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2022 Korean Scholars of Marketing Science International Conference

Theme: New Marketing in Turbulent Environment

Venue: Korea University, Seoul, Republic of Korea
Hyundai Motor Building & LG-POSCO Building

Date: November 4~6, 2022

Conference Organizing Committee Chair:

Tony Garrett (Korea University Business School)

Conference Co-Chairs:

Justin Paul (University of Puerto Rico & University of
Reading Henley Business School)

Jaehwan Kim (Korea University Business School)

Co-Host: Korea University Business School

Korean Scholars of Marketing Science

Organizer: Global Alliance of Marketing & Management Associations

Partners: Australian & New Zealand Marketing Academy

New Zealand Asia Institute of the University of Auckland

National Research Foundation of Korea

Korea Economy & Management Development Institute

Proceedings Editor: Yerim Chung (Yonsei University)

Local Arrangement Committee Chair: Juhyun Kim (Kyungsung University)



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* Presented following alphabetical order of the last name.

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PROGRAM

2022 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

TIME		PROGRAM	
2022. 11. 4. (11:00~17:15)	11:00~12:00	Invited Lecture I: Theme: Publish or Perish Prof. Justin Paul (University of Puerto Rico) Editor-in-Chief of the International Journal of Consumer Studies (SSCI)	Chair: Eunju Ko
	14:00~15:00	Invited Lecture II Theme: Publishing Consumer-related research in Journals with High Impact Factor- DOs and DON'ts Prof. Justin Paul (University of Puerto Rico) Editor-in-Chief of the International Journal of Consumer Studies (SSCI)	
	14:00~15:30	Academic Sessions Part I and Symposia 1.1 Luxury Branding 1.2 The Tourism Brand Experience 1.3 Marketing Education I 1.4 Advancing Research Methods in Marketing I 1.5 Consumer Psychology 1.6 Social and Corporate Responsibility in Fashion Marketing 1.7 Cross Cultural Issues of Luxury Consumer Behavior 1.8 Tourism and Technology 1.9 Corporate Branding I	
	15:45~17:15	Academic Sessions Part I and Symposia 2.1 Advancing Research Methods in Marketing I 2.2 Customer Relationship Management 2.3 Consumer Psychology II 2.4 Symbolism and Consumer Perceptions and Preferences 2.5 Luxury Consumption Values & Luxury Marketing 2.6 Tourist Decision Making 2.7 Marketing and Public Policy 2.8 Mobile Marketing/Interactive Advertising 2.9 Customer Relationship Management/Marketing Channels	

TIME		PROGRAM	
2022. 11. 5 (09:30~18:00)	09:00~11:00	2022 Doctoral Dissertation Competition 2022 Global Business Review Competition: Case & Research	Chair: Joonheui Bae Chair: Jong-Ho Lee
	11:00~12:00	Editorial Board Meeting: Journal of Global Scholars of Marketing Science Editorial Board Meeting: Journal of Global Fashion Marketing Editorial Board Meeting: Journal of Global Sport Management KSMS Board Meeting	
	12:00~13:00	Lunch	
	12:00~15:45	Registration	
	13:00~13:50	Opening Ceremony Keynote Speech (Justin Paul)	Chair: Tony Garrett
	14:00~15:30	Academic Sessions Part III I and Symposia Session 3.1 2022 NZAI-GAMMA Joint Symposium (H303) Session 3.2 Paper Development Session for 'Psychology & Marketing Award Papers'(B201) Session 3.3 PaperDevelopment Session for SpecialIssues of the 2023 GMC at SeoulII(B202) Session 3.4 Consumer Decision Making Process in the Digital Age (B204) Session 3.5 The Past, Present, and Future of Retailing and Marketing in Asia (B205) Session 3.6 Neuromarketing (B206) Session 3.7 Cultural Marketing and Performing Arts (B301) Session 3.8 Marketing in General/Industrial Marketing Management(B306)	
	15:30~17:45	Break	
	15:30~17:45	Academic Sessions Part IV and Symposia Session 4.1 2022 NZAI-GAMMA Joint Symposium (H303) Session 4.2 Paper Development Session for 'Psychology & Marketing Award Papers'(B201) Session 4.3 PaperDevelopment Session for SpecialIssues of the 2023 GMC at SeoulII(B202) Session 4.4 Consumer Decision Making Process in the Digital Age (B204) Session 4.5 The Past, Present, and Future of Retailing and Marketing in Asia (B205) Session 4.6 Neuromarketing (B206) Session 4.7 Cultural Marketing and Performing Arts (B301) Session 4.8 Marketing in General/Industrial Marketing Management(B306)	
	15:30~17:45	Reception (Ahn Young Il Hall, Level 6, LG-POSCO Building) - Award Ceremony:	Chair:

PROGRAM

2022 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

TIME		PROGRAM	
2022. 11. 6. (8:00~13:00)	8:00~9:30	Academic Sessions Part V and Symposia 5.1 Corporate Marketing I 5.2 Global Apparel Manufacturing and Retailing 5.3 Global Consumer Behavior 5.4 Innovation, Diffusion and Adoption of High Technology I 5.5 Advertising and Integrated Marketing Communication I 5.6 Eco-Marketing 5.7 Marketing in Asia I 5.8 Global Consumer Values 5.9 Innovation, Diffusion and Adoption of High Technology I	
	9:45~11:15	Academic Sessions Part VI and Symposia 6.1 Mapping Strategic Thinking in Marketing I 6.2 Marketing in General I 6.3 Marketing Strategy in the International Context 6.4 Marketing in Asia II 6.5 Global Cultural Change 6.6 Global Marketing, Innovation and Consumer Choice 6.7 Mapping Strategic Thinking in Marketing II 6.8 Consumer Behavior in Chinese Context 6.9 Marketing Orientation in Emerging Economies	
	11:30~13:00	Academic Sessions Part VII and Symposia 7.1 Global Online and Services Strategies 7.2 Advancing Research Methods in Marketing III 7.3 Marketing Education II 7.4 WOM, Consumer-Generated-Content, and User-Centered Innovation I 7.5 New Perspectives for Retail Management	

Session 1.1 Academic Sessions I (H303)

Track Chair: David Bell (Wharton School, University of Pennsylvania)

TITLE	NAME	AFFILIATION
Examining Fashion Brand Luxury DNA	Karen W.Miller	University of Southern Queensland
	Michael K.Mills	University of Southern Queensland
Meta-Storytelling of Consumers Experiencing Luxury Brands	Carol M.Megehee	Coastal Carolina University
	Deborah F.Spake	University of South Alabama
	Arch G. Woodside	Boston College
From Armani to Zara: Impression Formation Based on Fashion Store Patronage	KimWillems	University of Hasselt & Vrije Universiteit Brussel
	WimJanssens	University of Hasselt
	GilbertSwinnen	University of Hasselt
	Malaika Brengman	Vrije Universiteit Brussel
	Sandra Streukens	University of Hasselt
Between the Mass and the Class: Antecedents of the "Bandwagon" Luxury Consumption Behaviour	Mark Vancauteran	University of Hasselt
	MinasKastanakis	ESCP-Europe
The Real Thing?: Comparing the Role of Brand Identification for Authentic and Counterfeit Luxury Brands	GeorgeBalabanis	Cass Business School, City University
	RosaChun	IMD
	LaviniaChan	Newell Public Relations

