

Programme
Tuesday 8th July 2014 Academy of Marketing Conference

Time	Event	Venue
09.30 - 11.30	Registration Please register on arrival.	Hotel Foyer
09.45 – 10.45	AMRC Meeting	Blandford Room
10.30 – 11.30	Tea/Coffee	Dorchester Suite Foyer
11.30 - 12.45	Welcome, Opening Address and Keynote Speech Welcome by Dr Julie Robson, Conference Chair, Bournemouth University Opening Address by Professor John Vinney, Pro-Vice Chancellor, Bournemouth University Keynote Address by Jonathan Gabay	Dorchester Suite
12.45 – 13.45	Lunch	Bryanston Suit, Purbeck Suite, Restaurant
13.45 -15.15	Arts & Heritage Marketing 0040 New horizon towards a visitor-based model of authenticity: The case of Japanese Heritage Babak Taheri¹ (Presenting) , Ross Curran ¹ , Kevin O’Gorman ¹ , Derek Bryce ² ¹ Heriot Watt, Edinburgh, UK, ² Strathclyde, Glasgow, UK 0375 Narrative Transportation and Existential Authenticity: A conceptual model of their role in the marketing of literary heritage tourism Chelsea Bailey¹ , David Arnott ¹ ¹ Univeristy of Warwick, Coventry, UK 0059 The mediating role of needs satisfaction on cultural consumption: Implications from arts performance Noel Yee-Man Siu¹(Presenting) , Tracy Jun-Feng Zhang ¹ , Candy Ka-Yan Ho ¹ , Ho Yan Kwan ¹ ¹ Hong Kong Baptist University, Hong Kong, Hong Kong 0087 A Place for Popular Music Tribal Marketing? Insights from an ethnographic exploration in Limassol Stylianios Pourgoures¹, Daragh O’Reilly¹(Presenting) , Elizabeth Carnegie ¹ ¹ Sheffield University Management School, Sheffield, UK	Corfe Syndicate 1

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<p>13.45 -15.15</p>	<p>Brand, Identity & Corporate Reputation</p> <p>0100 A Cross-Cultural Study on the Relationship between Elements of Corporate Visual Identity (CVI) and Consumers' Cognitive and Affective Components of Attitude: A Case Application on Unilever Doaa Badran¹(Presenting), Noha El-Bassiouny¹, Gunter Silberer² ¹German University in Cairo, Cairo, Egypt, ²Georg-August University of Göttingen, Göttingen, Germany</p> <p>0114 Sunderland City Council: A Case Study of Brand Identity Development Vignesh Yognathan¹, Fraser McLeay¹(Presenting) ¹Newcastle Business School, Newcastle upon Tyne, UK</p> <p>0191 The corporate identity orientation construct: where are we now? Luke Devereux¹(Presenting), T C Melewar¹ ¹Middlesex University London, London, UK</p> <p>0192 Examining the influence of corporate website identity on corporate reputation, e-loyalty and identification in the context of the banking industry in the United Kingdom. Elena Ageeva¹(Presenting), T C Melewar¹ ¹Middlesex University London, London, UK</p>	<p>Corfe Room 1</p>
<p>13.45 -15.15</p>	<p>Qualitative Enquiry</p> <p>0018 Specific Uncertainties in the Distribution of Products from Renewable Resources: Insights from the German Forestry and Wood Cluster Sebastian Ludorf¹(Presenting), Waldemar Toporowski¹ ¹Georg-August-Universität Göttingen, Göttingen, Germany</p> <p>0230 “Mind the gap: Is the world video gaming industry missing the female market segmentation?” Denise Preece¹(Presenting), Ben Binsardi² ¹Liverpool University, Liverpool, UK, ²Glyndwr University, Wrexham, UK</p> <p>0061 A Paradigmatic and Methodological Examination of Market Orientation Research Ateeque Shaikh¹, Pratik Modi²(Presenting), Vanita Yadav² ¹Institute of Rural Management, Anand, Gujarat, India, ²University of Portsmouth, Portsmouth, Hampshire, UK</p> <p>0362 Facilitating the use of Q methodology in qualitative marketing research Denise Preece¹(Presenting), Ben Binsardi², Alexis Mclean³ ¹Liverpool University, Liverpool, UK, ²Glyndwr University, Wrexham, UK, ³Chester University, Chester, UK</p>	<p>Corfe Syndicate 2</p>

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<p>13.45 -15.15</p>	<p>Consumer Research</p> <p>0218 Design and usefulness of diagrammatic decision aids in consumer decision making: the case of payday loans Hans van der Heijden¹(Presenting), Julie Robson² ¹University of Sussex, Brighton, UK, ²Bournemouth University, Bournemouth, UK</p> <p>0202 Modeling the Online Consumer Decision-Making Process based on eWOM Communication in Health Care Services. A Romanian Perspective Victor Lorin Purcărea ¹, Iuliana Raluca Gheorghe¹(Presenting), Consuela Mădălina Gheorghe² ¹Carol Davila University of Medicine and Pharmacy, Bucharest, Romania, ²National School of Political and Administrative Studies, Bucharest, Romania</p> <p>0426 Profiling Impulse Buyers- Exploring How Each Facet of UPPS Impulsivity Traits Can Lead to Different Types of Impulse Buying Behaviour Jenny Ma ¹(Presenting) ¹Worcester business School, Worcester, UK</p> <p>0448 ALL THAT GLITTERS IS NOT GOLD- FACTORS IMPACTING ON THE PURCHASE OF ROAD BIKES Hildegard Wiesehofer¹(Presenting), Ian Fiddeman¹ ¹Derby University, Derby, UK</p>	<p>Dorchester Suite</p>
<p>13.45 -15.15</p>	<p>E-Marketing</p> <p>0010 The Influence of Personal Characteristics on Customer Engagement Nicole Biagioni¹, Paul Harrigan²(Presenting), Tim Daly³ ¹Curtin University, Perth WA, Australia, ²The University of Western Australia, Perth WA, Australia, ³United Arab Emirates University, Al Ain, United Arab Emirates</p> <p>0021 Personality Traits as a Predictor of Consumer Responses to Sponsored/Suggested Posts on Facebook Lillian Clark¹(Presenting), Levent Çallı ² ¹University of Portsmouth, Portsmouth, UK, ²Sakarya University, Sakarya, Turkey</p> <p>0043 Gamifying a Brand Experience: Insights from an Explorative Case Tony Garry¹(Presenting), Tracy Harwood² ¹University of Otago, Dunedin, New Zealand, ²De Montfort University, Leicester, UK</p> <p>0403 A Cloudy Future: Simultaneous Users' Perceptions of the Cloud and Local Hard Drives Joanne McNeish¹(Presenting), Anthony Francescucci¹, Ummaha Hazra² ¹Ryerson University, Toronto ON, Canada, ²University of Cape Town, Rondebosch, South Africa</p>	<p>Blandford Room</p>

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<p>13.45 -15.15</p>	<p>Sports Marketing</p> <p>0026 An Exploratory Investigation into fans' perceptions of International, Rugby Union Kit Sponsorship - A Study of England and Wales. Robert Thomas¹(Presenting) ¹Cardiff Metropolitan University, Cardiff, UK</p> <p>0208 Investigating the Antecedents to Australian Football Fan Loyalty: The Influence of Motivation, Fan Identification and Satisfaction Jin Ho Yun¹, Philip J. Rosenberger III²(Presenting) ¹Sung Kyun Kwan University, Seoul, Republic of Korea, ²University of Newcastle, Ourimbah, NSW, Australia</p>	<p>Corfe Syndicate 5</p>
<p>13.45 -15.15</p>	<p>Retail Marketing</p> <p>0019 Engaging with customers using social media in hypermarkets and supermarkets: A conceptual framework. Swaleha Peeroo¹(Presenting), Martin Samy¹, Brian Jones¹ ¹Leeds Metropolitan University, Leeds, UK</p> <p>0071 Social Media Enabled Service Failure Identification and Recovery: In the UK & Irish Retail Sector. Karen Jones¹(Presenting), Daire Hooper¹, Joseph Coughlan¹ ¹Dublin Institute of Technology, Dublin, Ireland</p> <p>0036 Utilitarianism, Low-Self Monitoring and Consumer Electronics: A Female Perspective. Robert Thomas¹(Presenting) ¹Cardiff Metropolitan University, Cardiff, UK</p> <p>0172 The Impact of Store Characteristics on Customer Experience: An Empirical Investigation Amalia Triantafillidou¹, Eirini Papafilippaki¹(Presenting), George Siomkos¹ ¹Athens University of Economics and Business, Athens, Greece</p>	<p>Blandford Syndicate 2</p>
<p>13.45 -15.15</p>	<p>Tourism Marketing</p> <p>0156 EXPLORING FOR THE RELATIONSHIPS AMONG COUNTRY IMAGE, DESTINATION IMAGE, PERSONAL VALUES AND BEHAVIOURAL PROBABILITY Agustinus Februadi¹, Anne-Marie Hede¹, Maxwell Winchester¹(Presenting) ¹Victoria University, Melbourne, Melbourne, Victoria, Australia</p> <p>0044 "Something I'll never forget" - Memorable Tourist Experiences and Emotion Uli Knobloch¹, Rob Aitkin¹(Presenting), Kirsten Robertson¹ ¹University of Otago, Dunedin, Otago, New Zealand</p>	<p>Blandford Syndicate 1</p>

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	<p>0050 Tourist environmental attitude and behavior: Antecedents, moderators, and outcomes Leonidas Leonidou¹, Dafnis Coudounaris², Olga Kvasova³(Presenting), Paul Christodoulides⁴ ¹University of Cyprus, Nicosia, Cyprus, ²University of Vaasa, Vaasa, Finland, ³University of Central Lancashire Cyprus, Larnaca, Cyprus, ⁴Cyprus University of Technology, Limassol, Cyprus</p> <p>0106 Repeated behaviour and destination loyalty Manuela Pulina¹(Presenting), Marta Meleddu¹, Raffaele Paci² ¹University of Sassari - DiSEA & CRENoS, Sassari, Italy, ²University of Cagliari - DRES & CRENoS, Cagliari, Italy</p>	
13.45 -15.15	<p>Entrepreneurial and Small Business Marketing</p> <p>0380 International Innovation Labs: a higher education platform stimulating marketing innovation processes in SMEs Robrecht Van Goolen¹(Presenting), Steven De Hertogh¹, José Tummers¹ ¹Leuven University College, Leuven, Belgium</p> <p>0421 Entrepreneurial Marketing: technology acceptance in SMEs Zubin Sethna¹(Presenting), Rosalind Jones², Emily Karas³ ¹Baresman Consulting, London, UK, ²University of Birmingham, Birmingham, UK, ³Public Health Ontario, Ontario, Canada</p> <p>0452 Contextual marketing: Paradox, contradiction and ego in entrepreneurial SME owner/managers Jonathan Deacon¹(Presenting), Audrey Gilmore¹ ¹University of South Wales, Newport, UK</p> <p>0081 What have you done for SME lately? How 3E collaboration supporting work-related learning, can enhance marketing student "EmployaGility". Karen Knibbs¹ (Presenting) ¹University of Portsmouth, Portsmouth, UK</p>	Corfe Syndicate 4
13.45 -15.15	<p>Non-Profit & Social Marketing</p> <p>0069 Missing market orientation from the livelihood programme of the nonprofit organization: The case of right diagnosis but wrong pills Pratik Modi¹(Presenting), Satyendra Nath Mishra², Nilamadhav Mohanty² ¹University of Portsmouth, Portsmouth, Hampshire, UK, ²Institute of Rural Management, Anand, Gujarat, India</p> <p>0073 Should Social Marketing Campaigns be centralised or decentralised? Alan Shaw¹(Presenting) ¹Sheffield Hallam University, South Yorkshire, UK</p>	Corfe Syndicate 3

