University, the Netherlands)

Transmission of Negative Publicity: The Impact Of Personal Relevance And Self-Construal Of Consumers

BAUER, Martina (Innsbruck University, Austria)

Transitions As Dynamic Movements: A Life Cycle Perspective

CARDIGO, Cristina (IBS - ISCTE -Business School, Lisboa, Portugal)

The Adoption of Ethical Consumption Practices: From Values To Actions

CLAEYS, An-Sofie (Royal Military Academy Brussels, Belgium)

When To Say What During Crisis Situations: Experimental Tests Of The Situational Crisis Communication Theory (Scct) And Stealing Thunder

DÖRNYEI, Krisztina (Corvinus University of Budapest, Hungary)

Information Content Of Food Product Labels

HAAS-KOTZEGGER, Ursula (Vienna University Of Economics And Business Administration, Austria)

The Effect Of Product-Harm Crises On Purchase Intent

MORIUCHI, Emi (Manchester Business School, U.K.)

Bicultural Frame Switching And Decision-Making:A Cross-Cultural Analysis Of Japanese Immigrants And Japanese-Americans In Hawaii

ORQUIN, Jacob (Aarhus School of Business, Denmark)

Increasing The Effectiveness Of Health Cues, Health Claims, And Nutrition Labels On Product Packages

QUASCHNING, Simon (Hogeschool Gent, Belgium)

The Influence Of Uncertainty On Pre- And Post- Decision Processes

UYTTERSROT, Ineke (Hogeschool Gent, Belgium)

The Influence Of Marketing Actions And Strategies On Attitude Strength

VAN DE SOMPEL, Dieneke (Hogeschool Gent, Belgium)

Prevention, Promotion? It's In The Game.

WIEBENGA, Jacob (Groningen University / Faculty of Economics)

Stimulating Customer Loyalty By Short-Term Programs

Beginners track 3: Marketing Mix Instruments

ACKERMANN, Sebastian (Munich University of Technology, Germany)

Search Advertising: Spill Over And Interaction Effects

BERLEMANN, Benedikt (Cologne University, Germany)

Marketing National Brands Exclusively Through A Retailer: Drivers And Detractors

CORNELIS, Erlinde (Ghent University, Belgium)

The Effectiveness Of Different Message Strategies In Health Risk Communication

DA SILVEIRA, Catherine (Universidade Nova De Lisboa, Portugal)

Conceptualizing Brand Identity: A Dynamic Perspective

DUNES, Mathieu (Paris-Dauphine University - Paris IX, France)

Brand Management System And Market Orientation: Impact On Brand Performance

ECKARDT, Sabine (Mannheim University, Germany)

How To Successfully Communicate With Political Decision-Makers – Examining Inside Lobbying Of Interest Groups

ERMER, Beatrice (Leipzig Graduate School of Management, Germany)

Brand Identity-Oriented Optimization of Live Communication – An Analysis Of Multi-Sensory Effects Of Trade Fair Presences

KOPETZKY, Markus (Paderborn University, Germany)

Turning Demons Into Angels: The Application Of Behavioural Pricing Concepts In Managing Customer Misbehaviour

PALLAS, Florian (Muenster University, Germany)

Who Is To Blame? – An Attributional Approach To Partitioned Pricing

PENNEMANN, Karin (Trier University, Germany)

The Reciprocity of Corporate and Product Image: Corporate Brand Dominance and Evaluation Approach as a Moderator

POSNER, Tobias (Paderborn University, Germany)

The Relevance of Salesperson Brand-building Behavior in dyadic Relationships.

WIESEL, Stefan (Vienna University of Economics And Business Administration, Austria)

Brand Equity: A Retailer's Perspective

Advanced track 1: Strategy & Internet

BANERJEE, Sourindra (Cambridge University / Judge Institute of Management Studies, U.K.)

Going Global: Why Some Firms from Emerging Markets Are More Successful At Internationalization Than Others

FARAJI-RAD, Ali (BI Norwegian School of Management, Norway)

The Impact Of Negative Online Reviews: When Does Reviewer Similarity Make A Difference?

HERHAUSEN, Dennis (University of St Gallen, Switzerland)

Creating A Proactive Market Orientation: On Its Organizational Antecedents, Contingency Factors and Consequences

LOBSCHAT, Lara (Cologne University, Germany)

The Effect of Online Advertising on Offline Sales: Ad-Type And Cross-Category Effects

RESTUCCIA, Mariachiara (HEC Montreal, Canada)

Towards an Expanded Role for Distribution Intermediaries in the New Product Development Process?

SCHUETZE, Marcus (Mannheim University, Germany)

Corporate Social Performance, Brand and Analyst Stock Recommendation

SUWELACK, Thomas (Muenster University, Germany)

Maximizing consumer value by simultaneously signaling high quality and low price

WAGNER, Olivia (Innsbruck University, Austria)

Implementing The Communication Concept At The Customer-Company And Employee-Company Interface: The Role Of Image, Identity And Identification In A High-Contact Service Industry

Advanced track 2: Consumer Behavior

CLAUS, Bart (KUL - Leuven Catholic University, Belgium)

Once Bitten, Twice Shy: Attitudes Towards Humans Spill Over To Anthropomorphic Products

DE LANGHE, Bart (Erasmus University Rotterdam/ RSM Erasmus University, the Netherlands)

Price as a Cue for Quality: Cue-Outcome Learning under Homo- and Heteroscedastic Uncertainty

EELLEN, JISKA (KUL - Leuven Catholic University, Belgium)

Embodied Product Preferences: The Flexibility of The Motor Fluency Effect

KLEINSASSER, Sabine (Vienna University of Economics And Business Administration, Austria)

Sustainable Consumerism And The Influence Of Information On Awareness And Consumers' Purchase Decision

KLESSE, Anne-Kathrin (Maastricht University, the Netherlands)

Feeling Limited When Less Evokes More

KNOLL, Silke (European University Viadrina, Germany)

Marketing's Influence On Consumer's Quality Of Life Across Time And Nations

LANGER, Alexandra (Berlin Free University, Germany)

Consumer Path Dependence in High-Tech Markets - An Analysis of the Self-reinforcing Mechanisms Leading to Consumer Lock-in

MINIERO, Giulia (Bocconi University, Italy)

Power And Compromise Choice

Advanced track 3: Marketing Mix Instruments

ERZ, Antonia (University of St Gallen, Switzerland)

'It's Innovative – I Like It!': Exploring Consumers' Perceptions Of Innovativeness, Complexity, And Incongruity In An Advertising Context

HORN, Carmen (Cologne University, Germany)

Effects Of Price Promotions On Reference Prices

LIN, Didi (Tilburg University, the Netherlands)

The Consumer Welfare Implications Of Assortment Changes

MAYSER, Sabine (Munich University of Technology, Germany)

Perceived Fairness Of Customer Prioritization And Customer Divestment In B2c Markets

MÜLLER, Sarah (Hamburg University, Germany)

Design Of Cause-Related Marketing Campaigns

RENARD, Damien (Paris-Dauphine University, France)

What Are The Effects Of Participation In A Promotional Game On Brand Equity?

SCHEFFLER, Constance (Erlangen-Nuernberg University, Germany)

Consumer Price Dynamics - Theoretical And Empirical Analysis For Fast Moving Consumer Goods Categories

VANNESTE, Sofie (Ghent University, Belgium)

The Citation Rewards To Challenging Commonly Held Beliefs: An Empirical Test Of Interesting Propositional Forms