

May 23, 2024



AMA Global Marketing SIG 2024 Conference
University of Verona, Italy
May 24-27, 2024

AM> | SIG
Global Marketing



Conference Venue

University of Verona
Department of Management
Santa Marta building

[Via Cantarane 24, Verona, Italy](#)



UNIVERSITÀ
di **VERONA**

Dipartimento
di **MANAGEMENT**

Department of Management website: [Home Page-Dep.Management-University of Verona \(univr.it\)](#)

The University Site of [Santa Marta](#) is located in a huge complex of military architecture, originally used for the production and storage of bread, grain and other troop rations. The building, built between 1863 and 1865, was one of the most impressive logistics plants in the Austrian stronghold in Verona, Italy's most important military city, and one of the most significant in Europe.

A permanent exhibition in the former bakery covers the history of the building and its relations with the city, with the further dimension of how soldiers were fed. (Ferrari, 2016).

At Santa Marta you can also visit a Contemporary Art Exhibition for free: [Contemporanea \(univr.it\)](#)

Friday, May 24th

11:00-17:00 Doctoral Consortium

AMA Global Marketing SIG Doctoral Consortium

11:00: Registration opens for Doctoral Consortium participants and panelists.

11:55: Welcome and Introduction: Annie Cui, West Virginia University

12:00: Crafting Impactful Research:

Moderator: Fabian Bartsch, Montpelier Business School

1. Amir Grinstein, Northeastern University and VU Amsterdam
2. Jan Heide, University of Wisconsin
3. Sandy Jap, Emory University
4. Gerard Tellis, University of Southern California

13:00: Lunch (Presentation by Ahmet Kirca, Michigan State University)

14:00: Research Mentoring Session

Format: Each student gives a 15-20 minute presentation of his/her research, followed by round-table discussions with input from faculty and other students.

Moderator: Katharina Zeugner-Roth, SKEMA Business School

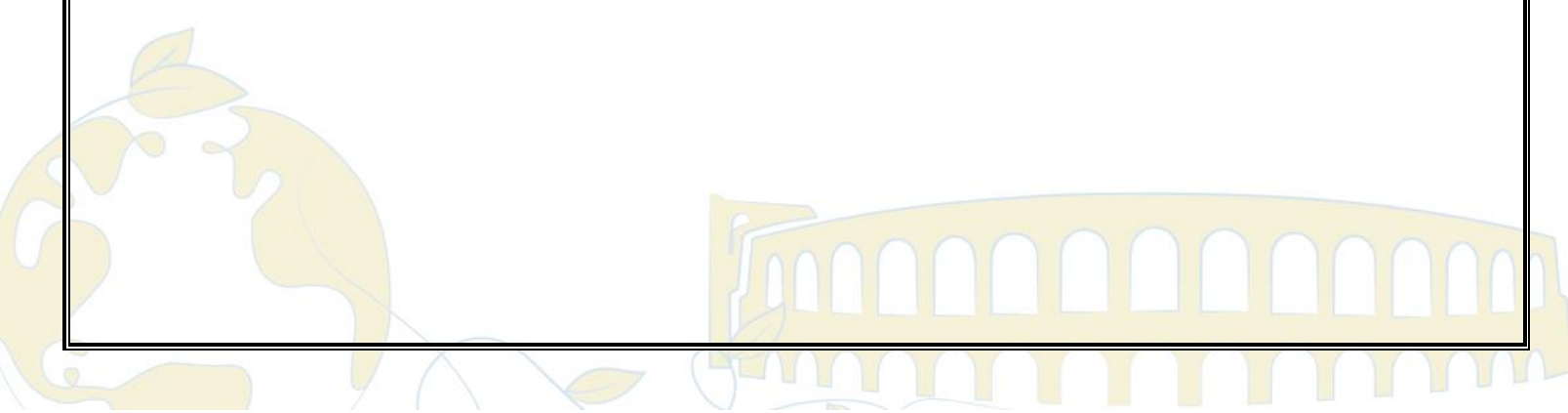
15:30: Refreshment Break

15:45: Trends and Hot Topics in International Marketing

Moderator: Annie Cui, West Virginia University

1. Ayşegül Özsoy, Koç University
2. David Griffith, Texas A&M University
3. Saeed Samiee, University of Tulsa
4. Costas Katsikeas, University of Leeds

17:00: Doctoral Consortium concludes.