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	<p>Arts & Heritage Marketing 0371 "And may the odds be always in your favour": What <i>"The Hunger Games"</i>-trilogy can teach us about today's marketing academia Markus Wohlfeil¹ ¹University of East Anglia, Norwich, UK</p>	
13.45 -15.15	<p>Services and Customer Relationship Management</p> <p>0179 Antecedents of Customers' Helping Behaviour toward Other Customers: An Application on the Egyptian Higher Education Industry Mohamed Maher¹(Presenting), Mohamed Sobhy Temerk¹, Wael Kortam¹ ¹Cairo University, Giza, Egypt</p> <p>0189 The Impact of Fairness on Trustworthiness and Trust in Banking James Devlin¹(Presenting), Sanjit Roy², Harjit Sekhon³ ¹Nottingham University Business School, Nottingham, UK, ²Coventry University Faculty of Business, Environment and Society, Coventry, UK, ³Business School, University of Western Australia, Perth, Australia</p> <p>0394 Interfunctional Integration Dimensions and Antecedents: Insights from a Frontier market perspective Abdullah Opute¹(Presenting), Nnamdi Madichie² ¹GPROM Academic and Management Solutions, Paderborn, Germany, ²Canadian University of Dubai, Dubai, United Arab Emirates</p> <p>0333 Perceived justice of service recovery and customer citizenship behavior: The role of emotions and relationship quality- A conceptual paper Ahmed A. Hasanen¹, Ehab Abou Aish¹(Presenting), Tamer H. Elsharnouby² ¹Cairo University, Giza, Egypt, ²Qatar University, Doha, Qatar</p>	Corfe Room 2
15.15 – 15.45	Tea/Coffee	Dorchester Suite Foyer
15.45 – 17.15	<p>Brand, Identity & Corporate Reputation</p> <p>0054 HOW DOES INTERNAL MARKETING CONTRIBUTE TO EMPLOYEE BRAND BUILDING BEHAVIOR IN SOCIAL ENTERPRISES? Gordon Liu¹, Chris Chapleo²(Presenting), Wai Wai Ko³ ¹University of Bath, Bath, UK, ²Bournemouth University, Bournemouth, UK, ³Brunel University, Uxbridge, UK</p> <p>0099 The Right 'Fit'? Bringing Marketing and HR Together: A literature study of employer branding Chen Ren¹(Presenting), Helen Woodruffe-Burton¹ ¹Northumbria University, Newcastle Upon Tyne, UK</p>	Blandford Room

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	<p>0027 Male Perception and Consumption of Cosmetic Brands: A Self Monitoring Perspective Robert Thomas¹(Presenting) ¹Cardiff Metropolitan University, Cardiff, UK</p> <p>0115 Corporate image formation in online communities Christine Hallier Willi¹(Presenting), T.C. Melewar² ¹ZHAW School of Management and Law, Winterthur, Switzerland, ²Middlesex University London, London, UK</p>	
15.45 – 17.15	<p>Consumer Culture Theory (special session)</p> <p>0049 Unpacking service nepotism in the multi-ethnic marketplace David Sarpong¹(Presenting), Mairi Maclean² ¹Bristol Business School, University of the West of England, Bristol, UK, ²University of Exeter Business School, University of Exeter, Bristol, UK</p> <p>0256 The cross-cultural impact on luxury consumption motivations for young consumers: comparing Chinese female univeristy students who studying in China and UK Yaqiong Zhang ¹(Presenting), Maged Ali¹ ¹Brunel University, London, UK</p>	Corfe Syndicate 1
15.45 – 17.15	<p>Consumer Research</p> <p>0096 Brands and adolescent self-esteem: the development of a new scale Stuart Roper¹(Presenting), Katja Isaksen² ¹Bradford University, Bradford, UK, ²United Nations, Nairobi, Kenya</p> <p>0437 Exploring thematic linkages of an internationally recognized movie Lukman Aroean¹(Presenting), Widya Paramita², Rokhimah Rostiani², Winahjoe Sari², B.M. Purwanto² ¹Bournemouth University Business School, Bournemouth, UK, ²University of Gadjah Mada, Yogyakarta, Indonesia</p> <p>0324 Me and my Money: understanding the role of money in teenage girl's development of their self-concept and identity. Elizabeth Dempsey ¹(Presenting), Julie Robson² ¹Sheffield Hallam, Sheffield, UK, ²Bournemouth University, Bournemouth, UK</p> <p>0149 Can We Measure Children's Perceived Value? Janine Williams¹(Presenting), Nicholas Ashill², Peter Thirkell¹ ¹Victoria University of Wellington, Wellington, New Zealand, ²American University of Sharjah, Sharjah, United Arab Emirates</p>	Dorchester
15.45 – 17.15	<p>Services and Customer Relationship Management</p> <p>0028 Killing more than the radio star: online video and consumer engagement in the relationship economy Barry Ardley¹(Presenting), David Clancy² ¹University of Lincoln, Lincolnshire, UK, ²Linney Design, Nottinghamshire, UK</p>	Corfe Room 2

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	<p>0038 The Impact of Service Quality and Customer Satisfaction on Customer's Loyalty in Jordan Islamic Bank Ala' Dandis¹(Presenting), Len Tiu Wright¹, Huifen Cai¹ ¹University of Huddersfield, Huddersfield, UK</p> <p>0228 Town Centre Place and Space: An Expanded Servicescape Perspective Lisa Donnell¹(Presenting), Karise Hutchinson¹, Audrey Gilmore¹, Andrea Reid¹ ¹University of Ulster, Coleraine, UK</p>	
15.45 – 17.15	<p>Tourism Marketing</p> <p>0442 Agile Marketing for Tourism Destinations Alessandro Inversini¹(Presenting), Juho Pesonen², Dimitrios Buhalis¹ ¹Bournemouth University, Bournemouth, UK, University of Eastern Finland, Savonlinna, Finland</p> <p>0446 Towards Co-Creating Authentic Tourist Experiences Lisa O'Malley¹(Presenting), Maria Lichrou¹, Maurice Patterson¹ ¹University of Limerick, Limerick, Ireland</p> <p>0450 INVESTIGATING TOURIST CO-CREATION OF DESTINATION BRAND EXPERIENCE THROUGH SOCIAL NETWORKING Anthony Foley¹(Presenting), Susan Whelan¹ ¹Waterford Institute of Technology, Waterford, Ireland</p>	Corfe Room 1
15.45 – 17.15	<p>E-Marketing</p> <p>0184 #Brand engagement or @Personal engagement? How Australian 'Mass Brewers' and 'Craft Brewers' Communicate with Consumers through Twitter Torgeir Aleti Watne¹(Presenting), Marc Cheong², Will Turner³ ¹Victoria University, Melbourne, Victoria, Australia, ²Monash University, Melbourne, Victoria, Australia, ³Anglia Ruskin University, Cambridge, Cambridgeshire, UK</p> <p>0282 Examining the relationship between intentions to engage in gamification branding and attitude toward the brand Yang Yang¹(Presenting), Antonis Simintiras¹, Yousra ASAAD¹, Yogesh Dwivedi¹ ¹Swansea University, Swansea, UK</p> <p>0295 Water Management through Social Media: Australia's Murray-Darling Basin Raechel Johns¹(Presenting) ¹University of Canberra, Canberra, Australia</p> <p>0279 Community or Cuckoo's Nest? A taxonomical update on online consumption communities Jan Breitsohl¹(Presenting), David Dowell¹, Werner Kunz² ¹Aberystwyth University, Aberystwyth, UK, ²University of Massachusetts Boston, Boston, USA</p>	Purbeck

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<p>15.45 – 17.15</p>	<p>E-Marketing</p> <p>0330 Recommendation agents' type of voice and the impact on consumers' reactions Jean-François Lemoine²(Presenting), Emna Cherif¹ ¹University of Paris Sorbonne, Paris, France, ²ESSCA School of Management, Angers, Paris</p> <p>0337 Identifying opinion leaders and opinion seekers in social networking sites Kim Janssens¹, Robrecht Van Goolen¹ (Presenting) ¹Leuven University College, Heverlee, Belgium</p> <p>0257 Why to use mobile technology? Elvira Bolat¹ (Presenting) ¹Bournemouth university, Bournemouth, UK</p> <p>0173 Spam: still an issue when undertaking coping actions? Kim Janssens¹, Robrecht Van Goolen¹ (Presenting) ¹Leuven University College, Leuven, Belgium</p>	<p>Corfe Syndicate 5</p>
<p>15.45 – 17.15</p>	<p>Entrepreneurial and Small Business Marketing</p> <p>0209 Nigerian SMEs - Commitment and Loyalty to their Retail Banks Mark Ojeme¹(Presenting), Andrew Robson¹, Nigel Coates¹ ¹Newcastle Business School at Northumbria University, Newcastle Upon Tyne, UK</p> <p>0176 INTERACTING TO LAST: HOW SMALL COMPANIES USE ONLINE SOCIAL MEDIA TO BUILD THEIR CORPORATE IMAGE Maria Zanette¹, Ricardo Limongi¹, Carla Caires Abdalla¹, Mateus Ferreira¹ ¹EAESP – FGV, São Paulo – SP, Brazil</p> <p>0171 SME-routes developed by Leuven University College: a solution for SMEs seeking for expertise in marketing and communication Veerle Van Hoorick¹ (Presenting) ¹Leuven University College, Leuven, Belgium</p>	<p>Corfe Syndicate 4</p>
<p>15.45 – 17.15</p>	<p>International Marketing</p> <p>0109 Advertising, allure, anatomy, awards. The portrayal of the human body and creativity in Brazilian advertising Karen Middleton¹(Presenting), Mauro José De Oliveira² ¹University of Portsmouth, Portsmouth, Hampshire, UK, ²Centro Universitário da FEI, São Paulo, SP, Brazil</p> <p>0129 Modeling the Determinants of "Solo" Consumer Satisfaction: The Mediating Role of Involvement of Grocery Shoppers in Korea Hyeon-Cheol Kim¹(Presenting), Soo-Jin Yoo², Hwan-Eui Lee³ ¹Chung-Ang University, Anseong, Republic of Korea, ²Chung-Ang University, Seoul, Republic of Korea, ³Kyungmin University, Uijeongbu, Republic of Korea</p>	<p>Blandford Syndicate 1</p>

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	<p>0170 Modelling the Antecedents of UK Consumer's Risk Perception of Emerging Economy Products: An Empirical Study Sunil Sahadev¹(Presenting), Weiyue Wang¹ ¹University of Salford, Manchester, UK</p> <p>0174 Understanding internationalization & business model decisions: a review Jessica Lichy¹(Presenting), Florence Gervais¹ ¹IDRAC Research, Lyon, France</p>	
15.45 – 17.15	<p>Marketing Research and Research Methodology</p> <p>0280 I TRIANGULATE THEREFORE I AM: RIGOUR IN CASE STUDY RESEARCH Jillian Farquhar¹(Presenting), Nicolette Michels² ¹London Metropolitan University, London, UK, ²Oxford Brookes University, Oxford, UK</p> <p>0035 Rethinking analyses of crossed effects experiments in marketing communications research Jose Tummers¹(Presenting), Kim Janssens¹ ¹Leuven University College, Leuven, Belgium</p> <p>0101 The effect of product conspicuousness in vertical downscale extensions: a replication Francesca Dall'Olmo Riley¹(Presenting), Chris Hand¹, Jaywant Singh¹ ¹Kingston Business School, Kingston upon Thames, Surrey, UK</p> <p>0168 Exemplifying How to Estimate and Test A Double-Moderated-Mediation Model with Confounders Using Bayesian Statistics George Chrysochoidis¹(Presenting), Lars Tummers², Rens van de Schoot³ ¹University of East Anglia, Norwich, UK, ²Erasmus University, Rotterdam, The Netherlands, ³Utrecht University, Utrecht, The Netherlands</p>	Blandford Syndicate 2
15.45 – 17.15	SIG Chairs Meeting	Corfe Syndicate 3