Session 1.2 The Tourism Brand Experience (B201)

Track Chair: Sara Dolnicar (University of Wollongong)

TITLE	NAME	AFFILIATION
Patterns of Tourist Emotional Responses, Satisfaction and Intention to Recommend	SameerHosany	University of London
	GirishPrayag	SKEMA Business School
The Role of Indebtedness in Tourist Satisfaction Formation	TakahiroChiba	Keio University
	Akinori Ono	Keio University
Post-Disaster Tourist Behavior: Motivation and Intention	WeiLiu	University of Surrey
	Gang Li	University of Surrey
	AvitalBiran	University of Surrey
An Application of the CBBE Model to Assess Brand Loyalty for a Long Haul Travel Destination	Constanza C. Bianchi	Queensland University of Technology
	Steven PikePike	Queensland University of Technology
Tourist Satisfaction in Cultural Destinations	Antonia Correia	University of Algarve
	Metin Kozak	Mugla University
	Joao Ferradeira	University of Algarve
Tourism Life Cycle and Sustainability Analysis: Profit-Focused Strategies for Mature Destinations	Metin Kozak	Mugla University
	DrewMartin	University of Hawaii at Hilo
	EsmeVisser	NHTV University of Applied Sciences

PROGRAM IN DETAIL

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Session 1.3 Marketing Education I (B202)

Track Chair: Ralf Schellhase (University of Applied Sciences)

TITLE	NAME	AFFILIATION
An Insight Into Team Goal Orientation in the Marketing Classroom	Tania Bucic	University of New South Wales
	Linda Robinson	Royal Melbourne Institute of Technology
Constructivism-Based Project-Driven Approach to Undergraduate Teaching Design of e-Commerce Specialt	Zhang Li	Xi'an University of Posts and Telecommunications
	WangShiyang	
Entrepreneurial Learning in Marketing Education: Assessing the Effectiveness of an Enquiry-Based Approach	Kiefer Lee	Sheffield Hallam University
Service Learning as a Pedagogical Process: A Case Study Using Marketing Research Course	Young "Sally" Kim	Shenandoah University
A Comparative Study of Marketing Student Engagement in Online Social Networks and Virtual Worlds: Facebook Versus Second Life	Edwina Luck	Queensland University of Technology
	ShaneMathews	

Session 1.4 Advancing Research Methods in Marketing I (B204)

Track Chair: Sharon Schembri (Griffith University)

TITLE	NAME	AFFILIATION
The Evolution of Marketing Thought: An Examination of the Structural Equation Models that Compose Marketing's Nomological Network	Edward Ramirez	University of Texas at El Paso
	Meredith E. David	Florida State University
	Michael J. Brusco	Florida State University
Visual as Method: Advancing Marketing and Consumer Research Methodologies	SharonSchembri	Griffith University
Advancing Qualitative Research Methods in Dealing with Respondent Errors: Social Desirability Bias and Response Filters	Len Tiu Wright	De Montfort University
	Norbert Scholl	Candor Consult
	Chanaka Jayawardhena	Loughborough University
	Elena Millan	University of Reading
Using Genetic Algorithm Segmentation in PLS Path Modeling: Addressing Homogeneity Assumptions	Christian M. Ringle	University of Hamburg
	MarkoSarstedt	Ludwig-Maximilians University Munich
	Rainer Schlittgen	University of Hamburg
	Charles R. Taylor	Villanova University
Does Marketing Research Suffer from Methods Myopia?	Donna F. Davis	Texas Tech University
	Susan L. Golicic	Colorado State University
	Courtney N. Boerstler	High Point University
	Sunny Choi	Texas Tech University
	Han-Mo Oh	Texas Tech University
Multi-Sensory Sculpting (MSS): Eliciting Embodied Brand Knowledge via Three-Dimensional Metaphors	Sylvia von Wallpach MariaKreuzer	Innsbruck University School of Management

Session 1.5 Consumer Psychology I (B205)

Track Chair: Akira Shimizu (Keio University)

TITLE	NAME	AFFILIATION
Children's Influence on Family Purchases: Some New Insights	AnupriyaKaur	Jaypee University of Information Technology
	Yajulu Medury	Jaypee University of Information Technology
The Shorter the Better?: Efficiency Heuristic and Consumers' Service Judgments	Wen-Bin Chiou	National Sun Yat-Sen University
	Chin-Sheng Wan	Southern Taiwan University
An Exploratory Research of Carryover Effect in Gift Promotion	Chung-Hui Tseng	Tamkang University
	Ching-PingChiu	National Chengchi University

Session 1.6 Social and Corporate Responsibility in Fashion Marketing (B206)

Track Chair: Ching-Yi Cheng (Fu Jen Catholic University)

TITLE	NAME	AFFILIATION
Fair-Trade and Social Labeling Practices: Teenager Apparel Consumers' Perspective	Karen W.Miller	University of Rajasthan
Importance of Environmental Apparel Consumption on Consumers' Environmental Apparel Knowledge: Should Retailers and Producers Serve as Sustainability Educators?	Melody L. A.LeHew	Kansas State University
	Scarlett C. Wesley	University of Kentucky
	AbigailJager	Kansas State University
The Study of the Influences of Body Image on Clothing Purchase Behavior for Large Size Women	Chien Ching-Mei	Fu Jen Catholic University
	Ching-Yi Cheng	Fu Jen Catholic University
The Role of Body Image in Dress Involvement of Taiwanese Females	Ching-Yi Cheng	Fu Jen Catholic University
	Wei-Ting Huang	Fu Jen Catholic University
	Hui-Hsuan Cheng	Fu Jen Catholic University
	Wen-Chi FanChiang	Fu Jen Catholic University
	I-Chieh Lin	Fu Jen Catholic University
	Hui-Ting Chang	Fu Jen Catholic University

PROGRAM IN DETAIL

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Session 1.7 Cross Cultural Issues of Luxury Consumer Behavior (B301)

Track Chair: Helge Fluch (Ludwig-Maximilians-Universität in Munich)