Opening Reception

19:00-21:00 AMA Global Marketing Conference Welcome Reception



[RISTORANTE VITTORIO EMANUELE](#)

Piazza Bra, 16 - 37121 Verona



Click here for Google maps directions: [Ristorante Vittorio Emanuele](#)

Saturday, May 25

08:30: Registration opens for AMA SIGGM participants

09:00-10:30 Session 1A: Cultural Influences on Consumers

Room: SMT.06

Session Chair: Martin Heinberg

Alexey Semenov and *Arilova Randrianasolo*

Attitudes toward LCCP strategies: a comprehensive framework

Dario Miocevic and *Florian Kock*

Socio-cultural adaptation in cross-cultural transitions of digital nomads: a self-discrepancy view

Liz Wang and *Ying-Chyi Chou*

Cross-cultural study of individualism and collectivism impact on COVID-19 prevention behaviors: a theory of planned behavior perspective

Katerina Makri, *Karolos Papadas* and *Aysegül Özsumer*

A cross-country study on market responses to reshored brands

Ítalo Dantas and *Marcelo Curth*

The influence of functionality, symbolism and product quality in sports footwear purchase intention: identifying the antecedents for Brazilian consumers

09:00-10:30 Session 1B: Firm Internationalization, Market Entry, and Market Exit

Room: SMT.10

Session Chair: Carlos Sousa

Gautam Dutta and *Abhishek Dutta*

Can the negative country of origin effect for technologically complex products be overcome?

Daniel Pedroletti and *Francesco Ciabuschi*

Insidership or outsidership? exploring the effects of reshoring on the host country network

Philip Möhrle and *Dirk Totzek*

Understanding the effects of international market exits on firm performance: the role of relational capital and financial resources

Katerina Boncheva

Explaining firms' international market exit behavior: profit performance and the differential effects of the firm's capabilities

Barbara Francioni and *Alice Aiudi*

The role of decision-makers skepticism in using artificial intelligence for international strategic decisions

09:00-10:30 Session 1C: Exporting, Global Relationship Marketing and Channel Management

Room: SMT.11

Session Chair: Claude Obadia

Ana Lisboa, Dionysis Skarmas, and Matthew Robson

Dealing with multiple products and export markets: in quest of facilitating factors

Oksana Kantaruk Pierre, Raluca Mogos Descotes and José Pla Barber

Ukrainian exporters resilience: exploration of relational factors

Fawaz Baddar Alhussan and Faten Baddar Alhusan

Determining key accounts in an Arab context: evidence from Jordan

Altani Panagiotopoulou and Paraskevas Argouslidis

The impact of individualism on impulsive consumption: a moderated mediation analysis

Leonidas C. Leonidou, Marios Theodosiou and Pantelitsa Eteokleous

Drivers and performance outcomes of MNEs' CSR strategy adaptation: a strategic fit approach

10:30-11:00 Refreshment Break

11:00-12:30 Session 2A: Global Marketing Strategy

Room: SMT.06

Session Chair: Stavroula Spyropoulou

Wolfgang Messner and Monica Migliorini

Fifty shades of ads: the influence of cultural and institutional factors on television advertisement expenditure

Jieke Chen, Verdiana Giannetti, and Yunlu Zhao

Sino-foreign co-productions: an investigation of their impact on movies' box-office performance in China

Lin Zhao, Xinchun Wang, and Annie Cui

Silence is not enough: how brand activism inconsistency impacts brand performance in global marketing

Walter Tamayo-Palomino, Julio Cerviño and Juan Timana

The moderating effect of culture on the marketing intensity-firm value relationship in a global setting

Man Zhang, Faten Baddar Alhusan, Fawaz Baddar Alhussan, and Janet Hartley

Linking wasta, international marketing capability of exporting SME and international performance in the Arab world

11:00-12:30 Session 2B: Exploring Consumer Emotions and Motivations

Room: SMT.10

Session Chair: Rajeev Batra

Irem Yoruk and Elif Izberk-Bilgin

Understanding the motivations behind global identity and contemporary consumption patterns of global citizens – a qualitative analysis