Wednesday 9th July 2014 Academy of Marketing Conference

08.30 – 09.00	Tea/Coffee	Dorchester Suite Foyer
09.00 – 10.30	<p>Arts & Heritage Marketing</p> <p>0393 Exploring the Brand relationships of Opera Attendees Emma Hall¹(Presenting), Wayne Binney¹, Julian Vieceli², John Hall¹ ¹Deakin University, Melbourne, Australia, ²Swinburne University, Melbourne, Australia</p>	Corfe Syndicate 3

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	<p>0397 Corporate sponsorship and the arts: a focus on professional theatres Jane Tonge¹(Presenting) ¹Manchester Metropolitan University, Manchester, UK</p> <p>0269 Contemporary art fairs: market places and experiential spaces Catherine Morel¹(Presenting) ¹Audencia Nantes School of Management, Nantes, France</p> <p>0224 Painting the nation – when politics shape the visual arts markets in emerging economies. Victoria Rodner¹ (Presenting), Chloe Preece² ¹King's College London, London, UK, ²University of Kent, Canterbury, UK</p>	
09.00 – 10.30	<p>Brand, Identity & Corporate Reputation</p> <p>0001 The Determinants and Outcomes of Brand Attachment Arnold Japutra¹(Presenting), Yuksel Ekinci¹, Lyndon Simkin² ¹Oxford Brookes University, Oxford, UK, ²Henley Business School, University of Reading, Henley, UK</p> <p>0011 CONSUMERS' SUB-CONSCIOUS RESPONSES TO BRAND TARNISHMENT Rafal Ohme¹, Michal Matukin¹, Christo Boshoff²(Presenting) ¹Neurohme, Warsaw, Poland, ²University of Stellenbosch, Stellenbosch, South Africa</p> <p>0016 Co-creating brand value with Independent Financial Advisers (IFAs): Introducing the spiral model of brand value co-creation Nathalia C Tjandra¹(Presenting), John Ensor¹, Maktoba Omar¹, John R Thomson¹ ¹Edinburgh Napier University, Edinburgh, UK</p>	Blandford Room
09.00 – 10.30	<p>Consumer Research</p> <p>0186 Luxury Goods Consumers and Symbolic Post-Purchase Meanings Al Marshall¹(Presenting), Paris Touma¹ ¹Australian Catholic University, North Sydney, NSW, Australia</p> <p>0311 Predator-Prey Relationships: The Role of a Community for Luxury Watch Collectors Navdeep Athwal¹(Presenting), David Arnott¹ ¹University of Warwick, Coventry, UK</p> <p>0203 Diamonds are a boy's best friend: an analysis of "ulterior-altruism" in expensive giving Ines Branco Illodo¹(Presenting), John Saunders² ¹Nottingham University Business School, Nottingham, UK, ²Kent Business School, Canterbury, UK</p>	Dorchester

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	<p>0454 Trust in Islamic banking: The case of Pakistan Samreen Ashraf¹(Presenting), Julie Robson¹, Yasmin Sekhon¹ ¹Bournemouth University, Bournemouth, UK</p>	
09.00 – 10.30	<p>Market Segmentation and Target Market Strategy</p> <p>0012 Evaluating Regional Cultural Differences in Germany and Great Britain Nadine Waehning¹(Presenting), Stephan Dahl¹, Simon Reif² ¹University of Hull, Hull, UK, ²University of Munich, Munich, Germany</p> <p>0182 Exploring the Academic-Practitioner Divide in Market Segmentation: Suggestions for Further Research Nida Donmez¹, Adina Poenaru², Paul Baines¹(Presenting) ¹Cranfield School of Management, Milton Keynes, UK, ²McKinsey & Company, London, UK</p>	Corfe Syndicate 5
09.00 – 10.30	<p>E-Marketing</p> <p>0373 Considering the impact of agency-client relationships in digital and social media marketing. Brendan Keegan¹(Presenting), Jennifer Rowley¹, Jane Tonge¹ ¹Manchester Metropolitan University, Manchester, UK</p> <p>0379 Like, Comment, Share: The Impact of Type of Posting About Customer Interaction with Brand in a Virtual Social Network Milena Costa¹, Marcos Severo¹, Ricardo Limongi¹(Presenting), Paulo Roberto Scalco¹, Altair Camargo¹ ¹Federal University of Goiás, Goiânia, Goiás, Brazil</p> <p>0392 Consumer-Brand Relationships in Social Media Georgios Tsimonis¹(Presenting), Sergios Dimitriadis¹ ¹Athens University of Economics & Business, Athens, Greece</p> <p>0406 Multichannel Customer Journeys – Mapping the Effects of Showrooming and Webrooming Julia Wolny¹(Presenting), Nipawan Charoensuksai¹ ¹University of Southampton, Southampton, UK</p>	Purbeck
09.00 – 10.30	<p>Ethics and Marketing</p> <p>0095 Marketplace Access as an Individual and Collective Endeavour Peter Nuttall¹(Presenting), Julie Tinson², Maria Piacentini³, Hayley Cocker³ ¹University of Bath, Bath, UK, ²Stirling University, Stirling, UK, ³Lancaster University, Lancaster, UK</p> <p>0113 Exploring sustainable innovation in "DIRTY Environmental" unsustainable markets Adam Raman¹(Presenting), Iain Davies², Paul Elson¹, Kevin Kraatz¹ ¹Kingston University, Kingston Upon Thames, UK, ²University of Bath, Bath, UK</p>	Corfe Syndicate 4

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	<p>0166 ADVERTORIAL WITHOUT ADVERTISING DISCLAIMER: an analysis of its impact on purchasing intention on fashion blogs Karin Ligia Brondino-Pompeo¹(Presenting), Cristiano A B Castro¹, Luiza T M F Mattos², Julia L Zuppani², Roberta F R Quaresma² ¹EAESP - Fundacao Getulio Vargas, Sao Paulo, SP, Brazil, ²ESPM - Escola Superior de Propaganda e Marketing, Sao Paulo, SP, Brazil</p> <p>0335 UNETHICAL PRACTICES IN THE INTERACTIVE SALES ENVIRONMENT: A framework and agenda for future research Irfan Ameer¹(Presenting), Aino Halinen¹ ¹University of Turku, Turku, Finland</p>	
09.00 – 10.30	<p>Food & Drink Marketing (special session)</p> <p>0227 The influence of food involvement on fish consumption Dawn Birch¹(Presenting), Meredith Lawley² ¹Bournemouth University, Bournemouth, Dorset, UK, ²University of the Sunshine Coast, Maroochydore, Queensland, Australia</p> <p>0386 Beyond positivism: The constructivism to understand food consumption behaviour Neji Bouslama¹, Saoussen Lakhdar¹(Presenting) ¹Faculty of Economic Sciences and Management of Tunis, Tunis, Tunisia</p> <p>0255 Crisis Management for Food Marketing – The Case of the 2013 European Horsemeat Scandal Conor Carroll¹(Presenting) ¹University of Limerick, Limerick, Ireland</p>	Corfe Syndicate 2
09.00 – 10.30	<p>Marketing Communications and Public Relations</p> <p>0200 Knowing Me, Knowing You. Aha (Or Not): The Impact of Personality Type on Response to Advertising Image Debbie Inglis¹, Wendy Lomax¹(Presenting) ¹Kingston Business School, Kingston, UK</p> <p>0355 A Model for Customer Engagement in Social Media Musfiq Mannan Choudhury¹(Presenting), Paul Harrigan² ¹University of Dhaka, Dhaka, Bangladesh, ²University of Western Australia, Perth, Australia</p>	Corfe Room 1
09.00 – 10.30	<p>Marketing Education</p> <p>0029 Making Space for Bloom - Teaching critical thinking to international postgraduate students Christine Rivers¹(Presenting) ¹University of Surrey, Guildford, UK</p> <p>0078 The only way is Ethics Michael De Domenici¹(Presenting) ¹University of Greenwich, London, UK</p>	Blandford Synicate 2

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	<p>0118 Undergraduate Marketing Education in the UK Michael Harker¹(Presenting), Lynn Vos² ¹Strathclyde, Glasgow, UK, ²HEA, York, UK</p> <p>0423 Experiential Learning, The Marketing Field Trip and Student Reflections Sukhbinder Barn¹(Presenting), Mark McPherson¹ ¹Middlesex University, London, UK</p>	
09.00 – 10.30	<p>Marketing Case Studies</p> <p>0045 From 'Clicks to Bricks': A Route to Multi Channel Retailing Sheilagh Resnick¹(Presenting), Kim Cassidy¹, Julie Lewis¹ ¹Nottingham Trent University, Nottingham, UK</p> <p>0341 Many Faces of Sadness - the acceptance of radically different memorial stones Leila Hurmerinta¹(Presenting)., Birgitta Sandberg¹ ¹Turku School of Economics at Turku University, Turku, Finland</p> <p>Marketing Research and Research Methodology</p> <p>0181 Online web experiments using live web content Roger Seiler¹(Presenting), Linda Miesler¹, Jurg Hari¹ ¹Zurich University of Applied Sciences, 8401 Winterthur, Switzerland</p> <p>0246 Merchanting with Momentum: a grounded theory Jan Green¹, Ben Binsardi¹ ¹Glyndwr University, Wales, UK</p>	Corfe Syndicate 1
09.00 – 10.30	<p>Academy of Marketing Research Award winners</p> <p>Dr Louise M. Hassan, Bangor Business School. Understanding the relationship between place and tobacco consumption through the lens of place attachment</p> <p>Dr Xinming He, Durham University Business School. Market Seeking Orientation and Performance in China: The Impact of Institutional Environment, Subsidiary Ownership Structure and Experience</p> <p>Joao Oliveira, Professor John W. Cadogan Loughborough University School of Business & Economics The Empirical Link between the Multiple Dimensions of Export Marketing Strategy Standardisation/Adaptation and Export Performance: A Contingency Theory Approach</p> <p>Dr Nilanthi Ratnayake, Hull University Business School Psycho-physiological roots of overeating: An exploratory study among young adults in the UK</p>	Blandford Syndicate 1

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09.00 – 10.30	Special Session: Market2win Simulator Workshop: Why bother with a marketing simulation?	Corfe Room 2
10.30 – 11.00	Tea/Coffee	Dorchester Suite Foyer
11.00 – 12.00	Academy of Marketing AGM	Dorchester Suite
12.00 – 13.00	Lunch	Brynston, Purbeck & Restaurant
13.00 – 14.00	Special Session: Meet the Editors	Dorchester Suite
	Special Session: Publishing Journey	Blandford Room
	Special Session: Pearsons MyMarketingExperience Workshop	Blandford 3
	Head of Department Marketing Meeting	Corfe Room 2
	Academy of Marketing Education Sub Committee	Blandford Syndicate 1
14.00 – 15.30	<p>Asia Pacific</p> <p>0459 Patterns of Business Model Innovation in China's Emerging Electric Vehicles: Collaborative Ecosystem Perspective Yantai Chen , Ke Rong¹(Presenting), Yuandi Wang³ ¹Bournemouth University, Bournemouth, UK, ²Zhejiang University of Technology, Hangzhou, China, ³Sichuan University, Sichuan, China</p> <p>0093 Country of Origin Effects on Chinese Food Consumers Keith Walley¹(Presenting), Paul Custance¹, Tan Feng², Xu Yang², Li Cheng², Sandra Turner¹ ¹Harper Adams University, Newport, Shropshire, UK, ²Beijing University of Agriculture, Beijing, China</p> <p>0460 The Antecedents of Natural Skin Care Purchase Intentions: A Study of Female Customers in Jakarta Lianti Raharjo¹(Presenting), Sharmin Rasul¹ ¹BINUS International, Jakarta, Indonesia</p>	Corfe Syndicate 2
14.00 – 15.30	<p>B2B Marketing</p> <p>0107 The role of retail power in the Greek food supply chain: Insights from suppliers' perceptions George Maglaras¹(Presenting), Michael Bourlakis² ¹University of Stirling, Stirling, UK, ² Cranfield University, Cranfield, UK</p> <p>0219 Does consumer advertising of industrial products work? An experimental study in a high-involvement context Christina Giakoumaki¹, George Avlonitis¹, George Baltas¹(Presenting) ¹Athens University of Economics & Business, Athens, Greece</p>	Corfe Syndicate 4