TITLE	NAME	AFFILIATION
Does the Country of Origin of Brands still Help to Sell Luxury Products in the World? An International Research Investigation on Consumers in 7 Countries	Bruno Godey	Rouen Business School
	Daniele Pederzoli	Rouen Business School
	Gaetano Aiello	University of Florence
	Raffaele Donvito	University of Florence
	Priscilla Chan	The Hong Kong Polytechnic University
	Hyunjoo Oh	University of Florida
	Rahul Singh	Greater Noida
	Irina Skorobogatykh	Plekhanov Russian Academy of Economics
	Junji Tsuchiya	Waseda University
	Bart Weitz	University of Florida
Understanding Luxury Consumption in China: Evidence from the Most Well-Known Brands	Yanqun He	Fudan University
	Lingjing Zhan	The Hong Kong Polytechnic University
An Examination of Luxury Fashion Retailers' Motives to Enter the Chinese Market	Sindy L. Liu	Glasgow Caledonian University
	Christopher Moore	Glasgow Caledonian University
Consumers of Fashion Luxury Brands in Mainland China: Perceived Value, Fashion Lifestyle and Willingness-to-Pay	Guoxin Li Li	Harbin Institute of Technology
	Fenfen Xiang Xiang	Harbin Institute of Technology
	Zephaniah Kamvele	Harbin Institute of Technology
Comparing Luxury Value Perceptions in Cross- National Context	Paurav Shukla Shukla	University of Brighton Indian Institute of Management Kozhikode
	Keyoor Purani Purani	University of Brighton Indian Institute of Management Kozhikode

Session 1.8 Tourism and Technology (B306)

Track Chair: Ercan Sirakaya Turk (University of South Carolina)

TITLE	NAME	AFFILIATION
Tourists'Adoption of Self-Service Technologies at Resort Hotels	Haemoon Oh	University of Massachusetts
	MiyoungJeong	University of Massachusetts
	SeyhmusBaloglu	University of Nevada, Las Vegas
New Members'Integration: Key Factor of Success in Online Travel Communities	Luis V. Casalo'	Universidad de Zaragoza
	Carlos Flavian'	Universidad de Zaragoza
	Miguel Guinaliu	Universidad de Zaragoza
Tourism Website Performance: A Formative Measurement Approach	Astrid Dickinger	MODUL University Vienna
	BrigitteStangl	MODUL University Vienna
Designing Advertising Campaigns for Destinations with Mixed Images: Using Visitor Campaign Goal Messages to Motivate Visitors	Kyeong Sam Min	University of New Orleans
	Drew Martin	University of Hawaii at Hilo
	Jae Min Jung	California State Polytechnic University at Pomona

Session 1.9 Corporate Branding I (B308)

Track Chair: Marko Sarstedt (Ludwig-Maximilians-Universität in Munich)

TITLE	NAME	AFFILIATION
The Effect of a Corporate Name Change Related to a Change in Corporate Image Upon a Firm's Stock Price	Mark P. DeFanti	Providence College
	Paul S. Busch	Texas A&M University
Learning Mechanisms in Designing Corporate Branding in Turbulent Environments	Ram Herstein	Ruppin Academic Center
	Yoram Mitki	Jerusalem Academic Center
Strong Brand Personality Due to Corporate Social Performance	Frank Huber	Johannes Gutenberg- University Mainz
	Frederik Meyer	Johannes Gutenberg- University Mainz
	Johannes Vogel	Johannes Gutenberg- University Mainz
	StefanVollmann	Johannes Gutenberg- University Mainz
No Reputation without Communication: Post- Scandal Communication as an Instrument to Stabilize a Company's Reputation	Frank Huber	Johannes Gutenberg- University Mainz
	Frederik Meyer	Johannes Gutenberg- University Mainz
	Johannes Vogel	Johannes Gutenberg- University Mainz
	Andrea Weihrauch	Johannes Gutenberg- University Mainz

PROGRAM IN DETAIL

2022 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 2.1 Advancing Research Methods in Marketing (H303)

Track Chair: Stephen Lloyd, Roger Baxter (AUT University)

TITLE	NAME	AFFILIATION
A Soft-Computing-Based Method for Automatic Discovering of Fuzzy Rules in Databases: Uses for Academic Research and Management Support in Marketing	Albert Orriols-Puig	Universitat Ramon Llull
	Francisco J. Martinez-Lopez	University of Granada
	Jorge Casillas	University of Granada
	Nick Lee	Aston Business School, Birmingham
Applying Triangulation Research to Inform Theory and Method: The Case of Corporate Reputation	Stephen Lloyd	AUT University
	Roger Baxter	AUT University
Discovering Interest Groups for Effective Marketing in Virtual Communities: An Integrated Approach	Kai-Yu Wang	Brock University
	I-Hsien Ting	National University of Kaohsiung
	Hui-Ju Wu	National Changhua University of Education

Session 2.2 Customer Relationship Management (B201)

Track Chair: Pei-Yu(Patty) Pai (University of Warwick)

TITLE	NAME	AFFILIATION
A Consumer Behavioral Perspective on the Triadic Relationship in the Mini-Showcase Industry	Michelleso	The University of Hong Kong
	Felixtang	Hang Seng School of Commerce
	Kisson lin	The University of Hong Kong
A Multistate Markov Model in a Customer Lifetime Value Framework: A Loyalty Scheme in a Knowledge Management Conceptual Approach	Philippe Berten	Stevenson University
Why Customers Stay: The Effects of Moderating Factors	Li-Wei Wu	Tunghai University
The Empirical Study of Indian Consumers' Involvement and Redemption Behavior of Credit Card Reward Programmes	Matthew Tingchi Liu	FBA, University of Macau, Macau SAR
	James L. Brock Ramendra Singh	Pacific Lutheran University Indian Institute of Management
	Joseph Sy-Changco	FBA, University of Macau, Macau SAR
Path Dependence in B2B Relationships	Raphael J. Mallach Michael Kleinaltenkamp	Freie Universitaet Berlin
Initial Trust Building in Online Community Participation: An Empirical Study from Potential Users' Perspective	Pei-Yu (Patty) Pai	University of Warwick
	David C. Arnott	University of Warwick

Session 2.3 Consumer Psychology II (B202)

Track Chair: Sandra Maria [Correira Loureiro (B202)]

TITLE	NAME	AFFILIATION
Brand Love as a Driver of Strengthening the Relationship and the Trust with the Brand: An Empirical Study on Car Sector	Sandra Maria	University of Aveiro
	Correira Loureiro	University of Aveiro
Can an Introvert Become an Extrovert in the Online Social Network Platform?	Alisara Charinsarn	Chulalongkorn University
From Loyal Attitude to Loyal Behavior the Loyalty Model Construction	Hui-HsinHuang	Aletheia University
Unplanned Online Purchases	Michael Kempe	University of Braunschweig
	Wolfgang Fritz	University of Braunschweig
Addiction? The Motivation and Need Satisfaction of Facebookers	Wen-HsuanLee	Mingchi University of Technology National Chengchi University
	Ju-huiWei	Mingchi University of Technology National Chengchi University

Session 2.4 Symbolism and Consumer Perceptions and Preferences (B204)

Track Chair: Emine Ercan [Buffalo State Collage]