Hannah Guzman, Ricardo Parra, Emanuel Partiyeli, Robert Slama and Clark Johnson

From stitch to status: weaving instrumental motivation into Chinese luxury clothing consumption

Jessica Grace Arnaldo, Matt Burkhart, Brianda Garay Quinones, Lourdes Reyes, Jessica Woodard and Clark Johnson

Artificial intelligence in the healthcare industry: influential factors in the rate of adoption and acceptance

Christina Papadopoulou and Aristeidis Theotokis

Harmonizing contradictions: exploring dialectical thinking's impact on paradoxical brand choices across cultures

Arooj Rashid and Anthony Kent

Personalisation and restored clothing: exploring emotional attachment and longevity

11:00-12:30 Session 2C: Global Marketing Sustainability Innovation in Practice – An Industry Perspective

Room: SMT.11

Session Chairs: Paola Signori and Chiara Mauri

Panelists:

Susanna Martucci, founder and CEO, and Mara Lucchin, Sales Manager

Alisea srl Benefit corporation, <https://www.alisea.it/en/>

Stefania Rinaldi, CEO and Marketing Manager, and Elisabetta Rinaldi, Board member

Rinaldi Group Società Benefit, <https://www.rinaldigroup.com/>

Daniele Eccher, Corporate Sustainability Manager

Fater Group, <https://fatergroup.com/en>

12:30-13:45 Lunch Break

13:45-15:15 Session 3A: Globalization and Global Consumers

Room: SMT.06

Session Chair: Katharina Zeugner-Roth

Christina Sichtmann and Vasileios Davvetas

Immigrant acculturation and participation in host country public services

Dong Lv, Zi Wang and Jia Jin

Morality is socially constructed: the role of morality in social adjustive functional attitudes towards counterfeit luxury consumption

Bingxuan Guo and Yinlong Zhang

How does attitude toward globalization affect customer loyalty?

Nazan Colmekcioglu, Hulusi Binbasioglu and Saloomeh Tabari

The impact of known user-generated content, influencers, and tourism firms/DMOs on travel purchase decisions

Khondoker Hossain and Peter Magnusson

A cross-cultural examination of consumer brand loyalty

13:45-15:15 Session 3B: Global Entrepreneurship

Room: SMT.10

Session Chair: Charles Hofacker

Recep Karaburun

Fostering innovation and industry collaboration: implementing an incubator program in university settings – a case for NYU SPS hospitality innovation (HI) hub creation

James Griffin, Derek McInerney and Katrin Weittenhiller

Evaluating cluster impact on the development of Irish SMEs: qualitative observations from an advanced manufacturing cluster

Christopher Boudreaux, David Yoon and Namil Kim

Shame on you: the duality of shame culture and fear of failure for entrepreneurship and intrapreneurship

Maia Maziashvili and Izabela Kowalik

Network determinants of the entrepreneurial marketing capabilities – an example of Georgian immigrants in Poland

Samuel Kusi, Osei Yaw Adjei and Mark Kofi Prempeh

A SHIFT towards a more sustainable entrepreneurial branding

13:45-15:15 Session 3C: Global Marketing Research, Big Data, and Analytics

Room: SMT.11

Session Chair: Saeed Samiee

[Daniele Allega](#)

Leveraging AI and Big Data for sustainable entrepreneurship

[Wolfgang Messner](#), [Tatum Greene](#), and [Josephine Matalone](#)

From bytes to biases. investigating the cultural self-perception of large language models

[Yu Chen](#)

When the East meets with the West -- a cross-cultural approach to perception variations of 3D online spatial design

[Pei Shan Soon](#), [Izian Idris](#) and [Lan Ma](#)

Integrating service robots for brand preference and perceived ethical and societal reputation: the exhibitors' view

[David Yoon](#), [Mustapha Belkhouja](#) and [Luis Dau](#)

Privacy law, national culture, and artificial intelligence innovation around the world

15:15-15:45 Refreshment Break

15:45-17:15 Session 4A: Global Brand Management

Room: SMT.06

Session Chair: Ana Lisboa

[Anna Ivanova](#), [Kate Jones](#) and [Sol Jung](#)

Do cause-related marketing advertising appeals impact brand love and brand authenticity?

