## Programme

### Sunday, May 22

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>14:30 – 15:15</td>
<td>Registration</td>
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<td>15:15 – 15:30</td>
<td>Welcome and introduction</td>
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**Monday, May 23**

| 09.00-12.00 | Beginners’ track 1: Consumer Behaviour (Room: P111)  
Faculty:  
Luk Warlop (chair)  
Suzanne Beckmann  
Elisabeth Cowley      |
|-------------|------------------------------------------------------|
|             | Beginners’ track 2: Marketing Mix Instruments (Room: P118)  
Faculty:  
Demetrios Vakratsas (chair)  
Aurelie Lemmens          |
|             | Beginners’ track 3: Strategy and Internet: (Room: P119)  
Faculty:  
Anders Gustafsson, (chair)  
Ajay Kohli              |
|             | Advanced track 1: Consumer Behaviour (Room: P120)  
Faculty:  
Rik Pieters (chair)  
Hans Baumgartner  
Stefano Puntoni         |
|             | Advanced track 2: Marketing Mix Instruments (Room: P119)  
Faculty:  
Thomas Otter (chair)  
Arnaud de Bruyn  
Udo Wagner            |
|             | Advanced track 3: Strategy & Internet (Room: P121)  
Faculty:  
Florian von Wangenheim (chair)  
Utpal M. Dholakia  
Caroline Wiertz        |
| 09.00-12.00 | Jessica HOHENSCHON  
Snezhanka KAZAKOVA  
Christophe LEMBREGTS       |
|             | João MARQUES GUERREIRO  
Jan-Hinrich MEYER  
Krystallia MOYSIDOU      |
|             | Eric CASENAVE  
Claire JOHNSON  
Susanne KREITER         |
|             | Nina GROS  
Yangjie GU              |
|             | Hannes DATTA  
Baris Erman  
DEPECIK                |
|             | Eva MÜNKHOFF  
Yi-Chun OU              |
| 12.00-13.00 | Lunch                                                  |
| 13.00-16.00 | Katrien MEERT  
Mehrad MOEINI  
JAZANI  
Andreas PLANK        |
|             | Jan PELSER  
Nuša PETEK  
Timofey RODCHENKOV    |
|             | Kerrie MCGINN  
Sven MOLNER  
Alexander J. MROZEK   |
|             | Gabriele PAOLACCI  
Christian PURUCKER   |
|             | Alina FERECATU  
Ali Umut GULER        |
|             | Chloé RENAULT  
Timo SOHL             |
| 16.00-16.30 | Coffee Break                                          |
| 16.30-18.00 | Philipp SCHARFENBERGER  
Sebastian SAARBECK    |
|             | Daniela NAYDENOVA   |
|             | Aiste RUTKAUSKAITE  |
|             | Peter SAFFERT      |
|             | Gielis VAN DER HEIJDEN          |
| 18.00-19.30 | Reception offered by McKinsey                        |
|             | Dinner in the restaurant Glažuta                     |
**Tuesday, May 24**

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<tr>
<th>Time</th>
<th>Beginners’ track 1: Consumer Behaviour (Room: P111)</th>
<th>Beginners’ track 2: Marketing Mix Instruments (Room: P118)</th>
<th>Beginners’ track 3: Strategy and Internet: (Room: P119)</th>
<th>Advanced track 1: Consumer Behaviour (Room: P120)</th>
<th>Advanced track 2: Marketing Mix Instruments (Room: P119)</th>
<th>Advanced track 3: Strategy &amp; Internet (Room: P121)</th>
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| 9:00 – 11.00 | Mathias STREICHER  
Tina TESSITORE | Paul TAYLOR-WEST  
Gerhard WAGNER | Marleen RELLING  
Sven TISCHER | Gulen SARIAL ABI  
Jo En YAP | Nadine SCHRÖDER  
Merel WALRAVEN | Florian von Wangenheim  
Utpal M. Dholakia  
Caroline Wiertz |
| 11.00–11.30 | Coffee Break | | | | | |
| 11.30–12.30 | Plenary session: Presentation by Peter Leeflang (University of Groningen) on "My past, present, and future research portfolio and the 20 lessons I learned in 40 years of doing research" | | | | | |
| 12.30–13.30 | Plenary session: Presentation by the IJRM editor Marnik Dekimpe (Tilburg University)  
Closing statements by the EMAC president Veronica Wong (University of Sussex) | | | | | |
Participants

Beginners track 1: Consumer Behaviour

DIELS Jana Luisa (Humboldt Universität Berlin, Germany)
Customer Reactions to Changing Context at the Pos Diels

ERIKSSON, Elin (Linneaus University, Sweden)
The Impact of Interpersonal Touch on Consumers Perception of and Emotions towards the Experience of a Retail Setting.