TITLE	NAME	AFFILIATION
Luxury Advertising: Gender Portrayal and Use of Sex	Alyssa Adomaitis	University of Houston
	Kim K. P. Johnson	University of Minnesota
	Seunghee Lee	Sookmyung Women's University
	Jae-Eun Kim	Auckland University of Technology
Investigating U.S. Consumers' Perceptions of Iraqi-Made Apparel	Jennifer Yurchisin	University of North Carolina
	Hyo-Jung Chang	University of North Carolina
	Kittichai Watchravesringkan	University of North Carolina
	Ruoh-Nan Yan	Colorado State University
Preferences for Brassiere Attributes as a Function of Social Psychological Variable	Emine Ercan	Buffalo State Collage
Mediating Role of Perceived Risks: A Case of Online Shopping	Marine' Aghekyan	California State University Long Beach
	Sandra Forsythe	Auburn University
	Seunghee Lee	Sookmyung Women's University
The Cross-Sectional Shapes of Bust and Under- Bust Circmferences Related to Bra Satisfaction	Chin-Man Chen	Shih Chien University
	KarenLaBat	University of Minnesota
	Elizabeth Bye	University of Minnesota
More Than Smells Like A Man!: A Study of Young Men's Consumption of Perfume	Wong Suet-ying	The Hong Kong Polytechnic University Hong Kong Design Institute
	Wing-sun Liu	The Hong Kong Polytechnic University Hong Kong Design Institute
	Lam Yee-nee	The Hong Kong Polytechnic University Hong Kong Design Institute
Study on the Relationship between Middle Aged Married Men's Self-Relation and Their Motives in Purchasing Their Own Clothing	Chih-Hui Shih	Fu Jen Catholic University
	Ching-Yi Cheng	Fu Jen Catholic University

PROGRAM IN DETAIL

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Session 2.5 Luxury Consumption Values & Luxury Marketing (B205)

Track Chair: Michel Phan (ESSEC Business School)

TITLE	NAME	AFFILIATION
Comparative Materialism Value Analysis of Interpersonal Effects on Fashion Consciousness and Status Consumption among Metropolitan Men	Aurathai Lertwannawit	Suan Dusit Rajabhat University
	Rujirutana Mandhachitara	Penn State University
Intrinsic Motivations, Self-Esteem and Luxury Goods Consumption	Yann Truong	ESC Rennes School of Business
	RodMcColl	ESC Rennes School of Business
The Universe of Luxury Brand Personality Traits	KlausHeine	Technical University of Berlin
	Volker Trommsdorff	Technical University of Berlin
A Conceptual Model for Luxury E-Commerce and Exclusivity: Building Initial Trust through Personal Luxury Values, Perceived Experiential Value and Self-Concept	Charles AaronLawry	University of Arizona
	Lae Choi	University of Arizona
	Zeinou Toure	University of Arizona
	Mary Ann Eastlick	University of Arizona
A Research Agenda on the Evaluation of the Ready to Wear Line of Luxury Brands	Chelsey Latter	University of Technology Curtin
	Ian Phau	University of Technology Curtin
	Chris Marchegiani	University of Technology Curtin
Dimensions of the Luxury Brand Personality	Klaus Heine	Technical University of Berlin
	VolkerTrommsdorff	Technical University of Berlin

Session 2.6 Tourist Decision Making (B206)

Track Chair: Metin Kozak (Mugla University)

TITLE	NAME	AFFILIATION
Self- and Functional Congruence and Tourist Destination Choic	Taehong Ahn	University of Surrey
	Yuksel Ekinci	Oxford Brooks University
	Gang Li	University of Surrey
Modelling Motivation and Consumption for Cultural Experiences: Testing Culture as a Moderator for Eastern and Western Tourists	Pandora LKay	Victoria University
	Denny Meyer	Swinburne University of Technology
The Effect of Face Value on Consumer Price Perception in a Foreign Currency	Ying-ChingLin	National Dong Hwa University
	Wen-HsienHuang	National Chung Hsing University
	Hsuan-Hui Fang	National Dong Hwa University
A Exploring the Shopping Behaviors of Chinese Tourists Visiting the United States: A Qualitative Approach	Yueying Xu	Sun Yat-sen University

Session 2.7 Marketing and Public Policy (B301)

Track Chair: Michael L. Capella (Villanova University)

TITLE	NAME	AFFILIATION
Motivational Priming and Consumers' Food Portion Sizes	Kelly M. Wilder	Mississippi State University
	Cynthia Webster	Mississippi State University
Predicting Healthy Food Choices among Adolescents: The Role of Individual Differences and Product Characteristics	Machiel J.Reinders	Wageningen University and Research Centre
	Marleen C.Onwezen	Wageningen University and Research Centre
Color Me in an Empirical Study on the Traffic Light Signposting System in Nutrition Labeling	Sophie Hieke	Ludwig-Maximilians-Universitat
	Petra Wilczynski	Ludwig-Maximilians-Universitat
Encouraging Complaining Behavior among Global Consumers	Piotr Chelminski	Providence College
Measuring the Effects of Marketing Smokeless Tobacco as Harm Reduction	Charles R. Taylor	Villanova University
	Michael L. Capella	Villanova University
A Model to Identify Consumers with High- Resistance to Searching for Information	Alvin Lee	The University of Western Australia
	Boon Yong Hong	The University of Western Australia
	Natalie Oon	The University of Western Australia
	Stephanie Tan	The University of Western Australia

Session 2.8 Mobile Marketing/Interactive Advertising (B306)

Track Chair: Morikazu Hirose (Tokyo Fuji University)

TITLE	NAME	AFFILIATION
Advertising Value of Mobile Marketing Activities and Consumer Attitudes	Gozde Eren	Istanbul Technical University
	Sebnem Burnaz	Istanbul Technical University
	Nimet Uray	Istanbul Technical University
The Fascination of Limitless Consumption : An Empirical Study of Existence and Causes of Flat-Rate-Biases in the Cellular Mobile Industry	Sven Heidenreich	Strascheg Institute for Innovation and Entrepreneurship (SIE), International University Schloss Reichartshausen
	Matthias Handrich	Strascheg Institute for Innovation and Entrepreneurship (SIE), International University Schloss Reichartshausen
How Do Hedonic- and Utilitarian-Oriented e-Reader Characteristics Influence Users' Adoption Decisions?: An Empirical Model from Users' Perspective	Pei-Yu (Patty) Pai	University of Warwick
	Hsien-Tung Tsai	National Taipei University
	David C. Arnott	University of Warwick
Examining the Impact of Online Advertising on Purchase Intentions	Khong Kok Wei	Nottingham University Business School Malaysia Campus
	Theresa Jerome	Sunway University College
	Leong Wai Shan	Sunway University College
Consumer's Attitude towards Social Network Advertising: An Exploratory Study	Sudarsan Jayasingh	Swinburne University of Technology
	Rodney Lim	Swinburne University of Technology