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	<p>0400 How organizations translate customer insight into marketing action Emanuel Said¹(Presenting), Emma K. Macdonald¹, Hugh N. Wilson¹ ¹Cranfield University School of Management, Cranfield, Bedfordshire, UK</p> <p>0111 THE ROLE OF TOP MANAGEMENT IN MANAGING KEY ACCOUNTS: AN ARAB MIDDLE EASTERN CONTEXT Fawaz Baddar ALHussan¹, Faten Baddar AL-Husan², Lulu Alhesan³ ¹IESEG School of Management (LEM UMR CNRS 8179), Lille, France, ²University of Bedfordshire, Luton, UK, ³Middlesex University, Dubai, United Arab Emirates</p>	
14.00 – 15.30	<p>Brand, Identity & Corporate Reputation</p> <p>0187 Warmth and competence dimensions of brands as a result of implicit perceptions Juerg Hari¹(Presenting), Celine Forestier¹, Heike Rawitzer¹, Yvonne Laager¹ ¹Zurich University of Applied Sciences, 8401 Winterthur, Switzerland</p> <p>0204 “Swipe along if you feel like happiness is the truth”: An exploration of the role of brand happiness, happiness emanating from consumer engagement with the platform, and brand awareness in emotional decision-making of tablet owning consumers on Twitter. Mouna Talukdar¹(Presenting), T C Melewar¹, Zhongqi Jin¹ ¹Middlesex University London, London, UK</p> <p>0449 Learning from the Dead: Investigating today's branding conundrums using insights from yesterday's brands Mark Fowlestone¹(Presenting), Maktoba Omar², Nathalia C Tjandra² ¹Multiply, Edinburgh, UK, ²Edinburgh Napier University, Edinburgh, UK</p> <p>0360 CONSUMER PERCEPTIONS OF CORPORATE SOCIAL RESPONSIBILITY: STUDY OF AN OIL AND GAS COMPANY IN NIGERIA Dilip Mutum¹(Presenting), Ikechukwu Obialor¹, Ezlika Ghazali² ¹Coventry University, Coventry, West Midlands, UK, ²University of Malaya, Kuala Lumpur, Malaysia</p>	Purbeck
14.00 – 15.30	<p>Competitive Intelligence Analysis and Strategy</p> <p>0039 Assessing the impact of social media in Marketing Information Systems Ana Canhoto¹(Presenting), Sally Dibb², Lyndon Simkin³, Lee Quinn⁴, Mathew Analogbe² ¹Oxford Brookes University, Oxford, UK, ²Open University Business School, Milton Keynes, UK, ³Henley Business School, Henley-on-Thames, UK, ⁴University of Liverpool, Liverpool, UK</p>	Corfe Syndicate 5

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	<p>0237 Creativity in Marketing - a lost cause or new possibilities? Jacqueline Lynch¹(Presenting) ¹University of Westminster, London, UK</p> <p>Events Marketing</p> <p>0243 Festival Place or Place of Festival? The role of place identity and attachment in the festival environment. Andrew Davis¹(Presenting), Andrew Martin¹ ¹Robert Gordon University, Aberdeen, UK</p> <p>0443 Social Media and Festivals as Destination Marketing Tool: A study on Twitter Conversations. Nigel Williams¹(Presenting), Alessandro Inversini¹, Dimitrios Buhalis¹, Nicole Ferdinand¹ ¹Bournemouth University, Bournemouth University, UK</p>	
14.00 – 15.30	<p>Consumer Research</p> <p>0444 The role of children in American, French and Ghanaian society and its effect on advertising messages EVELYN ODONKOR¹(Presenting) ¹Université Paris-Dauphine, Paris, France</p> <p>0079 Pester Power - is it just a class thing? Michael De Domenici¹(Presenting) ¹University of Greenwich, London, UK</p> <p>0177 Swedish teenage consumers seen through collages Anna Maria Sherrington¹(Presenting) ¹University of Central Lancashire, Preston, UK</p> <p>0055 The Impact of New Family Structures and Size on Children's Role on Family Purchase Decision-Making Isabel Carrero¹(Presenting) ¹Universidad Pontificia Comillas, Madrid, Spain</p>	Corfe Room 1
14.00 – 15.30	<p>Consumer Research</p> <p>0190 The Multiple Narrative of The Self: A Participatory Visual Research approach Ofer Dekel¹(Presenting) ¹sheffield Hallam University, Sheffield, UK</p> <p>0278 Lurking behind the scenes: The influence of posting and blogging on consumption, socialisation and belonging. Yasmin Sekhon¹(Presenting) ¹Bournemouth University, Bournemouth, UK</p> <p>0183 The Potential of Gamification in Changing Consumer Behaviour Towards a More Sustainable Nutrition Behaviour Verena Berger¹(Presenting), Linda Miesler¹, Jürg Hari¹ ¹ZHAW School of Management and Law, Winterthur, ZH, Switzerland</p>	Corfe Room 2

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	<p>0285 Choice Overload during Travel Decision Making for Self versus Other Nguyen T Thai¹(Presenting), Ulku Yuksel¹ ¹The University of Sydney Business School, Sydney, NSW, Australia</p>	
14.00 – 15.30	<p>Marketing Communications and Public Relations</p> <p>0002 An elicitation-consumption framework for the analysis of guilt in marketing communications Paolo Antonetti¹, Paul Baines¹(Presenting) ¹University of Warwick, Warwick Business School, Coventry, UK</p> <p>0116 Understanding dialecticism and its impacts on dual-focused ads persuasion among immigration-based Chinese biculturals Weisha Wang¹(Presenting) ¹University of Southampton, Southampton, UK</p> <p>0125 The Media Multitasking Behaviour of Digital Natives in the U.K. Helen Robinson¹(Presenting), Peter Stemp¹ ¹Kingston Business School, Kingston upon Thames, UK</p>	Corfe Syndicate 3
14.00 – 15.30	<p>E-Marketing</p> <p>0439 Exploring the Development of Social Media Communication Strategies in the U.S. Pet Industry Adam Raman¹(Presenting), Jessica Nichole Smith¹ ¹Kingston University, Kingston-Upon-Thames, UK</p> <p>0075 Consumer experience sharing in online social media: individual characteristics and consumption experience. Zhibin Lin¹, Mauro Jose De Oliveira²(Presenting) ¹Northumbria University, Newcastle upon Tyne, UK, ²Centro Universitário da FEI, São Paulo, Brazil</p> <p>0413 Here Comes the Brand: The Influence of Social Media on the International Wedding Industry Ann M. Torres¹(Presenting), Alexandra Clionsky² ¹National University of Ireland Galway, Galway, Ireland, ²Trinity College Dublin, Dublin, Ireland</p>	Dorchester
14.00 – 15.30	<p>Qualitative Enquiry</p> <p>0346 A qualitative enquiry into the adoption, use and appropriation of smartphones by British South Asian young adults Bidit Dey¹(Presenting), Helen Woodruffe-Burton¹, Ameet Pandit² ¹Newcastle Business School, Northumbria University, Newcastle upon Tyne, UK, ²University of Newcastle, Newcastle, UNSW, Australia</p> <p>0290 Do Transactions Speak Louder Than Words? The Role of Workplace Interpersonal Transactions in Relationship Management Effectiveness.</p>	Corfe Syndicate 1

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	<p>David Brown¹(Presenting), Helen Woodruffe-Burton¹, Bidit Dey¹ ¹Northumbria University, Newcastle-upon-Tyne, UK</p> <p>0321 Does ethical consumerism stimulate shopping boycott? Qualitative Evaluation on the Bangladeshi Ready Made Garment (RMG) Industry Fazluz Zaman¹, Masoom Ahmed²(Presenting), Nehal Mahtab³, Munshi Samaduzzaman⁴ ¹University of Wollongong, New South Wales, Australia, ²Glyndwr University, Wrexham, UK, ³Leeds Metropolitan University, Leeds, UK, ⁴Federation University Australia, Ballarat, Australia</p>	
14.00 – 15.30	<p>Services and Customer Relationship Management</p> <p>0060 Referrals in Regulated Financial Services: Misunderstandings & Misapprehensions Stuart Grierson¹, Ross Brennan¹(Presenting) ¹University of Hertfordshire, Hertfordshire, UK</p> <p>0065 Factors Influencing Jordanian Customers' Intention to Adopt Telebanking Ali Alalwan¹(Presenting)., Yogesh K. Dwivedi¹, Michael D. Williams¹ ¹Swansea University, Swansea, Wales, UK</p> <p>0090 Evolving relationships through the use of self-service technologies: relationship and transaction oriented customers Raechel Johns¹(Presenting) ¹University of Canberra, Canberra, Australia</p> <p>0122 UK's young consumers' retail experience –a study of enablers and barriers in using self-service technology in supermarkets Ebi Marandi¹(Presenting), Farooq Chudry², Nanditha Kancharla¹ ¹The University of Manchester, Manchester, UK, ²University of the West of England, Bristol, UK</p>	Blandford Syndicate 1
14.00 – 15.30	<p>Tourism Marketing</p> <p>0144 Cultivating group oriented travel behaviour to major events: Assessing the importance of customer perceived value, enduring event involvement and destination image Jamie Carlson¹, Philip J. Rosenberger III²(Presenting), Mohammad Rahman¹ ¹University of Newcastle, Newcastle, NSW, Australia, ²University of Newcastle, Ourimbah, NSW, Australia</p> <p>0154 The Ghostscape: Developing a Servicescape for Ghost Jayne Krisjanous¹(Presenting), Janet Carruthers², Lauren Chalmers¹ ¹Victoria University of Wellington, Wellington, New Zealand, ²University of the West of England, Bristol, UK</p> <p>0197 Green marketing and pro-environment behaviours in hotels Maria Delarosa Dipta Dharmesti¹(Presenting), Bill Merrilees¹, Ki-Hoon Lee¹, Lanita Winata¹ ¹Griffith University, Gold Coast, Queensland, Australia</p>	Blandford Syndicate 2

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	<p>0395 Examining the effect of customer perceived value and satisfaction on tourist intention to return: The moderating role of tourists' novelty-seeking Ahmed S. Zaki¹, Mostafa Helal¹ Mohamed, Hassan Mohamed Hussein (Presented by) ¹Cairo university, Giza, Egypt</p>	
14.00 – 16.00	Special Session Case Centre	Bryanston Suite
15.30 – 16.00	Tea/Coffee	Dorchester Suite Foyer
16.00 – 17.30	<p>Brand, Identity & Corporate Reputation</p> <p>0155 Exploring the ecosystem of brand communities Daniil Muravskii²(Presenting), Polina Landgraf¹ ¹Graduate School of Management, Saint-Petersburg State University, Saint-Petersburg, Russia, ²IBS-Moscow, Russian Presidential Academy of National Economy and Public Administration, Moscow, Russia</p> <p>0313 Corporate rebranding with a purpose: an exploratory study Zoe Lee¹, TC Melewar²(Presenting) ¹University of Bath, Bath, UK, ²Middlesex University, London, UK</p>	Blandford Room
16.00 – 17.30	<p>Consumer Research</p> <p>0108 What is the Identity of the Enjoyment in Customization? Takanori Osaki¹(Presenting), Hiroshi Torii¹ ¹Meijo University, Nagoya, Aichi, Japan</p> <p>0133 A phenomenological study of home baking: The 'Rebirth of Romanticism' and the rise of the craft consumer Alison Jack², Fiona Cheetham¹(Presenting) ¹University of Huddersfield, West Yorkshire, UK, ²Salford University, Greater Manchester, UK</p> <p>0275 Antecedents of Word of Mouth Behaviour among Female Grocery Shoppers in Iran Patricia Harris¹ (Presenting), Nasim Alsadat Khatami¹, Helen Robinson¹ ¹Kingston University, London, UK</p> <p>0138 Consumer Evaluations of Multi-Product Food Bundles: A Process Analysis Anders Wappling¹(Presenting), Heather Farley², Gillian Armstrong², Paul Slater² ¹Northumbria University, Newcastle Upon Tyne, Tyne and Wear, UK, ²University of Ulster, Jordanstown, Antrim, UK</p>	Dorchester
16.00 – 17.30	<p>E-Marketing</p> <p>0158 Digital banking: Investigating the use of social media and mobile applications in building relationships, loyalty and reducing churn Matt Barnes¹, James Richard¹(Presenting) ¹Victoria University of Wellington, Wellington, New Zealand</p>	Corfe Syndicate 2

