25th EMAC Doctoral Colloquium  
Lisbon, Portugal, May 20-22, 2012  
ISCTE, Av das Forcas Armadas, 1649-026 Lisbon

Programme

**Sunday, May 20**

14:00 – 15:00  Registration

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<tr>
<td><strong>Beginners' track 1 :</strong> Consumer Behaviour</td>
<td><strong>Beginners' track 2 :</strong> Marketing Mix Instruments</td>
<td><strong>Beginners' track 3 :</strong> Strategy and Internet</td>
<td><strong>Advanced track 1 :</strong> Consumer Behaviour</td>
<td><strong>Advanced track 2 :</strong> Marketing Mix Instruments</td>
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<td>Suzanne Beckmann (chair)</td>
<td>Benedict Dellaert (chair)</td>
<td>Anders Gustafsson (chair)</td>
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<td>Sandor Czellar</td>
<td>Ernst Osinga</td>
<td>Ajay Kohli</td>
<td>Amitava Chattopadhyay</td>
<td>Thomas Otter (chair)</td>
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<td>Judy Zaichkowsky</td>
<td>Jaap E. Wieringa</td>
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<td>Marc Vanhuele</td>
<td>Gerrit van Bruggen</td>
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15:00 – 15:15  Welcome and introduction

| 15:15 – 18:15 | Arne K. ALBRECHT | Eva ANDERL | Marie Elizabeth AGUIRRE | Sinem ACAR | Aras ALKIS | Lisette DE VRIJES |
| | Christoph BAUMEISTER | Marta BICHO | Suleiman AROYSEI | Maria BLEKHER | Evert DE HAAN | Christine GESER |
| | Angela CRUZ | Moumita DAS | Leonard GEORGE | | | |
### Monday, May 21

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<td><strong>09.00-12.00</strong></td>
<td>Beginners’ track 1: Consumer Behaviour</td>
<td>Beginners’ track 2: Marketing Mix Instruments</td>
<td>Beginners’ track 3: Strategy and Internet</td>
<td>Advanced track 1: Consumer Behaviour</td>
<td>Advanced track 2: Marketing Mix Instruments</td>
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<td>Michael DORN Jutatip JAMSAWANG Bárbara LEÃO</td>
<td>Hester DELPORT SPIES Ceren DEMIRCI Selin ERGUNCU</td>
<td>Zeynep GUNBEGI Joanne HO Kande KAZADI</td>
<td>Gwarlann CAFFIER DE KERVILER Cristina CARDIGO</td>
<td>Niels HOLTROP Prithviraj MUKHERJEE</td>
<td>Selma KADIC-MAGLAJLIC Jing LI</td>
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<td><strong>12.00-13.00</strong></td>
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<td><strong>13.00-16.00</strong></td>
<td>Armin MARZ Marianna PISKÓTI Anissa POMIES</td>
<td>Sven FEURER Liezl-Marié KRUGER Essi PÖYRY</td>
<td>Nadine KNEFELKAMP Daniela LANGARO DA SILVA DO SOUTO Shiobàn MCGINTY</td>
<td>Daniel FERNANDES Anouk FESTJENS</td>
<td>Daniela NAYDENOVA Wiebke SCHLABOHM</td>
<td>Peren OZTURAN Jochen REINER</td>
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<td><strong>16.30-18.00</strong></td>
<td>Bernd Frederik REITSAMER</td>
<td>Paulo SILVEIRA</td>
<td>Jannik MEYNERS</td>
<td>Simon QUASCHNING</td>
<td>Alexandra SZCZEPANSKI</td>
<td>Roland SCHROLL</td>
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<td>9:00 – 11.00</td>
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<td>11.30-12.30</td>
<td>Plenary session: Presentation by Ajay Kohli on &quot;Theory Building in Marketing&quot; <strong>B203</strong></td>
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<td>12.30-13.30</td>
<td>Plenary session: Presentation by the IJRM editor Marnik Dekimpe (Tilburg University) Closing statements by the EMAC president Veronica Wong (University of Sussex) <strong>B203</strong></td>
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PARTICIPANTS

Beginners track 1: Consumer Behaviour

ALBRECHT, Arne K. (JENA UNIVERSITY, Germany)
Cognitive Age in Adolescence: Assessing its Role for Symbolic Consumption

BAUMEISTER, Christoph (Munich University of Technology, Germany)
Ownership or Access? Understanding Consumption Mode Choice