PROGRAM IN DETAIL

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Session 2.9 Customer Relationship Management/Marketing Channels (B308)

Track Chair: Eric Chuan-Fong Shih (Sungkyunkwan University)

TITLE	NAME	AFFILIATION
Measuring the Quality of Relationships in the Mobile Telecommunications Industry in Hong Kong towards the Generation Y Market: An Empirical Study	DimpleMirpuri	City University of Hong Kong
	SangeetaNarwani	University of Hong Kong
Managing Partner Networks: A Study within the ICT Secto	Chris Storey	City University
Examination of Antecedents of Relationship Quality in New Zealand: From A Perspective of the Banking Industry	Catheryn Khoo-Lattimore	Taylor's University College
	Lin Yang	Ictoria University of Wellington

Session 3.1 2022 NFT Marketing Symposium (H303)

Track Chair: Eunju Ko (Yonsei University)
Eunsoo Baek (Hanyang University)

TITLE	NAME	AFFILIATION
HOW BRANDS USES NFTS AS A NEW WAY OF BUILDING CONSUMER RELATIONSHIP AND CUSTOMER LOYALTY	Hyejin Park	Seoul Business School, aSSIST University
NFT Fashion Research Trends: Present and Future	Hyein Lee	Yonsei University
	Eunju Ko	Yonsei University
	Ulf Ausprung	Yonsei University
A STUDY ON THE RELATIONSHIP BETWEEN METAVERSE EXPERIENCE AND FUN IN LUXURY BRANDS FOCUSING ON THE MODERATING EFFECT OF CONSUMPTION VALUE	Qi Jiang	Changwon National University
	Jaehun Kim	Changwon National University
	Hakil Moon	Eastern Michigan University
	Kyung Hoon Kim	Changwon National University
New Future of Luxury Brands: Cases and Attributes of Non-Fungible Token (NFT)	Minjung Cho	Yonsei University
	Eunju Ko	Yonsei University
	Charles R. Taylor	Villanova University
NFT Fashion Project and Consumer Attitudes	Ju hee Hyeon	Yonsei University
	Neulonbit Oh	Yonsei University
	Suin Bang	Yonsei University
	Eunju Ko	Yonsei University

Session 3.2 2022 ANZMAC - KSMS Joint Symposium (B201)

Track Chair: Ian Phau (Curtin University)
 Tony Garrett (Korea University)
 Yung Kyun Choi (Dongguk University)

TITLE	NAME	AFFILIATION
The Examining of Consumers' Perception: Comparing Two Different Types of Customer Participation in the Different Levels of Innovation	Hyeyeon Yuk	Korea University
	Euejung Hwang	University of Edinburgh
	Tony Garrett	Korea University
	Jong-Ho Lee	Korea University
Consumer Experience in Digital Fashion and Textiles	Sanghoon Lee	Yonsei University,
	Eunju Ko	Yonsei University
	Yaewon Park	Yonsei University
	Min Cho	Yonsei University
THROUGH THE WORDS OF PRACTITIONERS: CAN WE CALL MARKETING AGILITY AGILE MARKETING?	Dorottya Sári	Korea University,
	Tony C. Garrett	Korea University

Session 3.3 Paper Development Session for Special Issues of the 2023 GMC at Seoul I (B202)

Track Chair: Juran Kim (Jeonju University)

TITLE	NAME	AFFILIATION
UNDERSTANDING PERCEIVED VALUE IN THE DIGITALLY SHARING ECONOMY: DISCOVERING UNOBSERVED HETEROGENEITY USING PLS-POS	Debora Lee	Sejong University
	Chen Yujia	Sejong University
	Jae-Jang Yang	Sejong University
	Rajesh Iyer	Bradley University
	Yong-Ki Lee	Sejong University
Digital Fashion Show & Consumer Experience: Focusing on immersive and non-immersive environment	Hyojo Jung	Yonsei University
	Eunju Ko	Yonsei University
The Effect of Avatar Anthropomorphism of The Metaverse On Use Behavior	Joonheui Bae	Kyungpook National University
	Seonggeun Jo	Kyungpook National University
	Sunghun Bae	Kyungpook National University
	Isaac Cheah	Curtin University
The social capital between live streamers and users in live streaming commerce	Juran Kim	Jeonju University
	Joonheui Bae	Kyungpook National University
	Isaac Cheah	Curtin University
A Study on the Relationship between e-Commerce Service and Customer Orientation: Focusing on OTT Service and Adaptive Selling	Jaehun Kim	Kyungsung University
	Sung-Hyun Rhee	Hiroshima National University
	Jong-Kuk Shin	Pusan National University
	Alina Kim	Pusan National University

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2022 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 3.4 Paper Development Session for Journal of Social Marketing (B204)

Track Chair: Boram Do (Yonsei University)

TITLE	NAME	AFFILIATION
THE IMPACT OF TECHNOSTRESS ON THE REDUCED USAGE INTENTION TO USE SOCIAL NETWORK SERVICES CENTERED ON THE STRESSORS-STRAIN-OUTCOME MODEL	Huimin Wang	Ningbo University of Finance & Economics
	Nuo Jiang	Yeungnam University
	Kyungtag Lee	Yeungnam University
A Study on the Reaction of Luxury Fashion Wearer from an Observer's perspective -Focused on Comparison between the Real word and the Metaverse-	HoiSoo Um	Yonsei University
	Boram Do	Yonsei University
	Eunju Ko	Yonsei University
VIP marketing and luxury brand performance	Wonbae Pang	Yonsei University
	Rino Kim	Yonsei University
	Sue Ryung Chang	Yonsei University
	Eunju Ko	Yonsei University

Session 3.5 Paper Development Session for International Journal of Consumer Studies (B205)

Track Chair: Sue Ryung Chang (Yonsei University)

TITLE	NAME	AFFILIATION
Consumer Fantasy and Luxury Brands in a Metaverse Environment	Qi Jiang	Changwon National University
	Miyea Kim	Changwon National University
	Eunju Ko	Yonsei University
	Kyung Hoon Kim	Changwon National University
	Hakil Moon	Eastern Michigan University
The Impact of Digital Life Anxiety on Digital Healthcare Self-Efficacy and Digital Healthcare Adoption: The Critical Role of Digital Community Involvement	Haeyoung Jeong	North Carolina Central University, USA
	Hyeyoon Bae	Korea Maritime and Ocean University
	Sang Hyun Jo	KAIST
Cosnumer Digital Trust: Bibliometric Analysis and New Research Directions	Euehun Lee	KAIST
	V. A. Rebiazina	HSE University
A Study on User's Response to Collaboration between Luxury Brand and eSports: Focusing on eSports Characters	E. O. Tunkevichus	HSE University
	Jaehun Kim	Kyung Sung University
	Ok-Chul Hwang	Kyung Sung University