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	<p>0451 The use or non-use of an online insurance service Sabine Gebert Persson¹(Presenting), Mikael Gidhagen², James Sallis², Heléne Lundberg¹ ¹Mid Sweden University, Sundsvall, Sweden, ²Uppsala University, Uppsala, Sweden</p> <p>0419 The Effect of Gestural Interactivity Technology on Consumer Engagement with Online Fashion Shopping Marta Blazquez Cano¹, Patsy Perry¹, Rachel Ashman²(Presenting) ¹The University of Manchester, Manchester, UK, ²The University of Liverpool, Liverpool, UK</p>	
16.00 – 17.30	<p>Non-Profit & Social Marketing</p> <p>0259 Extending Social Cognitive Theory for Understanding Citizen Adoption of Online Public Grievance Redressal System (OPGRS) Nripendra P. Rana¹(Presenting), Yogesh K. Dwivedi¹, Niall C. Piercy¹, Michael D. Williams¹ ¹Swansea University, Swansea, UK</p> <p>0052 Injection, Reflection and Message Correction: Fright Messages and the HPV Vaccine. A Content Analysis, of the UK and Philippines HPV Vaccine, TV advertisement. Judith Fletcher-Brown¹(Presenting) ¹University of Portsmouth, Portsmouth, Hants, UK</p> <p>0003 Strategic approaches to the management of charity content marketing: Implications for fundraisers' perceptions of content marketing effectiveness Roger Bennett¹(Presenting), Rita Kottasz¹, Manisha Pal¹ ¹London Metropolitan University, London, UK</p>	Corfe Syndicate 3
16.00 – 17.30	<p>Marketing Communications and Public Relations</p> <p>0141 Dialogic Communication in Brazilian Websites: A Longitudinal Study Mauro Jose De Oliveira¹(Presenting), Melby Karina Zuniga Huertas¹ ¹Centro Universitário da FEI, São Paulo, SP, Brazil</p> <p>0161 SenseMaking Presentations: The effect of Storytelling and Knowledge Visualization in B2B Sales Situations on attitudes, knowledge acquisition, and purchase intention Senem Kavci¹(Presenting), Linda Miesler¹, Jurg Hari¹ ¹Zurich University of Applied Sciences, 8401 Winterthur, Switzerland</p> <p>0205 The risk of using Social Media to test Advertising ideas: A Delphi Study Gayle Kerr¹(Presenting), Sonia Dickinson² ¹Queensland University of Technology, Brisbane, Queensland, Australia, ²Curtin University, Perth, Western Australia, Australia</p>	Corfe Room 2

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<p>16.00 – 17.30</p>	<p>Retail Marketing</p> <p>0097 A Conceptualisation of Luxury Store Value for Chinese Consumers. Riccardo Benzo¹(Presenting), Mattia De Felice¹ ¹Birkbeck College, London, UK</p> <p>0110 People, places, spaces: the influence of lighting contrast on consumers' visual attention in a retail context Tracy Harwood¹(Presenting), Martin Jones², Ashley Carreras¹ ¹De Montfort University, Leicester, UK, ²University of Central Lancashire, Preston, UK</p> <p>0162 Boundary Spanning Potential of Store Managers in Shopping Centres Andrew Alexander¹, Christoph Teller¹(Presenting) ¹ University of Surrey, Guildford, Surrey, UK</p> <p>0270 The Effect of Self-Scanning Checkout on Customer Satisfaction and Repatronage in a Retail Context Teresa Fernandes¹(Presenting), Rui Pedroso¹ ¹Faculty of Economics - University of Porto, Porto, Portugal</p>	<p>Blandford Room 2</p>
<p>16.00 – 17.30</p>	<p>International Marketing</p> <p>0196 COUNTRY OF ORIGIN EFFECTS ON CONSUMER EVALUATION OF HEDONIC VS. UTILITARIAN PRODUCTS; A PERSONAL VALUES BASED PERSPECTIVE Padmali Rodrigo¹, Hina Khan²(Presenting) ¹Northumbria University, Newcastle, UK, ²Lancaster University, Lancaster, UK</p> <p>0221 Dual Embeddedness and Subsidiary Knowledge Based Activities: Evidences from the KIBS sector Zhaleh Najafi-Tavani¹(Presenting), Saeed Najafi-Tavani² ¹University of Leeds, Leeds, UK, ²Institute for Management and Planning Studies, Tehran, Iran</p> <p>0238 The effects of retailer corporate brand image, store image on consumer patronage intention: does corporate brand origin matter? Zhibin Lin¹, Xinming He²(Presenting) ¹Northumbria University, Newcastle upon Tyne, UK, ²Durham University, Durham, UK</p> <p>0424 The Impacts of Consumer Perceptions on Attitude and Purchase Intention for Global Brands, A Cross-Country Validation in the UK and Turkey. Ediz Edip Ackay¹, Kaouther Ben Mansour²(Presenting), Sid Ghosh¹, Kaouther Kooli¹ ¹Bournemouth University, Bournemouth, UK, ²Institut des Hautes Etudes Commerciales de Carthage, Carthage, Tunisia</p>	<p>Blandford Syndicate 2</p>

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<p>16.00 – 17.30</p>	<p>Marketing of Higher Education</p> <p>0024 'All together now': the role of co-creation in student recruitment Emma Winter¹(Presenting), Tony Conway² ¹University of Portsmouth, Portsmouth, UK, ²University of Chester, Chester, UK</p> <p>0074 International Students' Perceptions on Changes to Visa Rules Masoom Ahmed¹, Graham Jackson¹(Presenting), Sonia Aktar² ¹Glyndwr University, Wrexham, UK, ²LCCMS, London, UK</p> <p>0332 Consumers' information search in purchasing an "once-in-a-lifetime" service Hsiao-Pei (Sophie) Yang¹(Presenting), Dorothy A.W. Yen² ¹Coventry University, Coventry, UK, ²Brunel University, Oxbridge, UK</p> <p>0022 Town and Gown: the value of the city to the university Helen Thompson-Whiteside¹, Emma Winter¹(Presenting) ¹University of Portsmouth, Portsmouth, UK</p>	<p>Corfe Syndicate 1</p>
<p>16.00 – 17.30</p>	<p>Tourism Marketing</p> <p>0229 Overall Image, Tourists' Emotions, Satisfaction and Intention to Recommend: Toward an Integrative Model Sameer Hosany¹(Presenting), Girish Prayag², Birgit Muskat³, Giacomo Del Chiappa⁴ ¹Royal Holloway, University of London, Egham, UK, ²University of Canterbury, Christchurch, New Zealand, ³University of Canberra, Bruce, Australia, ⁴University of Sassari, Sassari, Italy</p> <p>0252 The effect of food festival engagement on food consumption choices Kate Organ¹(Stacey)(Presenting), Nicole Koenig-Lewis¹, Adrian Palmer², Jane Probert¹ ¹Swansea University, School of Management, Swansea, UK, ²ESC Rennes, School of Business, Rennes, France</p> <p>0294 IS IT THE CONSUMPTION EXPERIENCE OR THE PERCEIVED QUALITY? COMPARING ANTECEDENTS OF SATISFACTION IN CITY BREAK TRAVELLING Jon Charterina¹(Presenting), María Gloria Aparicio¹, Igor Makienko² ¹University of the Basque Country - UPV/EHU, Bilbao (Bizkaia), Spain, ²University of Nevada at Reno (UNR), Reno (NV), USA</p>	<p>Corfe Room 1</p>
<p>16.00 – 17.30</p>	<p>Political Marketing</p> <p>0319 Are Young Britons Politically Alienated or Critically Engaged? An Examination of Empirical Evidence. Janine Dermody¹(Presenting), Stuart Hanmer-Lloyd¹, Nicole Koenig-Lewis², Anita Lifen Zhao² ¹University of Gloucestershire, Cheltenham, UK, ²Swansea University, Swansea, UK</p>	<p>Corfe Syndicate 5</p>

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	0347 Place Matters: Reconceptualising the Cognitive Mobilisation Model Michael Parsons¹(Presenting) , Anthony Samuel ¹ ¹ University of South Wales, Pontypridd, UK	
16.00 – 17.30	Special Session E-marketing Chair: Julia Wolny, University of Southampton, E-Marketing SIG Chair Participants: <i>Raffaele Filieri</i> , Northumbria Business School, Northumbria University <i>Patricia Harris</i> , Kingston Business School, Kingston University <i>Rachel Ashman</i> , Liverpool Business School, University of Liverpool <i>Michael Solomon</i> , Saint Joseph's University, USA (in absentia) <i>Julia Wolny</i> , Southampton Management School, University of Southampton <i>Drinks reception included. The session is sponsored by the IDM.</i>	Purbeck
16.00 – 17.15	SIG Chairs Meeting	Corfe Syndicate 3
19.00 to late	Gala Dinner	Bournemouth Pavilion

Thursday 10th July 2014 Academy of Marketing

08.30 – 09.00	Tea/Coffee	Dorchester Suite Foyer
09.00-10.30	Posters 0082 A Case Study on VAT Increase and Change in Consumers' Consumption Habit Masoom Ahmed¹(Presenting) , Lin Ruan ¹ , Sonia Aktar ² ¹ Glyndwr University, Wrexham, UK, ² LCCMS, London, UK 0157 The role of customer satisfaction in the relationship of furniture store marketing efforts, service quality, and customer loyalty Maria Delarosa Dipta Dharmesti¹(Presenting) , Basu Swastha Dharmmesta ² ¹ Griffith University, Gold Coast, Queensland, Australia, ² Universitas Gadjah Mada, Yogyakarta, Indonesia 0241 A New Service-Quality Model to Enhance Customer Retention in the Hong Kong Fast-Food Restaurant Industry Kenneth Lui-ming Ngie ¹ , Philip J. Rosenberger III²(Presenting) , Allen George ¹ ¹ University of Newcastle, Newcastle, NSW, Australia, ² University of Newcastle, Ourimbah, NSW, Australia	Sherborne Exhibition area

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	<p>0300 Simultaneous Use of Paper and e-Books Among Digital Natives Joanne McNeish¹(Presenting) ¹Ryerson University, Toronto ON, Canada</p> <p>0030 The effects of stimulation context on consumer tactile sensory preferences Marine Kergoat¹(Presenting), Thierry Meyer² ¹IDRAC International Business School, Lyon, France, ²University Paris Ouest Nanterre la Défense, Nanterre, France</p> <p>0123 Using Social Marketing To Change the Health Behaviours of Individuals Living With Diabetes. Alan Shaw¹(Presenting) ¹Sheffield Hallam University, South Yorkshire, UK</p> <p>0214 Exploring UK consumers' decisions to use payday loans, incorporating the (mis-) management of money in the 21st Century Jane Brown¹ ¹Northumbria University, Newcastle upon Tyne, UK</p>	
09.00 – 10.30	<p>Brand, Identity & Corporate Reputation</p> <p>0399 Young Saudi Consumers and Corporate Social Responsibility: An Islamic Perspective Yazeed AlFakhri¹(Presenting), Dianne Dean¹, Haseeb Shabbir¹ ¹Hull University Business School, Hull, UK</p> <p>0206 Bringing the Affect into Customer-Based Corporate Reputation: the case of Pakistan Raza Ali¹(Presenting), Zhongqi Jin¹, Kailin Wu¹, TC Melewar¹ ¹Middlesex University Business School, London, UK</p> <p>0267 The Brand Muslim Brotherhood – An Egyptian Female Perspective Mark McPherson¹(Presenting), Monia Mohsen¹ ¹Middlesex University, Hendon, UK</p> <p>0301 Brand Islam and Halal Branding – Challenges and Opportunities Jonathan Wilson¹(Presenting), Jonathan Liu² ¹University of Greenwich, London, UK, ²Regent's University London, London, UK</p>	Blandford Room
09.00 – 10.30	<p>Consumer Research</p> <p>0042 Towards a holistic conceptualisation of hedonic experiential consumption: The case of nightclubbing Babak Taheri¹(Presenting), Kevin O'Gorman¹, Keith Gori¹, Gill Hogg¹ ¹Heriot Watt, Edinburgh, UK</p> <p>0316 Emotionapps: Metrics, Evidence, and Contributions to Theory and Practice Hosany, Sameer (Presenting). Martin, Drew. Woodside, Arch</p>	Purbeck