[Wenxin Wang](#), [Martin Heinberg](#) and [Martin Eisend](#)

Cross-country moderators of antecedents of brand personality: a meta-analytic approach

[Caroline S.L. Tan](#)

Supporting brand activism: examining buycott, the intention to share on social media and the moderating effect of social compliance brand commitment

[Okai Ozbal](#), [Teoman Duman](#), and [Sandeep Kumar Mohanty](#)

An exploratory analysis of on-demand ride-hailing services in a cross-cultural context: implications for branding theory

[Tanu Priya Kohli](#) and [Sanjay Patro](#)

Importance of brand personality in the digital era

15:45-17:15 Session 4B: Global Consumer Research

Room: SMT.10

Session Chair: Karen Tejedor Bowen

[Živa Kolbl](#) and [Adamantios Diamantopoulos](#)

Can brand stereotypes (be) change(d)? experimental evidence

[Alexander Krasnikov](#) and [Vera Rebiazina](#)

The impact of protectionism on emerging market brands

[Michela Matarazzo](#), [Silvia Ranfagni](#) and [Simone Guercini](#)

Shattering misperceptions: the power of celebrities femvertising on YouTube

[Gloria Preece](#) and [Logan Schultz](#)

Nudging sustainable fashion consumption: segmenting consumers by propensity to purchase second-hand clothing

15:45-17:15 Session 4C: Consumer Engagement

Room: SMT.07

Session Chair: Timo Mandler

[Tatjana Koenig](#) and [Chiara Mauri](#)

Drivers of TikTok-advertising value: a comparison between German and Italian TikTok users

[Lijun Shirley Zhang](#), [Thomas Allard](#), [David Hardistry](#), and [Shane Wang](#)

The charity competence curse: when signals of managerial competence backfire

[Kelvin Fetter](#), [Marcelo Curth](#), and [Moema Nunes](#)

The influence of engagement and perception value on the intention of continuity of fan members of soccer teams in southern Brazil

[Linas Pupelis](#) and [Beata Seinauskiene](#)

How consumers' materialistic values and narcissistic tendencies affect their pro-environmental attitudes, intentions, and choices

[Alessia Bonadimani](#), [Paola Signori](#) and [Martina Tafuro](#)

What is behind the lipstick effect? a study to explore consumers' motivations for buying cosmetics in times of global crisis



Sunday, May 26

09:00-10:30 Session 5A: Global Retailing, Services, and E-Commerce

Room: SMT.06

Session Chair: Ayşegül Özsoy

Ayushi Gupta and *Ashish Gupta*

What do we know about gamified customer engagement? insights from thematic analysis

Yicheng Dai, *Boshuo Guo*, *Raheleh Jafari* and *Maria Logkizidou*

“I just worry about making mistakes with a click.”: the barriers influence senior online consumers in China, from a perspective of socioeconomic status

Wei Miao, *Liqiang Huang*, *Chris Tang*, and *Xuchu Xu*

A rising tide that lifts all boats: the effects of collective recognition programs on E-commerce sellers and regional economic development

Rafid Ur Rahman, *Martin Heinberg*, *Constantine Katsikeas* and *Sourindra Banerjee*

Domino effects of geo-political armed conflict on retail sales in an emerging market

Gary Gregory, *Liem Ngo*, *Christine Vantoorn* and *Mai Nguyen*

Architecting success: unveiling the dimensions of service offshoring design for optimal performance

09:00-10:30 Session 5B: Global Innovation and New Product Development

Room: SMT.10

Session Chair: Aulona Ulqinaku

Khalid Mehmood, *Nazia Shehzad*, *Fauzia Jabeen*, *Haseena Alkatheeri* and *Aamir Suhail*

Enhancing online store performance: how consumer voice and social media analytics drive digital success

Bingxuan Guo and *Yinlong Zhang*

Investigating the effects of attitude toward globalization on consumer innovativeness

Mustapha Belkhouja, *David Yoon* and *Jie Hong*

Social movement and global R&D: evidence from the Arab spring

Francesca Bonetti, *Sajeev Nair*, *Andrea Pescher* and *Gerard Tellis*

Technological disruption in the fashion, high tech, and packaged goods industries: the effect of the culture of innovation on market cap

Markos Tsogas, *Marina Kyriakou* and *Paraskevi Karaververi*

The interplay of product and marketing innovations as an internationalization factor for European SMEs: some preliminary findings