Session 3.6 Sustainable Marketing and Consumer Behavior (B206)

Track Chair: Ikuo Takahashi (Keio University)
Yoon-Na Cho (Hongik University)

TITLE	NAME	AFFILIATION
BARRIERS TO PURCHASE ENVIRONMENTALLY FRIENDLY FOODS	Masaya Iwasaki	Keio University
	Tatsuyoshi Oka	Keio University
	Sadanori Kiyosawa	Keio University
	Shota Nose	Keio University
	Haruna Hide	Keio University
	Ikuo Takahashi	Keio University
Values and factors driving Japanese to ethical consumption	Midori Watanabe	University of Tsukuba
THE IMPACT OF CHANNEL EXPANSION AND REDUCTION	Keita Arakawa	Keio University
	Maki Fukaya	Keio University
	Ryu Kakizaki	Keio University
	Saki Kayano	Keio University
	Takumi Wakabayashi	Keio University
	Hidesuke Takata	Keio University

Session 3.7 SMEs and Digital Marketing (B301)

Track Chair: Alex Jiyoung Kim (Sungkyunkwan University)

TITLE	NAME	AFFILIATION
Digital Piracy of Time-sensitive Content and Illegal Gambling: Evidence from Live Sports Broadcasting	Bora Jeong	Korea University Business School
	Gunwoong Lee	Korea University Business School
Sales Promotions based on the Market Structure in the CPG Industry	Joo Hwan Seo	Dong-A University
	Jane Yoo	Ajou University
MARKETING EFFECTS OF LOCAL SEARCH SERVICE ON SMALL AND MEDIUM BUSINESSES	KyeongHan Bae	Sungkyunkwan University
	JaungHyun Hwang	Sungkyunkwan University
	Alex Jiyoung Kim	Sungkyunkwan University

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Session 3.8 Arts & Culture Management in the Digital Environment (B306)

Track Chair: Juhyun Kim (Kyungsoong University)

TITLE	NAME	AFFILIATION
Exploring a Consensus Map for Sustainability of Community Arts	Juhyun Kim	Kyungsoong University
Cultural Places Diverging from 'Mangmi Alley'	Sujin Lee	Kyungsoong University
How to activate eSports using review analysis of mobile app users: Focusing on Battlegrounds	Jaehun Kim	Kyungsoong University
	Taewon Lee	Pusan National University

Session 3.9 Sport Fandom and Spectatorship (B308)

Track Chair: Kihan Kim (Seoul National University)

TITLE	NAME	AFFILIATION
Can mega sports event lead to grass-root level participation? : Examining the trickle-down effect in Korea	Jongun Won	Seoul National University
	Kihan Kim	Seoul National University
Examining the Relationship Between Two Baseball Leagues in a Single TV Market	Hansol Kim	Seoul National University
	Kihan Kim	Seoul National University
"KEEPING AWAY, BUT KEEPING FIT": ANALYSIS OF FITNESS-RELATED YOUTUBE CONTENTS BEFORE AND AFTER COVID-19 IN KOREA	Jongho Kim	Seoul National University
	Joungeun Park	Seoul National University
	Kihan Kim	Seoul National University
The effect of Watching eSports Media and Repertory on Performance	Oh-Hyeon Kwon	KeSPA
	Kihan Kim	Seoul National University

Session 4.1 2022 NZAI-GAMMA Joint Symposium (H303)

Track Chair: Yuri Seo (University of Auckland)
Jongwon Park (Korea University Business School)

TITLE	NAME	AFFILIATION
COMPETENCE IS IN THE EYE OF THE MINDSET-HOLDER: HOW IMPLICIT THEORIES OF BEAUTY AFFECT CONSUMER PERCEPTIONS TOWARDS PHYSICAL ATTRACTIVENESS	Jasmin Lee	University of Auckland
HOW LONELINESS INCREASES PREFERENCE FOR ART-INFUSED PRODUCTS	Saira Raza Khan	University of Auckland
IMPLICIT MINDSETS AND DONATIONS IN RESPONSE TO THREAT-BASED AWE	Yuri Seo	University of Auckland
BEYOND NATIONAL CULTURE: PASIFIKA AND CULTURAL MIXING IN AOTEAROA	Ilaisaane Fifita	University of Auckland

Session 4.2 Paper Development Session for 'Psychology & Marketing Award Papers' (B201)

Track Chair: Jae Young Lee (Yonsei University)

TITLE	NAME	AFFILIATION
INVESTIGATING MOTIVES FOR REVISITING INTENTION TO OBSTACLE EVENTS :THE CASE OF "RUN FOR YOUR LIFE"	Claudel Mombeuil	Beijing Institute of Technology
	Hemantha Diunugala	University of Sri Jayewardenepura
	Anestis Fotiadis	Zayed University
SOCIAL EXCLUSION AND IMPULSE BUYING: THE MEDIATING EFFECTS OF PARASOCIAL RELATIONSHIPS AND PSYCHOLOGICAL OWNERSHIP	Ke Li	Yeungnam University
	Kyungtag Lee	Yeungnam University
HOW VIRTUAL INFLUENCERS (VIS) STIMULATE SELF-GROWTH/EXPANSION AND HELP TO BUILD SUSTAINABLE BRAND RELATIONSHIPS	Yang-Im Lee	University of Westminster
	Peter Trim	University of London
THE WAY OF THE SOCIAL MEDIA: FOCUSED ON THE NEEDS FOR SOCIAL-CONNECTION	Miyea Kim	Changwon National University
	Mina Jun	Sookmyung Women's University
	Jeongsoo Han	Middlesex University Dubai

Session 4.3 Paper Development Session for Special Issues & Sections of the 2023 GMC at Seoul II (B202)

Track Chair: Juran Kim (Jeonju University)

TITLE	NAME	AFFILIATION
Application of a person-centered approach to customer commitment profiles	Hyun Sung Oh	Jeonju University
	Juran Kim	Jeonju University
Chatbot Customer Experience and Customer Satisfaction in Banking Industry	Yunho Park	Changwon National University
	Jaehun Kim	Changwon National University
	Qi Jiang	Changwon National University
	Isaac Cheah	Curtin University
	Kyung Hoon Kim	Changwon National University
Assessing the role of brand personification in the virtual context	Rui Lyu	Jeonju University
	Juran Kim	Jeonju University
VALUE CO-CREATION BEHAVIOR IN E-SPORTS: MY GAME IS BETTER THAN YOURS. THE IMPACT OF GAME PREFERENCES ON INTENTIONS TO PLAY CONTINUOUSLY AND SPREAD E-WOM	Jong-Kuk Shin	Pusan National University
	Jaehun Kim	Kyongsung University
	Alina Kim	Pusan National University
HOW TO USE ROBOTS IN THE SERVICE INDUSTRY: A CASE OF A HOTEL PROVIDING UNTACT SERVICES IN THE ERA OF CORONA	Sung Yeon Park	Yonsei University
	Tae Joon Park	Yonsei University
	Ye Rim Chung	Yonsei University