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	<p>0309 Hatsune Miku, the Emergence of Global Value Co-creation Lukman Aroean¹(Presenting), Philip Sugai², Feng Tian¹ ¹Bournemouth University Business School, Bournemouth, UK, ²Doshisha University, Kyoto, Japan</p> <p>0145 Trust in Information Sources, Prior Experience and Switching Intention; <i>The examination of three competing models in different service sectors</i> Andi Sadat²(Presenting) ²Jakarta State University, Jakarta, Indonesia</p>	
09.00 – 10.30	<p>Market Segmentation & Target Market Strategy</p> <p>0005 Do Customer Profiles Change Over Time? A Two Year Investigation of into the Success of Targeting Consumers of Australia's Top Ten Banks - 2009 and 2011. Gavin Lees¹, Maxwell Winchester¹(Presenting) ¹Victoria University, Melbourne, Australia</p> <p>0302 WHY TRADITIONAL APPROACHES TO MARKETING TO WOMEN DO NOT WORK Jenny Darroch¹(Presenting) ¹Drucker School of Management, Claremont, CA, USA</p> <p>0433 THE IMPLEMENTATION OF MARKET ORIENTATION REVISITED: A CHANGE MANAGEMENT PERSPECTIVE EJINDU IWELU MACDONALD MORAH¹(Presenting), JONATHAN WILSON¹ ¹ANGLIA RUSKIN UNIVERSITY, CAMBRIDGE, UK</p>	Corfe Syndicate 4
09.00 – 10.30	<p>E-Marketing</p> <p>0338 Do innovative consumers learn about really new products better? Mona Seyed Esfahani¹(Presenting), Nina Reynolds¹ ¹Bournemouth University, Bournemouth, UK</p> <p>0348 PEOPLE IN ONLINE SPACES: THE SOCIAL E-SERVICELANDSCAPE Kathryn Waite¹(Presenting), Jennifer Rowley² ¹Heriot Watt University, Edinburgh, UK, ²Manchester Metropolitan University, Manchester, UK</p> <p>0447 Adoption of Social Media Marketing Strategies for Higher Education Institutions Gelareh Roushan¹(Presenting) ¹Bournemouth University, Bournemouth, UK</p> <p>0387 Dynamic Personalised Pricing: The Holy Grail of Marketing or The end of Price Transparency? David Ward¹ (Presenting) ¹University of Portsmouth, Portsmouth, UK</p>	Corfe Room 1

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09.00 – 10.30	<p>Ethics and Marketing</p> <p>0336 (Mis-)Adventures in Twitterland: Emergent Ethical Conundra in Social Media-based Surveys Marc Cheong¹, Will Turner², Torgeir Aleti Watne³(Presenting) ¹Monash University, Melbourne, Victoria, Australia, ²Anglia Ruskin University Cambridge, Cambridgeshire, UK, ³Victoria University, Melbourne, Victoria, Australia</p> <p>0378 Demographic Differences in Consumer Perception of Deception in Advertising "The Egyptian Case" Doaa Fathy¹(Presenting), Ehab AbouAish¹, Tamer H. Elsharnouby² ¹Cairo University, Cairo, Egypt, ²Qatar University, Qatar & Cairo University, Egypt</p>	Corfe Syndicate 1
09.00 – 10.30	<p>Marketing Communications and Public Relations</p> <p>0405 How to measure and mitigate the negative effect of an online discussion: the role of post density, frequency and position Ioannis Krasonikolakis¹(Presenting), Stelios Eliakis², Katerina Pramatar² ¹University of Southampton, Southampton, UK, ²Athens University of Economics and Business, Athens, Greece</p> <p>0440 No S.EX* Please, We're British: Exploring social bonding in UK advertising agency/client relationships Sarah Turnbull¹(Presenting) ¹University of Portsmouth, Portsmouth, UK</p>	Blandford Syndicate 1
09.00 – 10.30	<p>Marketing Education</p> <p>0152 Generation Y Students and Learning in Simulations Andrew Perkins¹(Presenting) ¹Canterbury Christ Church University, Kent, UK</p> <p>0232 Attitude! Investigating employability in the Chinese PR industry Tony Byng¹(Presenting) ¹University of Leeds, Leeds, West Yorkshire, UK</p> <p>0277 Examining the Current Approaches to Postgraduate Teaching of Integrated Marketing Communications (IMC) in UK Universities Yvonne Dixon-Todd¹(Presenting) ¹University of Sunderland, Sunderland, UK</p>	Corfe Syndicate 2
09.00 – 10.30	<p>Marketing of Higher Education</p> <p>0126 Antecedents of student satisfaction in higher education: the role of identification Stephen Wilkins¹(Presenting), Muhammad Mohsin Butt², Daniel Kratochvil³, Melodena Stephens Balakrishnan³ ¹Plymouth University, Plymouth, UK, ²University of Nottingham Malaysia Campus, Semenyih, Malaysia, ³University of Wollongong in Dubai, Dubai, United Arab Emirates</p>	Blandford Syndicate 2

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	<p>0222 Segmenting students in the era of full-cost fees Cornelius Barry², Caroline Walsh²(Presenting), Jan Moorhouse¹, Andrew Dunnett² ¹University of Hertfordshire, Hatfield, Hertfordshire, UK, ²University of West London, Ealing, London, UK</p> <p>0235 An analysis of the evidence concerning and nature of students' normative commitment within higher education. Fiona Cownie¹(Presenting) ¹Bournemouth University, Dorset, UK</p> <p>0250 'Student Experience' and Alumni Loyalty: Does Time Matter? Nicole Koenig-Lewis¹(Presenting), Yousra Asaad¹, Adrian Palmer², Elina Petersone¹ ¹Swansea University, School of Management, Swansea, UK, ²ESC Rennes, School of Business, Rennes, France</p>	
09.00 – 10.30	<p>Non-Profit & Social Marketing</p> <p>0150 Should I or Shouldn't I...Help-Seeking for my Mental Wellbeing Jessica Wyllie¹, Jamie Carlson¹, Philip Rosenberger III¹(Presenting) ¹University of Newcastle, Newcastle, Australia</p> <p>0123 Using Social Marketing To Change the Health Behaviours of Individuals Living With Diabetes. Alan Shaw¹(Presenting) ¹Sheffield Hallam University, South Yorkshire, UK</p> <p>0143 Generational cohorts as an antecedent of self-congruity with social sponsorship programme: a study in developing country Mohamad-Noor Sharipudin¹(Presenting), Kim-Shyan Fam¹, Aaron Gazley¹ ¹Victoria University of Wellington, Wellington, Australia</p> <p>0185 Internal Market Orientation in Nonprofit Service Organisations: Construct Validation and Scale Finalisation Pratik Modi¹, Gurjeet Kaur²(Presenting) ¹University of Portsmouth, Portsmouth, Hampshire, UK, ²University of Jammu, Jammu, Jammu & Kashmir, India</p>	Corfe Syndicate 3
09.00 – 10.30	<p>Services and Customer Relationship Management</p> <p>0244 Being smart about smart meters: engagement antecedents and the fuel poor Julie Lewis¹, Julie Rosborough¹, Tony Woodall¹(Presenting) ¹Nottingham Trent University, Nottingham, UK</p> <p>0425 The Role of Rapport in High Net Worth Individual Client- Service Employee Relationships Shenel McLawrence¹ (Presenting) ¹Bournemouth University, Bournemouth, UK</p>	Corfe Room 2

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	<p>0249 Investigating Antecedents and Consequences of Word of Mouth from a WOM Sender's Perspective in the Services Context Rahul Chawdhary¹(Presenting), Francesca Dall' Olmo Riley¹ ¹Kingston University, London, UK</p>	
09.00 – 10.30	Past and Future Chairs	Corfe Syndicate 5
10.30 – 11.00	Tea/Coffee	Dorchester Suite Foyer
11.00 – 12.30	<p>Brand, Identity & Corporate Reputation</p> <p>0236 An Investigation into the Impact of Brand Experience on Consumer Trust in the Context of UK Financial Services Sector S M A Moin¹, James Devlin¹(Presenting), Sally McKechnie¹ ¹University of Nottingham, Nottingham, UK</p> <p>0312 The impact of Congruence between the Consumer's Personality and the Brand personality on the brand Commitment: the case of Mobile Phones Nadia Montacer¹(Presenting) ¹FSEGT, Tunis, Tunisia</p> <p>0291 The Alignment of Self and Brand Personality Traits: An Exploratory Analysis Maria Karampela¹(Presenting), Angela Tregear¹ ¹University of Edinburgh, Edinburgh, Scotland, UK</p>	Purbeck
11.00 – 12.30	<p>Retail Marketing</p> <p>0430 To Investigate the Perception and Management of Returns: A Case Study of a Mass Market Multi- Channel Retailer Tamira King¹(Presenting), Ameeta Rajkumar¹, Rayan Alaqeel¹ ¹Cranfield University, Bedfordshire, UK</p> <p>0436 Visual Merchandising effect on Fashion Oriented Impulse Buying Kaouther Kooli¹, Kaouther Ben Mansour²(Presenting), Elvira Bolat¹, Anissa Soryono¹, Anissa Zarrouk³ ¹Bournemouth University, Bournemouth, UK, ²Institut Des Hautes Etudes Commerciales de Carthage, Carthage, Tunis, Tunisia, ³Facultes des Sciences Economiques et de Gestion de Tunis, Tunis, Tunisia</p> <p>0457 Retailers' Purchase Involvement, Parity and Preferences regarding Dairy Product Brands: an Explanatory Analysis Wissem Ben Marzouk¹(Presenting)., Nabil Dhaouadi¹, Fatma Laadhar¹ ¹Institut Supérieur de Commerce et de Comptabilité de Bizerte, Bizerte, Tunisia</p>	Blandford Syndicate 2
11.00 – 12.30	<p>Consumer Research</p> <p>0063 Achieving repeat purchases and positive word of mouth from customers: the influences of consumer-brand identification and brand commitment Kristina Bachmann¹, Stephen Wilkins²(Presenting) ¹Fontys</p>	Corfe Room 2