CRUZ, Angela (Auckland University, New Zealand)
Acculturation as Performance: Southeast Asian Immigrant Consumers in New Zealand

DORN, Michael (Bern University, Switzerland)
Social Information in Web Product Reviews Harm Product Evaluation

JAMSAWANG, Jutatip (Vienna University, Austria)
Consumer Perceptions of Supermarket Shelves: Using Mobile and Stationary Eye Trackers

LEÃO, Bárbara (ISCTE Business School, Portugal)
Measuring Consumers’ Consciousness Level Impact on their Willingness to Buy Sustainable Products

MÄRZ, Armin (Munich University of Technology, Germany)
Instantaneous Word-Of-Mouth Behavior on Mobile Devices

PISKÓTI, Marianna (Corvinus University of Budapest, Hungary)
The Nature and I – Exploring the Role of Environmental Identity in Pro-Environmental Behaviour

POMIES, Anissa (ESCP - EUROPE, France)
Evaluation of Tasting Products by Experts: The Case of Coffee

RAZMDOOST, Kamran (Cranfield University/Cranfield School of Management, U.K.)
The Effect of Consumer Calibration Processes on Consumer Perceived Value

REITSAMER, Bernd Frederik (Innsbruck University, Austria)
The Impact of Environmental Stimuli on Consumers’ Emotional and Cognitive Responses – A Holistic Approach in the Service Industry

SCHN URR, Benedikt (Innsbruck University, Austria)
A Conceptual Framework of Aesthetic Consumption Objects: Insights from Philosophical Aesthetics

SCHULTE, Benjamin Krischan (Berlin Free University, Germany)
Consumer Preference and Choice Interdependence – A Cause of Individual Path Dependence
Beginners track 2: Marketing Mix Instruments

ANDELR, Eva (Munich University of Technology, Germany)
Analyzing the Online Customer Journey: Online Advertising Effectiveness in a Multi-Channel Setting

BICHO, Marta (ISCTE Business School, Portugal)
Market Legitimacy in the Diffusion of a Newly Construed Category: The Case of Complementary and Alternative Medicine

DAS, Moumita (Groupe HEC, France)
How to Sell a Luxury Brand in a Non-Luxury Store

DELPOR, SPIES, Hester (North-West University, South Africa))
The Influence of Customer Relationship Intention on Satisfaction, Loyalty and Retention within Online/Offline Services Organisations

DEMIRICI, Ceren (Ozyegin University, Turkey)
Which Online Communication Matters Most? It Depends on Consumer Enduring and Situational Involvement

ERGUNCU, Selin (Koc University, Turkey)
It's Not “Whether” but “How” You Gain Consumer Hearts & Minds: Decomposition of Attitudinal Response

FEURER, Sven (University of Mannheim, Germany)
Pricing of New Products

KRUGER, Liezl-Marié (North-West University, South Africa)
The Influence of Relationship Intention on Satisfaction, Loyalty and Retention Following Service Failure and Service Recovery

PÖYRY, Essi (Aalto University School of Economics, Finland)
Virtual Social Interaction and Sales Performance - Tapping into Consumers’ Social Agenda

SILVEIRA, Paulo (Setubal Polytechnic Institute, Portugal)
Shopper Marketing and Brand Salience at The Point-Of-Purchase: An Empirical Study

VAN OERLE, Sarah (Antwerp University, Belgium)
Customer Co-Creation during Innovation: Structure and Impact of Virtual Social Networks

Beginners track 3: Strategy and Internet

AGUIRRE, Marie Elizabeth (Maastricht University, the Netherlands)
When Covert Becomes Overt: The Impact Of Personalization Strategies On Consumer Behavior

ARYOBSEI, Suleiman (University of St Gallen, Switzerland)
No Man Was Ever Wise by Chance - Design-Related Levers of Ideas' Quality and Diversity in Ideation Contests
GEORGE, Leonard (National University of Ireland, Galway)
Stakeholder Social Capital and The Performance Relationship: An Integrative Framework for Stakeholder Marketing

GUNBEGI, Zeynep (Bahçeşehir University, Turkey)
The Drivers of Commitment to Co-Creation and its Impact on Customer Centered Performance Indicators: A Structural Model

HO, Joanne (Adelaide University, Australia)
Strategic Orientations in High-Tech Firms: Interrelationships and Combined Effects

KAZADI, Kande (Antwerp University, Belgium)
Stakeholder Co-Creation Capabilities

KNEFELKAMP, Nadine (Paderborn University, Germany)
Investigation of Relationship Ending Strategies from a Seller’s Perspective

LANGARO DA SILVA DO SOUTO, Daniela (ISCTE Business School, Portugal)
The Role of Social Network Sites in Driving Customer Relationship Loyalty

MCGINTY, Siobhán (National University of Ireland, Galway)
Does Network Structure Influence Consumer Relationships with Self-Expressive Brands?