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Session 4.4 Consumer Decision Making Process in the Digital Age (B204)

Track Chair: Joonheui Bae (Kyungpook National University)
Timo Mandler (Toulouse Business School)

TITLE	NAME	AFFILIATION
THE MODERATION EFFECT OF INFORMATION SOURCES ON THE eWOM OF CORPORATE SOCIAL RESPONSIBILITY AND IRRESPONSIBILITY	Hyukjin Jung	Kyungpook National University
	Hanku Kim	
	Joonheui Bae	
THE EFFECT OF PERCEIVED AGILITY ON CROSS-BUYING INTENTION IN OMNI-CHANNEL	Sang-chul Son	Changwon National University
	Joonheui Bae	Kyungpook National University
	Hakil Moon	Eastern Michigan University
The effect of Metaverse experience on PAD model and consumer's purchase intention in beauty industry: Focused on MZ generation	Kyung Hoon Kim	Changwon National University
	Hye Ra Kang	Changwon National University
	Jaehun Kim	Changwon National University
	Hakil Moon	Eastern Michigan University
The effect of ESG management on purchase intentions	Kyung Hoon Kim	Changwon National University
	Jin Soo Kim	Changwon National University
	Joonheui Bae	Kyungpook National University
	Hakil Moon	Eastern Michigan University
	Kyung Hoon Kim	Changwon National University

Session 4.5 The Past, Present, and Future of Retailing and Marketing in Asia (B205)

Track Chair: Changju Kim (Ritsumeikan University)
Masato Inoue (Chuo University)
Shinichiro Terasaki (Ritsumeikan University)
Sangmin Kang (Aomori Chuo Gakuin University)

TITLE	NAME	AFFILIATION
UNDERSTANDING PERCEIVED BEHAVIORAL CONTROLLABILITY IN BOYCOTT CAMPAIGNS BETWEEN SOUTH KOREA AND JAPAN	Xiuyan Yan	Ritsumeikan University
	Changju Kim	Ritsumeikan University
	Masato Inoue	Chuo University
MATERIALISTS' DILEMMA WHEN PARTICIPATING IN THE SHARING ECONOMY	Takuya Nomura	Seisa Dohto University
THE IMPACT OF SMES' STRATEGIC NETWORK ON UPGRADES IN THE GLOBAL VALUE CHAINS: A CROSS-NATIONAL ANALYSIS	Sangmin Kang	Aomori Chuo Gakuin University

Session 4.6 Neuromarketing (B206)

Track Chair: Eun-Ju Lee (Sungkyunkwan University)

TITLE	NAME	AFFILIATION
ESG AND THE POWER OF STORYTELLING: FOCUSING ON ESG CONSUMER CONFIDENCE	Yunji Yeo	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University
AVATAR -CUSTOMER IDENTIFICATION: THE EFFECT OF IMMERSIVE METAVERSE ENVIRONMENT ON CONSUMER HAPPINESS	Meiling Yin	Sungkyunkwan University
	Wenyong Tan	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University
	Qi Jiang	Changwon National University
	Kyung Hoon Kim	Changwon National University
SERIOUS PRIVACY VIOLATION CAN CAUSE REAL PAIN FOR ONLINE CUSTOMERS: EVIDENCE OF AMYGDALA INVOLVEMENT FROM FMRI INVESTIGATION	Wenyong Tan	Sungkyunkwan University
	Meiling Yin	Sungkyunkwan University
	Yiran Zhang	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University
DO CONSUMERS PREFER AI DOCTORS WHEN THEY RE-VISIT? A NEUROLOGICAL EVIDENCE STUDY BASED ON FMRI EXPERIMENTS.	Eileen Yiran Zhang	Sungkyunkwan University
	Wenyong Tan	Sungkyunkwan University
	Meiling Yin	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University

Session 4.7 Cultural Marketing and Performing Arts (B301)

Track Chair: Joonmo Lee (Chonbuk National University)

Hyun Joo Choi (Sangmyung University)

TITLE	NAME	AFFILIATION
A Study on Expanding the Creative activity of Artists through NFT Technology	Hyeon Ju Choi	Korea Institute of Public Administration
	Tae Hyung Lee	Yonsei University
A study on the Trend Analysis and Content Development Strategy of Online Performance through Social Big Data Analysis	Da HyeLee	Woowa Bros.
Current status of use of cultural entertainment expenses and tax support plan for revitalization : With a focus on the performing arts	Yu JeongMin	Sangmyung Univ.
The identity of K-pop as role for new Korean cultral relations and dipomacy	Hye JiAhn	Kyunghee Univ.
	Sun YoungKim	Hongik Univ.
A Study on the Star Marketing of University Education - Focusing on the case of "Street Woman Fight" of the Department of Practical Dance	Su San NaKim	Kyunghee Univ.

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Session 4.8 Marketing in General/ Industrial Marketing Management (B306)

Track Chair: Jong-Kuk Shin (Pusan National University)
 MinKyung Moon (Pusan National University)
 Jaesu Kim (Volvo Group Korea)

TITLE	NAME	AFFILIATION
The Mediating Role of Processing Fluency on The Recognition and Perception of Chinese Brand Names	Fanny Fong Yee CHAN	The Hang Seng University of Hong Kong
	Aniruddha Pangarkar	University of Wisconsin- Green Bay
Minimalistic Consumption Typology: Scale Conceptualization, Development, and Validation	Paurav Shukla	Southampton Business School
	Charles R. Taylor	Villanova University
	Seo Chul Jang	Changwon National University,
Impact Of Customer Experience On Repurchase Intention In The B2B Service Context: A Mediation Mechanism Of Customer Knowledge Sharing And Value Co-Creation	Joonheui Bae	Kyungpook National University
	Hakil Moon	Eastern Michigan University
	Kyung Hoon Kim	Changwon National University

Session 5.1 Academic Session V (H303)

Track Chair: Klaus-Peter Wiedmann (Leibniz University of Hannover)

TITLE	NAME	AFFILIATION
Relationships between Consumers and Brands: An Empirical Analysis	WolfgangFritz	University of Braunschweig
	BettinaLorenz	Volkswagen AG
	MichaelKempe	University of Braunschweig
Reputation and Legitimacy Drivers of Voluntary Sustainability Reporting	Ralitza Nikolaeva	Lisbon University Institute
	Marta Bicho	Lisbon University Institute
Institutional Social Responsibility: An Exploratory Study of the Ethical Orientation of Marketing Professors in a Developing Economy	S.K.Pandey	FORE School of Management
	D.K.Batra	FORE School of Management
Reputation Effects in the Nonprofit Sector: Investigating the Moderating Effect of Potential Donors' Characteristics	Marko Sarstedt	Ludwig-Maximilians Universitat
	MatthiasSchloderer	Ludwig-Maximilians Universitat
	Manfred Schwaiger	Ludwig-Maximilians Universitat
Motivation of Consumer Boycott: The Case of Nano-Technology	Klaus-PeterWiedmann	Leibniz University of Hannover
	BarbaraSeegebath	Leibniz University of Hannover
	Nadine Hennigs	Leibniz University of Hannover
	Lars Pankalla	Leibniz University of Hannover
	Martin Kassubek	Leibniz University of Hannover