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	<p>International Business School, Venlo, The Netherlands, ²Plymouth University, Plymouth, UK</p> <p>0064 Examining Customer Intention and Adoption of Internet Banking in the Jordanian Context Ali Alalwan¹(Presenting), Yogesh K. Dwivedi¹, Michael D. Williams¹ ¹Swansea University, Swansea, Wales, UK</p> <p>0137 Consumer conformity and susceptibility to interpersonal influence Maria Petrescu¹(Presenting) ¹Nova Southeastern University, Fort Lauderdale, FL, USA</p>	
11.00 – 12.30	<p>Consumer Research</p> <p>0402 Increasing purchase intention of eco-innovation products through enhancing relationship quality: the moderating role of consumer innovativeness Mohamed Elsharnouby¹, Ahmed A. Hasanen², Somaia Shalaby², Ahmed Zaki² Hassan Mohamed Hussein (Presented by). ¹University of Hull, Hull, UK, ²Cairo University, Giza, Egypt</p> <p>0210 The Relationship between SMS/MMS marketing and Consumer Based Brand Equity (CBBE) – A Review and Conceptualisation Mehran Darabi¹(Presenting), Peter Reeves¹, Sunil Sahadev¹ ¹University of Salford, Salford, Greater Manchester, UK</p> <p>0408 Shilling in online reviews: An exploratory study on consumer attitude and behaviour with promotional reviews Raffaele Filieri¹(Presenting) ¹Northumbria University, Newcastle Upon Tyne, UK</p> <p>0084 An Empirical Study on Consumers Perception on VAT Increase in the UK Graham Jackson¹(Presenting), Masoom Ahmed¹, Bidit Dey² ¹Glyndwr University, Wrexham, UK, ²Northumbria University, Newcastle, UK</p>	Corfe Room 1
11.00 – 12.30	<p>International Marketing</p> <p>0041 Is Familiarity a Moderator of Brand/Country Alliances? Eugene Jaffe¹(Presenting), Tore Kristensen², Gorm Gabrielsen² ¹Ruppiner Academic Center, Emek Hefer, Israel, ²Copenhagen Business School, Frederiksberg, Denmark</p> <p>0092 How acculturation affects British Indians' consumer behaviour across product and service types Rohini Vijaygopal¹ (Presenting), Sally Dibb¹, Maureen Meadows¹ ¹The Open University, Milton Keynes, UK</p> <p>0253 Impact of country of origin and brand aspects on willingness to buy American brands</p>	Corfe Syndicate 1

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	<p>Sergio Moraes¹(Presenting), Vivian Strehlau¹, Reynaldo Cunha¹ ¹ESPM, São Paulo / SP, Brazil</p> <p>0298 Does Face still Matter to Chinese Young Consumers for Product and Brand Purchase Decision? Raymond. Z XIA¹, DAMIEN MATHER¹, JUERGEN GNOTH¹, Garry, Tony (Presented by) ¹University of Otago, Dunedin, New Zealand</p>	
11.00 – 12.30	<p>Food & Drink Marketing (special session)</p> <p>0091 What is driving the organic food 'revolution' in China: Concerns for the common good or self-interests? Zhibin Lin¹, Fraser McLeay¹ (Presenting) ¹Northumbria University, Newcastle upon Tyne, UK</p> <p>0147 Product, promotion, or audience? Exploring concerns associated with the promotion of unhealthy food and beverages to children and adolescents. Michaela Jackson¹(Presenting), Paul Harrison¹, Boyd Swinburn¹, Mark Lawrence¹ ¹Deakin University, Melbourne, Victoria, Australia</p> <p>0195 AN INVESTIGATION OF KEY DRIVERS OF FUNCTIONAL FOOD CONSUMPTION AMONG ELITES IN AN EMERGING MARKET Padmali Rodrigo¹, Hina Khan²(Presenting) ¹Northumbria University, Newcastle, UK, ²Lancaster University, Lancaster, UK</p> <p>0217 Buying local food and drink: Understanding barriers to purchase Dawn Birch¹(Presenting), Juliet Memery¹ ¹Bournemouth University, Dorset, UK</p>	Corfe Syndicate 2
11.00 – 12.30	<p>Marketing Communications and Public Relations</p> <p>0363 The Child's Attitude towards the advertising Message: Effects of the Mood Induced by the Programming Context and of the Position of the Advertisement on the Screen Fatma BESBES¹(Presenting), Rim MEZIOU¹ ¹Higher Institute of Management of Tunis, Tunis, Tunisia</p> <p>0366 Media Planning: Evaluating the distance between theory and practice Beverly Barker¹(Presenting), John Egan¹ ¹London South Bank University, London, UK</p> <p>0368 Building a better PR-journalist relationship-a social media segmentation of UK journalists Kristine Pole¹(Presenting), Agnes Gulyas¹ ¹Canterbury Christ Church University, Canterbury, UK</p> <p>0401 The management of corporate personality: An IMC perspective Diana Lauska¹, Sally Laurie¹(Presenting), Kathleen Mortimer¹ ¹University of Northampton, Northampton, UK</p>	Blandford Syndicate 1

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<p>11.00 – 12.30</p>	<p>Marketing of Higher Education</p> <p>0007 International Student Information Satisfaction: The Mediating Effect of Information Accessibility Nurlida Ismail¹(Presenting) ¹Taylor's University, Subang Jaya, Selangor, Malaysia</p> <p>0273 THE NATIONAL STUDENT SURVEY: A CRITIQUE OF ITS USE IN QUALITY MEASUREMENT AND UNIVERSITY'S EMPHASIS ON FEEDBACK Anne Harbisher¹(Presenting), Gillian Wright², Amna Khan², Alberto Paucar-Caceres² ¹Staffordshire University, Stoke on Trent, UK, ²Manchester Metropolitan University, Manchester, UK</p>	<p>Corfe Syndicate 3</p>
<p>11.00 – 12.30</p>	<p>Political Marketing</p> <p>0013 The Challenges of Exploring Internal Political Brand Identity and External Political Brand Image in the context of David Cameron's Conservative Party Christopher Pich¹(Presenting), Dianne Dean² ¹Nottingham Trent University, Nottingham, UK, ²University of Hull, Hull, UK</p> <p>0165 How Usage Impacts Young Adult Voter Decision-Making: An SEM Analysis Tiffany Winchester¹(Presenting), John Hall¹, Wayne Binney¹ ¹Deakin University, Burwood, Victoria, Australia</p> <p>0175 Political Market Segmentation – its Development for Young People and Women Patricia Rees¹(Presenting) ¹Manchester Metropolitan University, Manchester, UK</p>	<p>Corfe Syndicate 4</p>
<p>11.00 – 12.30</p>	<p>Sports Marketing</p> <p>0247 Developing an Holistic Sports Brand Equity Framework - The Case of a Professional Rugby Team Conor Carroll¹ (Presenting), Clare Mulcahy¹ ¹University of Limerick, Limerick, Ireland</p> <p>0323 Understanding the extrinsic and intrinsic motivations of open water swimmers Amanda Miller¹(Presenting), Naomi Kirkup², Kirsten Hallmann³, Svenja Feiler³ ¹Manchester Metropolitan University, Manchester, UK, ²Northumbria University, Newcastle upon Tyne, UK, ³German Sport University Cologne, Koln, Germany</p> <p>0318 My children, their leisure: An investigation of factors that encourage parents to engage their offspring in dance Adrian Pritchard¹, Geoff Alcock¹(Presenting), Toni Keers¹ ¹Coventry University, Coventry, UK</p>	<p>Corfe Syndicate 5</p>

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11.00 – 12.30	<p>Services and Customer Relationship Management</p> <p>0292 The changing nature of B2B relationships: A self-service perspective Raechel Johns¹ (Presenting) ¹University of Canberra, Canberra, Australia</p> <p>0308 Service Encounters: Case for Understanding Organisational Sub-Cultures Rahul Chawdhary¹(Presenting), Francesca Dall' Olmo Riley¹ ¹Kingston University, London, UK</p> <p>0284 The Effect of Price Discrimination Practices on New and Existing Clients in a Service Setting Teresa Fernandes¹(Presenting), Ana Calamote¹ ¹Faculty of Economics - University of Porto, Porto, Portugal</p> <p>0434 Examining the effect of customer education on customer loyalty in business-to-business context: An application on the pharmaceutical industry Hanan Yosry Emam¹(Presenting), Mohamed Sobhy Temerak¹ ¹Cairo University, Giza, Egypt</p>	Blandford Room
12.30 – 13.30	Lunch	Dorchester Suite
13.30 – 15.00	<p>Brand, Identity & Corporate Reputation</p> <p>0329 Bangles, Baubles and Beads: The Colonisation of Facebook by Brands Kathryn Waite¹(Presenting), Ian Grant², Finola Kerrigan³ ¹Heriot Watt University, Edinburgh, UK, ²University of Strathclyde, Glasgow, UK, ³Birmingham Business School, Birmingham, UK</p> <p>0409 Exploring the impact of Recruitment Process Outsourcing (RPO) on corporate branding of an organisation Hasan Gilani¹ (Presenting) ¹University of Brighton, Eastbourne, UK</p> <p>0315 Consumers, Reference Groups, and Brand Imagery in Approach and Avoidance Behaviours Piya Ngamcharoenmongkol¹ (Presenting) ¹NIDA Business School, Bangkok, Thailand</p>	Blandford Room
13.30 – 15.00	<p>Consumer Research</p> <p>0098 Examining Consumer Adoption of Mobile Banking in Jordan Ali Alalwan¹(Presenting), Yogesh K. Dwivedi¹, Michael D. Williams¹ ¹Swansea University, Swansea, UK</p> <p>0349 The Zero-Price Effect Extended? An Empirical Study of Multi-Component Online Mobile Services</p>	Corfe Room 2

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	<p>Henrik Sällberg¹(Presenting), Anders Wrenne¹, Jennie Blomqvist¹ ¹Blekinge Institute of Technology, Karlskrona, Sweden</p> <p>0420 Technology Paradoxes: UK and Taiwan Mobile Phone Markets Maureen Pei-Fang Li¹(Presenting), David Bowen¹, Yuksel Ekinci¹ ¹Oxford Brookes University, Oxford, UK</p>	
13.30 – 15.00	<p>Marketing of Higher Education</p> <p>0006 How Normal is Your University? A study into university retention and attrition rates. Maxwell Winchester¹(Presenting), Gavin Lees¹ ¹Victoria University, Melbourne, Australia</p> <p>0017 Internationalising the student experience: marketing 'value added' Jessica Lichy¹(Presenting), Tony Conway² ¹IDRAC Research, Lyon, France, ²University of Chester, Chester, UK</p> <p>0254 "Wading Through Water" - Parental Experiences Of Their Child's HE Choice Process Helen Haywood¹ (Presenting) ¹Bournemouth University, Bournemouth, Dorset, UK</p> <p>0357 The impact of internal information on EWOM in online forums for university selection: A study of Taiwanese students Hsiao-Pei (Sophie) Yang¹(Presenting), Dilip Mutum¹ ¹Coventry University, Coventry, UK</p>	Blandford Syndicate 2
13.30 – 15.00	<p>E-Marketing</p> <p>0067 The impact of social media use on mother's consumption of child and pregnancy-related products Raechel Johns¹(Presenting), Rebecca English² ¹University of Canberra, Canberra, Australia, ²Queensland University of Technology, Brisbane, Australia</p> <p>0416 How to deal with a negative online consumer review: Can different response scenarios from various sources rebuild consumers' product purchase intentions? Christian Boris Brunner¹(Presenting), Sebastian Ullrich² ¹University of Reading, West Berkshire, UK, ²Ullrich Consulting, Hessen, Germany</p> <p>0438 Modelling Online Customers' Responses to E-tailers' Affiliate and Cause-Related Marketing Communications. Ndasi Wilson¹(Presenting), Sid Ghosh¹, Lukman Aroean¹ ¹Bournemouth University, Bournemouth, UK</p> <p>0068 Success Factors of Crowdfunding Campaigns Alice Atkinson-Bonasio¹, Chris Chapleo¹, Isaac Ngugi¹ ¹University of Bournemouth Business School, Bournemouth, UK</p>	Purbeck