MEYNERS, Jannik (Kühne Logistics University, Germany)
Impact of Social and Spatial Proximity on Adoption Behavior

OINONEN, Minna (Lappeenranta University of Technology, Finland)
Co-Innovating Customer Solutions in Buyer-Seller Relationships

VAN TILBURG, Miriam (University of St Gallen, Switzerland)
Same but Different: The Moderating Role of Brand and Product Gender on the Brand Relationship Quality

Advanced track 1: Consumer Behaviour

ACAR, Sinem (BI Norwegian Business School, Norway)
Economic and Relational Negotiation Outcomes under Different Social Motive Compositions

BLEKHER, Maria (Ben-Gurion University, Israel)
Intent to Engage in Pro-Social Behavior Increases Risk Taking

CAFFIER DE KERVILER, Gwarlann (Paris Dauphine University, France)
Self-Categorization as Brand Loyal: A Prototype Approach to Brand Loyalty
CARDIGO, Cristina (ISCTE Business School, Portugal)
“Last Christmas I Gave You My Heart” - Gift-Receiving and Identity-Threat: Disposition as a Coping Strategy

FERNANDES, Daniel (Erasmus University Rotterdam / ERIM, the Netherlands)
Mañana: Reminders as Tools for Accelerating or Procrastinating Task Completion

FESTJENS, Anouk (K.U.Leuven, Belgium)
Time-Related Consumer Decision Making

QUASCHNING, Simon (Ghent University, Belgium)
Ways of Coping with Uncertainty: A Closer Look on Rankings, Reviews and Herding

RADEMAKER, Claudia (Stockholm School of Economics, Sweden)
Effects of Eco-Friendly Media Choice

Advanced track 2: Marketing Mix Instruments

ALKIS, Aras (Koc University, Turkey)
Asymmetric Price Elasticities

DE HAAN, Evert (University of Groningen, the Netherlands)
Marketing Attribution: Quantifying the Impact of New Advertising Possibilities on Funnel Progression and Revenue

HOLTROP, Niels (University of Groningen, the Netherlands)
You Can't Direct the Wind, but You Can Adjust Your Sails: Responding to Changing Customers and Environments in Dynamic Markets

MUKHERJEE, Prithviraj (ESSEC Business School, France)
Investigating the Profitability of Multilevel Marketing

NAYDENOVA, Daniela (University of Groningen, the Netherlands)
Generalizations of Direct Mail Characteristics Effects on a Comprehensive Set of Advertising Effectiveness Measures

SCHLABOHM, Wiebke (Hamburg University, Germany)
Promotions around Seasonal Events

SZCZEPANSKI, Alexandra (Goettingen University, Germany)
The Role of Consumer Price Expectations in the Impact of Price Promotions

TIMOUMI, Ahmed (Koc University, Turkey)
Restricted Category Captainship
Advanced track 3: Strategy and Internet

DE VRIES, Lisette (University of Groningen, the Netherlands)
Essays on Social Media Marketing

GESER, Christine (Munich University of Technology, Germany)
Management of Online Communities

KADIC-MAGLAJLIC, Selma (University of Sarajevo, Bosnia)
The Role of Moral Judgment and Emotional Intelligence in Salesperson Behavior and Performance

LI, Jing (Eindhoven University of Technology, the Netherlands)
Cross-Channel and Cross-Competition Effects during Customer Adoption of New Online Channels in a Multichannel Environment

OZTURAN, Peren (Koc University, Turkey)
The Blind Leading The Blind? How Companies Follow Similar Brands in Advertising Spending across the Business Cycle

REINER, Jochen (Frankfurt University, Germany)
An Analysis of the Profitability of Deal-of-the-Day Promotions

SCHROLL, Roland (Innsbruck University, Austria)
Beyond Co-Creating Brands - Evidence and Implications of User-Generated Brands

VOSSEN, Alexander (RWTH Aachen University, Germany)
External Ideation: The Impact of Ideation Contest Design and Communication on Consumers’ Motives and Participation Behavior