HERÉDIA COLAÇO, Vera (Universidade Nova de Lisboa, Portugal)
"Because It Feels Right": The Influence of Ethical Certification Marks on Consumer Choices.

HOHENSCON, Jessica (Maastricht University, the Netherlands)
Like Father, Like Son? An Analysis of Older Consumer Peculiarities within and between Age Groups

KAZAKOVA, Snezhanka (Ghent University, Belgium)
The Impact of Media-Multitasking on Media Enjoyment and Information Processing

LEMBREGTS, Christophe (Ghent University, Belgium)
The Effects of Framing of Numerical Information in Consumer Decision Making

MEERT, Katrien (Ghent University, Belgium)
Towards a Better Understanding of Regulatory Fit: Unexplored Aspects within the Regulatory Focus Domain

MOEINI JAZANI, Mehrad (BI Norwegian School of Management, Norway)
When There Is a Goal, There Is a Hope

PLANK, Andreas (Innsbruck University, Austria)
Online Social Network Stress: The Downside of Social Media and Its Implications for Contemporary Marketing

SCHARFENBERGER, Philipp (St. Gallen University, Switzerland)
The Meaning of Tangibility for the Self-Extension Function of Possessions

STREICHER, Mathias (Innsbruck University, Austria)
The Multimodal Body Of Brand Knowledge Priming Sensorimotor Experience Activates Brand Knowledge

TESSITORE, Tina (Ghent University, Belgium)
Warning Consumers against Product Placement: What Does and Does not Work?
Beginners track 2: Marketing Mix Instruments

CHARRON, Jean-Philippe (Madrid Rey Juan Carlos University, Spain)
Optimizing Marketing Investments: A Risk-Controlled Approach to Trade Spend Allocation

HILLEBRANDT, Isabelle (Bamberg University, Germany)
Dimensions of Employer Brands

KARHU, Päivi Hannele (Vienna University of Economics and Business Administration, Austria)
The Role and Applicability of Ambidexterity in Marketing

MARQUES GUERREIRO, João (Lisbon University Institute - ISCTE)
Predicting Consumer Decision-Making Process: Using Graph Mining and Eye-Tracking to Capture Decision Strategies

MEYER, Jan-Hinrich (Maastricht University, the Netherlands)
How Business Cycle Fluctuations Affect The Health Care Sector In Different Countries

MOYSIDOU, Krystallia (Munich University of Technology, Germany)
High Expected Social Benefit as a Characteristic of Innovative Users in the Context of Sustainability: The Case of Electric Cars and Passive Housing

PELSER, Jan (Maastricht University, the Netherlands)
Does Gratitude Pay Off?

PETEK, Nuša (University of Ljubljana, Slovenia)
Impact of New Marketing Communication Tools on Brand Equity

RODCHENKOV, Timofey (Higher School of Economics, Moscow, Russia)
Comprehensive Analysis of Long-Term Marketing Effects on Shareholder Value

SAARBECK, Sebastian (Muenster University, Germany)
Permission-Based Direct Marketing – Its Antecedents and Effects on Consumers’ Brand Perceptions and Behavioral Intentions

TAYLOR-WEST, Paul (Loughborough University, U.K.)
Empirical Investigation into the Use of Complexity Levels in Marketing Segmentation and the Categorisation of New Automotive Products

WAGNER, Gerhard (Siegen University, Germany)
Multichannel E-Commerce – Evaluating Consumer Perception and Behavior across Web-Based Channels
Beginners track 3: Strategy & Internet

AMMERAAL, Annette (Groningen University, the Netherlands)
Linking the Employee-Customer Interface to Customer Outcomes: the Tensions between Customer Orientation and Efficiency Orientation

BECK, Lien (Hasselt University, Belgium)
Environmental Scanning, Issue Interpretation, and Strategic Action: the Role of a Firm’s Market Orientation

BECKERS, Sander (Groningen University, the Netherlands)
The Effect of Company Initiated Customer Engagement on Multiple Stakeholders

CASENAVE, Eric (Paris IX Dauphine University, France)
Antecedents and Consequences of Marketer Accountability

JOHNSON, Claire (Adelaide University, Australia)
An Empirical Investigation of Corporate Volunteerism in Service Firms: How a Positive CSR Image Helps Sponsors

KREITER, Susanne (Jena University, Germany)
Export-Pricing Decisions of German Exporters in A Dynamic Competitive Environment

MCGINN, Kerrie (Cass Business School - City University London, U.K.)