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<p>13.30 – 15.00</p>	<p>Marketing Education</p> <p>0354 When is a dissertation not a dissertation? June Dennis¹(Presenting), Michael Harker² ¹University of Wolverhampton, Wolverhampton, UK, ²University of Strathclyde, Glasgow, UK</p> <p>0456 Perspectives on Marketing Education: Caring and Critical Teresa Heath¹, Lisa O'Malley², Caroline Tynan¹(Presenting) ¹Nottingham University, Nottingham, UK, ²University of Limerick, Limerick, Ireland</p> <p>0234 Projection and personality: a provisional study of aspiring marketers Guja Armannsdottir¹, Christopher Pich¹, Tony Woodall¹(Presenting) ¹Nottingham Trent University, Nottingham, Notts, UK</p>	<p>Corfe Syndicate 3</p>
<p>13.30 – 15.00</p>	<p>Marketing Research and Research Methodology</p> <p>0372 The Sketchbook Technique: Towards a Deeper Understanding of Articles Jane Brown¹ (Presenting) ¹Northumbria University, Newcastle upon Tyne, UK</p> <p>0428 The tortuous path from purchase intention to buying behaviour Dag Bennett¹(Presenting), Charles Graham¹ ¹LSBU, London, UK</p>	<p>Blandford Syndicate 3</p>
<p>13.30 – 15.00</p>	<p>Non-Profit & Social Marketing</p> <p>0358 Exploring the role of an environmental education programme in the development of pro-environmental behaviours in the home Claire O'Neill¹(Presenting), Joan Buckley¹ ¹University College Cork, Cork, Munster, Ireland</p> <p>0322 Towards a Fuller Understanding of young British Consumers' Sustainable Consumption Behaviour: a Multi-Construct Exploratory Study Janine Dermody¹(Presenting), Stuart Hanmer-Lloyd¹, Nicole Koenig-Lewis², Anita Lifan Zhao² ¹University of Gloucestershire, Cheltenham, UK, ²Swansea University, Swansea, UK</p> <p>0367 Smoking Cessation Advertisements: A test of the Broaden and Build Theory of Positive Emotions Fiona Harris¹(Presenting), Paul Harrison², Anne Marie MacKintosh³ ¹The Open University, Milton Keynes, UK, ²Deakin University, Melbourne, Australia, ³University of Stirling, Stirling, UK</p> <p>0458 Exploring the role that brand, place and social context plays in the choice of charity by volunteers. Sarah Mitchell¹(Presenting), Moira Clark¹ ¹Henley Business School, Henley, UK</p>	<p>Blandford Syndicate 1</p>

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13.30 – 15.00	<p>Place Marketing and Branding</p> <p>0130 Brand Moscow from the global perspectives Valentina Gerasimenko¹, Marina Ochkovskaya¹(Presenting), Maria Rybalko¹ ¹Lomonosov Moscow State University, Moscow, Russia</p> <p>0248 Place leadership in place branding: People, places and structures Maarit Vuorinen¹(Presenting), Cathy Parker³ ¹University of Jyväskylä, Jyväskylä, Finland, ³Manchester Metropolitan University, Manchester, UK</p> <p>0342 What Does Place Marketing Mean in Practice? A Preliminary Content Analysis of North West England Place-Related Websites Nikolaos-Foivos Ntounis¹(Presenting), Cathy Parker¹, David Bennison¹ ¹Manchester Metropolitan University, Manchester, Greater Manchester, UK</p>	Corfe Syndicate 2
13.30 – 15.00	<p>Tourism Marketing</p> <p>0188 An investigation into the role of place attachment within extreme sport tourism Naomi Kirkup¹(Presenting), Matthew Sutherland¹ ¹Northumbria University, Newcastle upon Tyne, UK</p> <p>0383 Towards a psychological model for understanding Active Seniors' engagement with online media in their holiday research. Philip J. James¹(Presenting), D. Roger Vaughan¹, Jacqueline A. Taylor¹, Philip Alford¹ ¹Bournemouth University, Poole, Dorset, UK</p>	Corfe Room 1
15.00 – 15.30	<p>Tea/Coffee</p>	Dorchester Suite Foyer
15.30 – 17.00	<p>Consumer Research</p> <p>0178 Reducing the UK's Carbon Footprint: Household Renovation Decisions and the results of a UK-Wide Survey George Chrysochoidis¹(Presenting), Charlie Wilson¹ ¹University of East Anglia, Norwich, UK</p> <p>0180 Consumers' intention to buy eco-innovative materials in relation to traditional eco-friendly and hazardous materials Victoria-Sophie Osburg¹(Presenting), Micha Strack², Waldemar Toporowski³ ¹DFG Research Training Group 1703, University of Goettingen, Germany, ²Georg-Elias Mueller Institut for Psychology, University of Goettingen, Germany, ³Chair of Retailing, University of Goettingen, Germany</p> <p>0034 THE MORE I GET TO KNOW YOU... THE INFLUENCE OF KNOWLEDGE ON THE USE OF CSR LABELS AND THE MODERATING INFLUENCE OF PERSONAL TRAITS Raquel Redondo¹(Presenting), Isabel Carrero¹, Carmen Valor¹ ¹Universidad Pontificia Comillas, Madrid, Spain</p>	Purbeck

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<p>15.30 – 17.00</p>	<p>Services and Customer Relationship Management</p> <p>0396 Customer Satisfaction and Employee Satisfaction: A Conceptual Model and Research Propositions Kemefasu Ifie¹(Presenting) ¹Swansea University, Swansea, UK</p> <p>0201 A Review of Research on CRM implementation: Present Trends and New Challenges Mujitaba Tangaza Abubaker¹, Sunil Sahadev¹(Presenting), Tahir Rashid¹ ¹University of Salford, Salford, UK</p>	<p>Dorchester</p>
<p>15.30 – 17.00</p>	<p>Retail Marketing</p> <p>0169 Patronage behaviour and store based retail formats - A meta analysis Christoph Teller¹(Presenting), Arne Floh¹ ¹University of Surrey, Guildford, Surrey, UK</p> <p>0233 Contextualising the experiential quality of shopping centre entertainment events: A service drama approach Jason Sit¹(Presenting), Dawn Birch¹ ¹Bournemouth University, Poole, Dorset, UK</p>	<p>Corfe Room 1</p>
<p>15.30 – 17.00</p>	<p>Place Marketing and Branding</p> <p>0351 Establishing a causal relationship between litter, place, space and perceptions of crime Dominic Medway (Presenting), Cathy Parker¹, Stuart Roper³ ¹Manchester Metropolitan University, Manchester, UK, ²University of Manchester, Manchester, UK, ³University of Bradford, Bradford, UK</p> <p>0381 Culture led place marketing Ragnar Lund¹ (Presenting) ¹Stockholm University, Stockholm, Sweden</p> <p>0407 Using Social Media in an Educational Context to Enhance Brand Loyalty:An Exploratory Case Study Ewelina Lacka¹(Presenting), Lorna Stevens¹, Eileen Henderson¹, Theofilos Tzanidis¹ ¹University of the West of Scotland, Paisley, UK</p> <p>0445 PLACE ATTACHMENT IN LAND USE CHANGES: GOING BEYOND NIMBYISM IN THE CASE OF RENEWABLE ENERGY PROJECT DEPLOYMENT Samiha Mjahed¹, Sahar Chtourou²(Presenting), Abdelfattah Triki² ¹Faculté des Sciences Economiques et de Gestion de Nabeul, Nabeul, Tunisia, ²Institut Supérieur de Gestion, Tunis, Tunisia</p>	<p>Corfe Syndicate 2</p>
<p>15.30 – 17.00</p>	<p>Retail Marketing</p> <p>0274 Improving the convenience of downtown retail : new European town centre management levers Laurent BUTERY¹(Presenting), Jimmy MOREL³, Jean-François LEMOINE¹, Olivier BADOT² ¹Paris 1 Pantheon Sorbonne, Paris, France, ²ESCP Europe, Paris, France, ³Université de Caen Basse Normandie, Caen, France</p>	<p>Corfe Room 2</p>

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	<p>0281 In Egyptian retailing industry; does store atmospherics affect customer behavioral intentions? Hassan Mohamed Hussein Mohamed¹(Presenting), Amira foud ahmed Mahran¹ ¹Cairo University - Faculty of commerce, Giza, Egypt</p> <p>0382 Building and Enhancing Customer Experience Using an Omni-Channel Approach Ellie Hickman¹ (Presenting) ¹Coventry Univeristy, Coventry, UK</p> <p>0385 The conceptualisation of using a holistic hybrid (Omni-channel) approach Ellie Hickman¹ (Presenting) ¹Coventry Univeristy, Coventry, UK</p>	
15.30 – 17.00	<p>Qualitative Enquiry</p> <p>0223 Using Film to Foster Community Engagement with Place-Based Consumer Issues Caroline Moraes¹(Presenting), Marylyn Carrigan¹ ¹Coventry University, Coventry, UK</p> <p>0264 International Students' Higher Education Migration into the UK: Using metaphors to elicit the hidden intentions influencing their migration decision behaviour of Malaysian students. Alex Lee¹(Presenting), Christopher Brown¹, Peter Fraser¹ ¹University of Hertfordshire, Hatfield, Hertfordshire, UK</p> <p>0134 We'd like but we can't. Barriers for responsible consumption from an inductive methodology Isabel Carrero¹(Presenting), Carmen Valor¹ ¹Universidad Pontificia Comillas, Madrid, Spain</p> <p>0286 “We (don’t) know how you feel” - a comparative study of automated vs. manual analysis of social media conversations Yuvraj Padmanabhan¹, Ana Isabel Canhoto² (Presenting) ¹Mindgraph, Ipswich, UK, ²Oxford Brookes University, Oxford, UK</p>	Corfe Syndicate 1
15.30 – 17.00	<p>Political Marketing</p> <p>0361 Conceptualising trust in electoral behaviour in a transitional democracy: an intergenerational perspective Ihwan Susila¹(Presenting), Dianne Dean¹, David Harness¹ ¹Hull University Business School, Hull, UK</p> <p>0384 READY FOR CHANGE? Exploratory research of the potential barriers to social media use by UK Welsh Government Ministers Michael Parsons¹(Presenting), Martyn Rowling¹ ¹University of South Wales, Pontypridd, UK</p>	Blandford Syndicate 2

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15.30 – 17.00	<p>Consumer Research</p> <p>0364 The perceived value of the shopping: The case of Tunisian brands specialized in cosmetics Jinene Chtioui¹(Presenting), Nedra Bahri-Ammari¹ ¹IHEC, Carthage, Tunisia</p> <p>0453 'Looks' and 'Styles': Exploring the Impact of Fashion User-Generated Social Stimulus on Shoppers' Experiential States and Shopping Behaviour. Jenny Cheung¹(Presenting), Delia Vazquez¹ ¹ University of Manchester, Manchester, UK</p> <p>0391 Traditional butchers or supermarkets? Where to buy halal meat? Mounia Benabdallah¹ (Presenting) ¹IDRAC BUSINESS SCHOOL, LYON, France</p>	Blandford Room
15.30 – 17.00	<p>Sports Marketing</p> <p>0239 It takes three to tango - An investigation into congruence in a sponsorship portfolio and the perceived brand equity of sporting events Benjamin Gifford¹, Tim Breitbarth¹(Presenting) ¹Bournemouth University, Poole, Dorset, UK</p> <p>0418 Extending the Sport Interest Inventory (SII) to examine British Asian consumer's awareness and attraction to professional football. Andrew Lewis¹(Presenting), Amna Khan¹, Peter Betts¹ ¹Manchester Metropolitan University, Manchester, UK</p> <p>0441 Lost in translation: Are we talking about the same thing? consumer confusion and association in re-defining ambush marketing from the legal and marketing perspectives Lingling Wei¹ (Presenting), Yue Meng-Lewis¹, Simon Chadwick¹ ¹Bournemouth University, Bournemouth, UK</p>	Blandford Syndicate 1
15.30 – 17.00	<p>Consumer Culture Theory (Special session)</p> <p>0388 The rise, death and resurrection of a celeactor: What Ziggy Stardust and David Bowie tells us about celebrity and market emancipation Andrew Lindridge¹(Presenting), Toni Eager² ¹The Open University Business School, Milton Keynes, UK, ²National University of Australia, Canberra, Australia</p> <p>0429 Finding Home and Stamping Identity with People, Products and Places: A Consumer Culture Theory Exploration of The Migrant Consumers Returning Home. Amy Yau¹(Presenting), Iain Davies¹ ¹University of Bath, Bath, UK</p>	Corfe Syndicate 3

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	<p>Asia Pacific</p> <p>0140 Examining the Socio-Cultural Factors, other Barriers and Facilitators of Pro-Environmental Behaviour among Singaporean Lalitha Kirsnan¹ (Presenting) ¹Griffith University, Gold Coast/Queensland, Australia</p>	
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