09:00-10:30 Session 5C: Communications Strategies for Global Consumers

Room: SMT.11

Session Chair: Brittney Bauer

Yasmine Gendy

Online retail therapy: the consumption behaviour of the digital age

Naoki Nagashima

Customer satisfaction model revisited: impact of pre-service expectations and international comparison

Cristobal Barra, Nicolás Gallardo and Dania Castro

The ad you see; the way you avoid: comparing ad avoidance on social media for well-known (global) and unknown (local) brands

Marcelo Curth, Roberto Falcão, Ítalo Dantas and Jefferson Monticelli

To kill or not to kill: that's the question. a study of cruelty-free consumption in Brazil

Irem Yoruk and Attila Yaprak

Do moral identity and empathy play significant roles in the construction of global identity? findings from an exploratory study

10:30-11:00 Refreshment Break

11:00-12:30 Session 6A: Global Marketing Communications

Room: SMT.06

Session Chair: Attila Yaprak

Karim Grissa

Studying the drivers of sharing digital brand content by influencers: a multicultural perspective between French- and English-speaking countries

Sooa Hwang, Nayoung Yoon, and Jaewoo Joo

Stop beating around the bush: dual-earner parents need characteristics-related information about smart home products

Brittney C. Bauer, Arilova Randrianasolo and Clark D. Johnson

Foreign endorser stereotypes: leveraging match dyads to improve perceived cognitive fit

Ahmed Geebren and Thuy Bui

Examining the mediating role of trust on engagement in online healthcare communities on social media: evidence from emerging market

Fanny Fong Yee Chan, Ben Lowe, and John Ford

A systematic analysis of innovativeness cues manifested in digital advertising

11:00-12:30 Session 6B: Global Ethics, Sustainability, and Corporate Social Responsibility

Room: SMT.10

Session Chair: Dayananda Palihawadana

Alexey Semenov and Arilova Randrianasolo

Corporate social responsibility, advertising intensity, and performance: the importance of national philanthropic environments

Velmurugan Palanichamy and Fiona Schweitzer

Majority or minority framing: should brands attack the majority or defend the minority view when framing messages in the context of brand activism?

Waqar Nadeem and Abdul Ashraf

Sustainability marketing and its impact on consumer well-being: a comparative study using the environmental performance index

Dila Kulturel

Social media engagement in sustainability communication: exploring the impact of country of operation

Carri Reisdorf, Kevin Lehnert and Meghan Murray

Building leadership communication: the impact of emotional and spiritual intelligence

11:00-12:30 Session 6C: Technological Development and Global Strategy

Room: SMT.11

Session Chair: Zhaleh Najafi-Tavani

Min Li, Xinming He and Carlos M.P. Sousa

Strategic flexibility, export channel selection, and export performance

Moe Roohanifar, Olli Kuivalainen and Vijay Pereira

Exploring and investigating digital small and medium enterprises' online and offline communication strategies in internationalisation

Fangfang Li, Jieke Chen and Leonidas Leonidou

Adapting social media marketing strategies to international markets: a contingency perspective

Steven Liu and Janell Townsend

An investigation of the role of psychic distance in B2B innovation

Burcu Sezen, Cem Bahadır, Rodrigo Taborda and Rodrigo Britto

The impact of country-of-origin effect on listing prices: the moderating role of seller characteristics and product features

11:00-12:30 Session 6D: Special Session: Bridging Continuity and Change: Global Marketing Challenges in Established and Emerging Perspectives

Room: SMT.07

Session Chair: Vita Kadile

Discussant: Cezara Nicoara

Luiza D. Braga, Matheus G. Tardin, Amir Grinstein, and Marcelo G. Perin

Global Brands' Corporate Activism Strategies: A Cross Country Analysis

Aulona Ulqinaku, Gülen Sarial-Abi, and Selma Kadic-Magljalic

It's Not Always About Warmth: Lonely Consumers Prefer Competent vs. Warm Brands to Increase Self-efficacy Perception and Satisfy Need for Empowerment

Shahin Assadinia

Marketing Strategy Implementation, Protectionism and Standardization: Study of Exporting Firms in a Developing Economy