MOLNER, Sven (St. Gallen University, Switzerland)
Latent Market Modeling for Advanced Technologies through Early Market Signaling

MROZEK, Alexander J. (European Business School Oestrich-Winkel, Germany)
The Effect of Price Entry Strategies on Competitive Reaction: How Market Entrants Can Avoid Falling Victim to Incumbent’s Predatory Pricing

NAYDENOVA, Daniela (Groningen University, the Netherlands)
Direct Mail Effectiveness: The Role of Personalization and Customization

RELLING, Marleen (Hamburg University, Germany)
Social Brand Value – Determining the Effect of Online Social Network Brand Communities on Brand Equity

TISCHER, Sven (Humboldt Universität Berlin, Germany)
The Impact of Critical Incidents on Customer-Based Brand Equity
Advanced track 1: Consumer Behaviour

AYDINLI, Aylin (London Business School, U.K.)
Getting a Feel for the Deal: The Role of Affect in Consumer Response to Price Promotions

GAUSTAD, Tarje (BI Norwegian School of Management, Norway)
Consumers’ Reactions to Identity Threat: The Effect of Self-Brand Connection and Brand Identity Change in Brand Acquisitions

GROS, Nina (Maastricht University, the Netherlands)
How Feeling Bad Can Make You Happier in the Long-Run – Investigating the Influence of Postchoice Discomfort on the Psychological Immune System and Choice Satisfaction

GU, Yangjie (London Business School, U.K.)
Turn the Page and Move on: The Impact of Choice Closure on Satisfaction

PAOLACCI, Gabriele (University of Venice, Italy)
Introducing an Intermediate Option Reduces Subsequent Reluctance to Trade

PURUCKER, Christian (St. Gallen University, Switzerland)
Analyzing Eye Tracking Data Using Spatiotemporal Scan Statistics.

RUTKAUSKAITE, Aiste (Catholic University of Leuven-KUL, Belgium)
Self-Inferred Norms Reduce Desire and Consumption through Changing Product Perceptions

SARIAL ABI, Gulen (Koc University, Turkey)
Essays on How Self-Certainty Influences Consumer Preferences and Decision Making

YAP, Jo En (RMIT University, Australia)
Doing Privacy’: Exploring the Nature of Consumer Privacy and the Strategies to Achieve Privacy

Advanced track 2: Marketing Mix Instruments

ABOU NABOUT, Nadia (Frankfurt University, Germany)
Acquisition Costs in Online Media Communications in the Presence of Synergy and Cannibalization

BURMESTER, Alexa (Hamburg University, Germany)
Timing Decisions for Media Products

DATTA, Hannes (Maastricht University, the Netherlands)
Customer Acquisition via Sales Promotion: The Impact on Usage Intensity and Relationship Length
DEPECIK, Baris Erman (Erasmus University Rotterdam-ERIM, the Netherlands)
Managing Brand Exits

FERECATU, Alina (ESSEC Business School, France)
Maximizing vs. Satisficing: How Managers’ Psychological Traits Influence Strategic Trade-Offs between Exploration and Exploitation

Essays on How Self-Certainty Influences Consumer Preferences and Decision Making

SAFFERT, Peter (Cologne University, Germany)
Return on Channel Investments for Customer Acquisition – A Cross-Channel Analysis in Mobile Telecommunication Services

SCHRÖDER, Nadine (Regensburg University, Germany)
Saturation Effects of Catalog Mailings

Advanced track 3: Strategy & Internet

GEX, Nicolas (HEC School Of Management Paris, France)
Selling and Renewing Profitable Solutions Contracts the Role of the Customer-Directed Selling Behaviors and Skills

LOEHNDORF, Birgit (Vienna University, Austria)
Antecedents and Consequences of Employee Brand-Building Behaviors: An Employee and Customer Perspective

MÜNKKOFF, Eva (Paderborn University, Germany)
Revenue and Profit Implications of Manufacturers’ Service Strategy – A Latent Growth Curve Modelling Approach

OU, Yi-Chun (Groningen University, the Netherlands)
Towards a Further Understanding of Drivers and Customer Loyalty across Industries

RENAULT, Chloé (HEC School Of Management Paris, France)
The Antecedents to Solutions Deployment Effectiveness

SOHL, Timo (St. Gallen University, Switzerland)
The Impact of Assortment Diversification on Market-Based and Accounting-Based Firm Performance

VAN DER HEIJDEN, Gielis (Eindhoven University of Technology, the Netherlands)
Service Failure as a Source of Innovation: How Frontline Employee Behaviors Benefit the Generation of New Product and Service Ideas

WALRAVEN, Merel (FONTYS UNIVERSITY OF APPLIED SCIENCES, the Netherlands)
The Effects of Sports Sponsorship