

## 25th EMAC Doctoral Colloquium

Lisbon, Portugal, May 20-22, 2012

ISCTE, Av das Forças Armadas, 1649-026 Lisbon



### Programme

#### Sunday, May 20

14:00 – 15:00 Registration

	<b>B201</b>	<b>B202</b>	<b>C201</b>	<b>C202</b>	<b>C301</b>	<b>C302</b>
	<b>Beginners' track 1 :</b> Consumer Behaviour  <b>Faculty:</b> Suzanne Beckmann (chair) Sandor Czellar Judy Zaichkowsky	<b>Beginners' track 2 :</b> Marketing Mix Instruments  <b>Faculty:</b> Benedict Dellaert (chair) Ernst Osinga Jaap E. Wieringa	<b>Beginners' track 3 :</b> Strategy and Internet:  <b>Faculty:</b> Anders Gustafsson (chair) Ajay Kohli Lars Witell	<b>Advanced track 1:</b> Consumer Behaviour  <b>Faculty:</b> Luk Warlop (chair) Amitava Chattopadhyay Marc Vanhuele	<b>Advanced track 2 :</b> Marketing Mix Instruments  Faculty: Thomas Otter (chair) Arnaud de Bruyn Gerrit van Bruggen	<b>Advanced track 3 :</b> Strategy & Internet  Faculty: Caroline Wiertz (chair) Koen Pauwels Ko de Ruyter
15:00 – 15:15	Welcome and introduction <b>B203</b>					
15:15 – 18:15	Arne K. ALBRECHT Christoph BAUMEISTER Angela CRUZ Kamran RAZMDOOST	Eva ANDERL Marta BICHO Moumita DAS	Marie Elizabeth AGUIRRE Suleiman ARYOBSEI Leonard GEORGE	Sinem ACAR Maria BLEKHER	Aras ALKIS Evert DE HAAN	Lisette DE VRIES Christine GESER

19:00 - 20:00 Port Wine Reception at the Town Hall, sponsored by Lisbon City Council (coaches departure from ISCTE at 18:30)

**Monday, May 21**

	<b>B201</b>	<b>B202</b>	<b>C201</b>	<b>C202</b>	<b>C301</b>	<b>C302</b>
	<b>Beginners' track 1 :</b> Consumer Behaviour  <b>Faculty:</b> Suzanne Beckmann (chair) Sandor Czellar Judy Zaichkowsky	<b>Beginners' track 2 :</b> Marketing Mix Instruments  <b>Faculty:</b> Benedict Dellaert (chair) Ernst Osinga Jaap E. Wieringa	<b>Beginners' track 3 :</b> Strategy and Internet:  <b>Faculty:</b> Anders Gustafsson (chair) Ajay Kohli Lars Witell	<b>Advanced track 1:</b> Consumer Behaviour  <b>Faculty:</b> Luk Warlop Amitava Chattopadhyay Marc Vanhuele	<b>Advanced track 2 :</b> Marketing Mix Instruments  <b>Faculty:</b> Thomas Otter (chair) Arnaud de Bruyn Gerrit van Bruggen	<b>Advanced track 3 :</b> Strategy & Internet  <b>Faculty:</b> Caroline Wiertz (chair) Koen Pauwels Ko de Ruyter
09.00-12.00	Michael DORN Jutatip JAMSAWANG Bárbara LEÃO	Hester DELPORT, SPIES Ceren DEMIRCI Selin ERGUNCU	Zeynep GUNBEGI Joanne HO Kande KAZADI	Gwarlann CAFFIER DE KERVILER Cristina CARDIGO	Niels HOLTROP Prithwiraj MUKHERJEE	Selma KADIC- MAGLAJLIC Jing LI

12.00-13.00 **Lunch**

13.00-16.00	Armin MÄRZ Marianna PISKÓTI Anissa POMIES	Sven FEURER Liezl-Marié KRUGER Essi PÖYRY	Nadine KNEFELKAMP Daniela LANGARO DA SILVA DO SOUTO Shiobán MCGINTY	Daniel FERNANDES Anouk FESTJENS	Daniela NAYDENOVA Wiebke SCHLABOHM	Peren OZTURAN Jochen REINER
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16.00-16.30 **Coffee Break**

16.30-18.00	Bernd Frederik REITSAMER	Paulo SILVEIRA	Jannik MEYNER	Simon QUASCHNING	Alexandra SZCZEPANSKI	Roland SCHROLL
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18.00-19.30 **Reception offered by McKinsey**

20.00 **Dinner in the hotel Tivoli Oriente, (Av. D. João II - Parcela 1.14 Lote 3, 1990-083 Lisbon (Tel: +351 218 915 100) sponsored by Business Research Unit (BRU) of ISCTE (coaches departure from ISCTE at 19:30)**

**Tuesday, May 22**

	<b>B201</b>	<b>B202</b>	<b>C201</b>	<b>C202</b>	<b>C301</b>	<b>C302</b>
	<b>Beginners' track 1 :</b> Consumer Behaviour  <b>Faculty:</b> Suzanne Beckmann (chair) Sandor Czellar Judy Zaichkowsky	<b>Beginners' track 2 :</b> Marketing Mix Instruments  <b>Faculty:</b> Benedict Dellaert (chair) Ernst Osinga Jaap E. Wieringa	<b>Beginners' track 3 :</b> Strategy and Internet:  <b>Faculty:</b> Anders Gustafsson (chair) Ajay Kohli Lars Witell	<b>Advanced track 1:</b> Consumer Behaviour  <b>Faculty:</b> Luk Warlop Amitava Chattopadhyay Marc Vanhuele	<b>Advanced track 2 :</b> Marketing Mix Instruments  <b>Faculty:</b> Thomas Otter (chair) Arnaud de Bruyn Gerrit van Bruggen	<b>Advanced track 3 :</b> Strategy & Internet  <b>Faculty:</b> Caroline Wiertz (chair) Koen Pauwels Ko de Ruyter
9:00 – 11.00	Benedikt SCHNURR Benjamin Krischnan SCHULTE	Sarah VAN OERLE	Minna OINONEN Miriam VAN TILBURG	Claudia RADEMAKER	Ahmed TIMOUMI	Alexander VOSSEN
11.00- 11.30	<b>Coffee Break</b>					
11.30- 12.30	<b>Plenary session: Presentation by Ajay Kohli on "Theory Building in Marketing" B203</b>					
12.30- 13.30	<b>Plenary session: Presentation by the IJRM editor Marnik Dekimpe (Tilburg University) Closing statements by the EMAC president Veronica Wong (University of Sussex) B203</b>					

## 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

**SCHNURR, 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**

**ANDERL, 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

**DELPORT, SPIES, Hester (North-West University, South Africa))**

The Influence of Customer Relationship Intention on Satisfaction, Loyalty and Retention within Online/Offline Services Organisations

**DEMIRCI, 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

**GUNBEGLI, 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?

**MEYNER, 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, Gwralann (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, Prithwiraj (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

**SCHLABOHN, 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

**VOSEN, Alexander (Rwth Aachen University, Germany)**

External Ideation: The Impact of Ideation Contest Design and Communication on Consumers' Motives and Participation Behavior