Timo Mandler

Digital Platforms: A Global Marketing Perspective

12:30-13:45 Lunch Break

13:45-15:15 Session 7: Meet the Editors – The Future of Global Marketing

Room: SMT.06

Moderator: David Griffith, Texas A&M University

1. Ayşegül Özsoy, Koç University – *Journal of International Marketing*
2. Saeed Samiee, University of Tulsa – *Journal of International Business Studies*
3. Costas Katsikeas, University of Leeds – *Journal of the Academy of Marketing Science*
4. Olli Kuivalainen, LUT University – *International Marketing Review*
5. Mirella Kleijnen, Vrije Universiteit Amsterdam – *Journal of Business Research*
6. Ghasem Zaefarian, University of Leeds – *Industrial Marketing Management*
7. Gerard Tellis, University of Southern California – *Journal of Marketing*
8. Karolos Papadas, University of York – *Journal of Sustainable Marketing*

15:15-15:45 Refreshment Break

15:45-17:15 Session 8A: Strategy and Performance in Global Markets

Room: SMT.06

Session Chair: Matthew Robson

Chong Yu, Matthew Robson, Zhaleh Najafi-Tavani, and Ghasem Zaefarian

The contingent effects of challenge stressors and hindrance stressors on multinational corporations' subsidiary performance

Mehran Aslaniyan, Peter Gabrielsson and Tiina Leposky

Boundary spanning infrastructures as enablers of sustainability in international supply networks: a systematic literature review

Wenxin Wang, Martin Heinberg, Dayananda Palihawadana, Shankha Basu and Martin Eisend

The consequences of brand personality: a meta-analytic review

Qun Tan and Carlos Sousa

When does international marketing adaptation matter to the survival of a foreign affiliate?

Ying Huang

Monitoring supplier corporate social responsibility and sustainability in supply chains

15:45-17:15 Session 8B: Developing Resilient and Sustainable Global Brands

Room: SMT.10

Session Chair: Stanford Westjohn

Samuel Kusi, Judit Plein, Mark Kofi Prempeh and Osei Yaw Adjei

The influence of branding on consumers' loyalty towards over-the-top video streaming services

Frederick Heim, Ashley Kelly, Colleen Mullen, Bria Steward, Megan Tsuruda and Clark Johnson

The impact of online brand communities on brand loyalty

Rania Fakhet and Manel Hamouda

Understanding the intention of use of chatbots in online complaints processing

Dikla Perez and Vicki Morwitz

How do measurement effects vary with culture?

15:45-17:15 Session 8C: Global Ethics, Sustainability and Sales Management

Room: SMT.11

Session Chair: Irem Yoruk

Matthew Stone

Investigating environmentally sustainable choice behavior in culinary tourism

Vincent Mitchell

Inspirational leadership for service firms; a cross-cultural messenger and message perspective

Katerina Papakonstantinou and Markos Tsogas

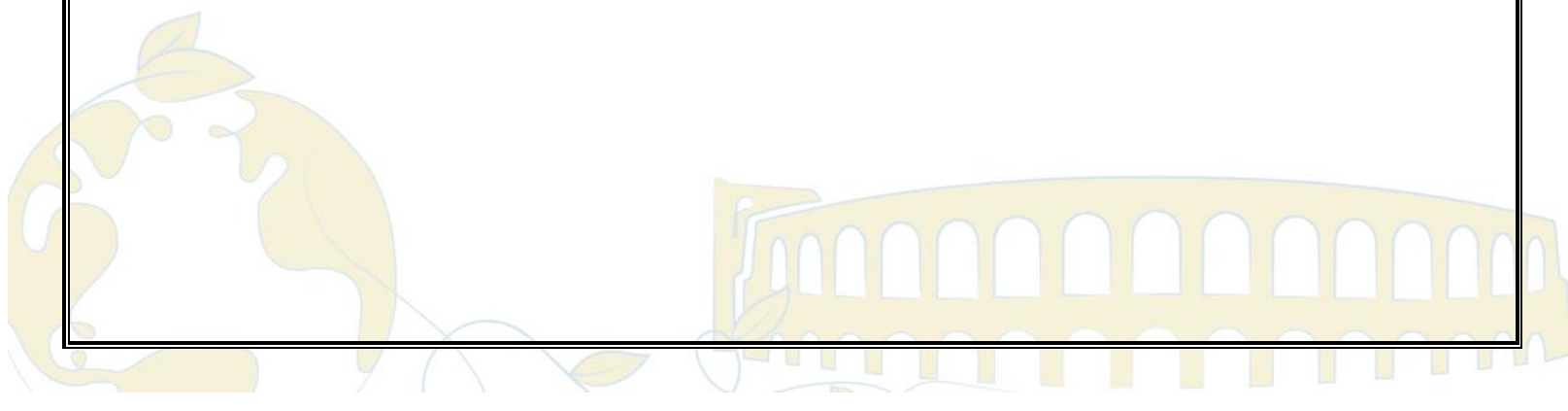
A bibliometric analysis of the origins of ESG in the marketing literature

Samuel Kusi and Maria Uzhegova

How does synergy between brand orientation and market orientation advance internationalising SMEs' sustainable practices?

Arnold Schuh and Anja Pichler

International business-to-business selling and the COVID-19 pandemic: the changing role of personal selling

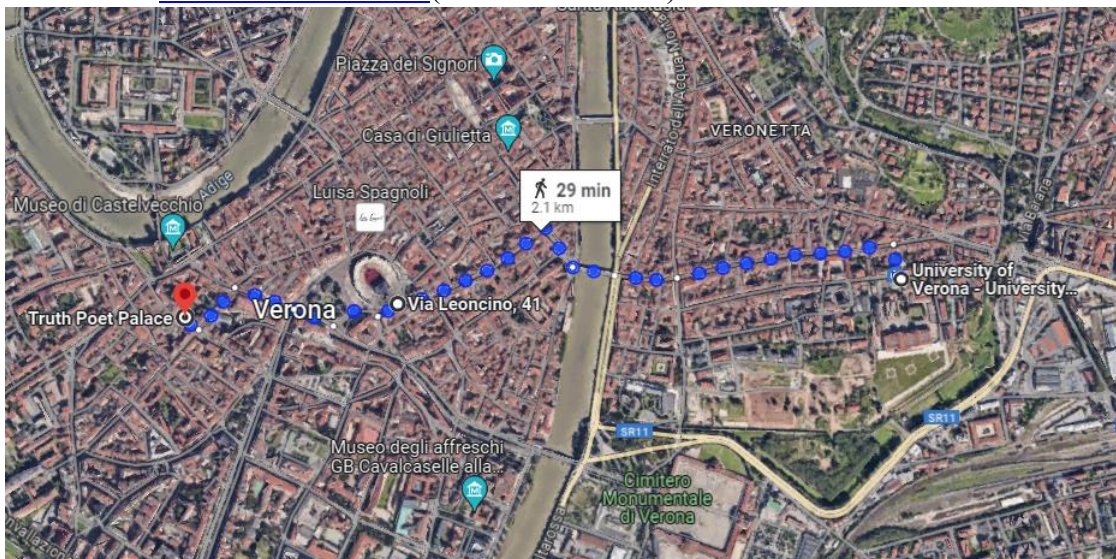


19:00-23:00+ Gala Dinner and Closing Celebration

[Palazzo Verità Poeta \(palazzoverita.it\)](http://palazzoverita.it) Vicolo San Silvestro, 6 – 37122 Verona



Directions to [Palazzo Verità Poeta](http://palazzoverita.it) (Truth Poet Palace)



Monday, May 27

9:00-12:00 Open for Networking (meeting rooms available upon request at conference venue)

Acknowledgements

CONFERENCE CO-CHAIRS



Magnus Hultman



Peter Magnusson



Paola Signori



Goksel Yalcinkaya

DOCTORAL CONSORTIUM CO-CHAIRS



Fabian Bartsch



Annie Cui



Timo Mandler



Katharina Zeugner-Roth

LOCAL ARRANGEMENT TEAM

University of Verona, Dep. of Management:

- *Paola Signori*
- *Federico Brunetti*
- *Paola Castellani*
- *Fabio Cassia*
- *Chiara Rossato*
- *Martina Tafuro (PhD student)*

Students STAFF: Angelo Delesina, Pietro Bazzoni, Martina Marzotto, Roberta Pintore, Devis Piva, Elena Porri, Samuele Rizzardi, Stefania Valle.

STUDENTS STAFF



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