Session 5.2 Global Apparel Manufacturing and Retailing (B201)

Track Chair: Hong Yu (Ryerson University)

TITLE	NAME	AFFILIATION
An Investigation on the Effects of a Global Brand to the SMEs of a Local Market: Zara Case	Gresi Sanje Dahan Dahan	Istanbul Bilgi University
	Filiz BaltaPeltekoglu	Marmara University
The Difference of Consumer Evaluations to Commercial Areas between Japan and Hong Kong	Shohei Aoyama	The Hong Kong Polytechnic University
	Guoxiang Yuan	Kyoto Institute of Technology
	Moe Ikegami	Kyoto Institute of Technology
	Moeko Ota	Kyoto Institute of Technology
	KazukoSakamoto	Kyoto Institute of Technology
Does "Retailtainment" Lead to Apparel Shopping Value in the Department Stores?	Eun Byeol Chae	Chungbuk National University
	Xing Yang	Chungbuk National University
	Eun Young Kim	Chungbuk National University
	Eun Joo Park	Dong-A University
Profiling Chinese Shoppers at a Mall in Beijing	Hong Yu	Ryerson University

Session 5.3 Global Consumer Behavior (B202)

Track Chair: Michel Laroche (Concordia University)

TITLE	NAME	AFFILIATION
'We'or'Me'Consumer Goods: A Cross-National Look at Self Construal and Gender in the Adoption and Use of Products	DavidAckerman	California State University
	Christina Chung	Ramapo College of New Jersey
The Influences of Self-Construals on Consumers' Desire for Unique Products: The Mediating Roles of Uncertainty Orientation, Uncertainty Avoidance, and Susceptibility to Interpersonal Influence	Jae Min Jung	California State Polytechnic University at Pomona
	Kawpong Polyorat	Khonkaen University
	Kyeong Sam Min	University of New Orleans
The U.S. Brand Personality: A Sino Perspective	Jose I. Rojas-Mendez	Carleton University
	Steven Murphy	Carleton University
	Nicolas Papadopoulos	Carleton University
Exploring Otaku's Cognitive Resource Allocation	Wen-Yeh Huang	Yuan Ze University
	Wen-HaoHuang	University of Illinois at Urbana- Champaign
	Jonathan C.Ho	Yuan Ze University

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Session 5.4 Innovation, Diffusion and Adoption of High Technology I (B204)

Track Chair: Tiffany Hui-Kuang Yu (Feng Chia University)

TITLE	NAME	AFFILIATION
Attitude to Innovation, Personality, and High-Tech Service Acceptability	HuiyiLo	Yuan Ze University
	Nigel Harvey	University College London
Subsidizing Technology: How to Succeed	Domingo Ribeiro Soriano	University of Valencia
	Marta Peris-Ortiz	Polytechnic University of Valencia
Heterogeneous Effects to ICT Adoption Worldwide	Tiffany Hui-Kuang Yu	Feng Chia University
Different Determinants at Different Times: B2B Adoption of a Radical Innovation	Nicole Vowles	Metropolitan State College of Denver
	Peter Thirkell	Victoria University of Wellington
	Ashish Sinha	University of New South Wales
Ontological Levels in the Knowledge Management Field	Marta Peris-Ortiz	Polytechnic University of Valencia
	Carlos Rueda-Armengot	Polytechnic University of Valencia
	Salvador Vivas Lopez	University of Valencia
	Domingo Ribeiro Soriano	University of Valencia

Session 5.5 Advertising and Integrated Marketing Communication I (B205)

Track Chair: Hyokjin Kwak (Drexel University)

TITLE	NAME	AFFILIATION
Background Color in Perception of Promotion Messages	Mikhail Nazarov	State University Higher School of Economics
When Which Self Matters? The Role of Personality, Color, and Product Type on Actual and Ideal Social Self-Concept Congruities	Joseph F. Rocereto	Monmouth University
Attitude toward SMS Advertising: A Study of Young Consumers' Perceptions in Different Cultures	Alexander Muk	Texas State University-San Marcos
	Christina Chung	Ramapo College of New Jersey
Resolving Contradictions in Endorser Effectiveness: A Framework for Classifying Endorser	Kazuki Kubota	Keio University

Session 5.6 Eco-Marketing (B206)

Track Chair: Fiona Maria Schweitzer (Upper Austria University of Applied Sciences)

TITLE	NAME	AFFILIATION
To React or Not to React? Incumbent Response to Green Pressure: The case of the North American liquid laundry detergent industry	Caroline Boivin	Universite de Sherbrooke Faculty
	FabienDurif	Universite de Sherbrooke Faculty
	Andree-AnneChenier	Universite de Sherbrooke Faculty
The Role of Social Identity and Attitudes toward Sustainability Brands in Buying Behavior for Organic Products	Karen Hoogendam	Wageningen University
	Jos Bartels	Wageningen University
Effect of Recession on Consumer Attitudes towards Environmentally-Friendly Product	Fiona MariaSchweitzer	Upper Austria University of Applied Sciences
	Miu Ha Kwong	The University of Hong Kong
	Kurt Gaubinger	Upper Austria University of Applied Sciences
Retail Market Potential in Japan: 2002 and 2007	Charles A. Ingene	Hong Kong Polytechnic University
	Ikuo Takahashi	Keio University
The Boundary of Cross-Buying: Its Product Category and Platform Thresholds	Tsung-Chi Liu	National Cheng Kung University
	Yi-Jen Chen	National Cheng Kung University
The Influences of Price Dispersion and the Manufacturer's Suggested Price on Consumers' Boundaries of Acceptable Price: Expected Price as a Mediator	Etta Y. I. Chen	Yuan Ze University
	Lien-Ti Bei	National Chengchi University
The Diversification of Shopping Style and an Experimental Study on Its Regulating Factors	Akira Yagihashi	Keio University
Consumer Evaluations of Private Label Extensions: An Exploratory Study in the FMCG Categories	Thomas Foscht	Karl-Franzens-University Graz
	Marion Brandstaetter	Karl-Franzens-University Graz
	Bernhard Swoboda	University of Trier California State University
	Andreas Strebinger	York University
	CesarMaloles	University of Trier California State University

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Session 5.7 Marketing in Asia I (B301)

Track Chair: Boo Ho Voon (Universiti Teknologi MARA [UiTM])

TITLE	NAME	AFFILIATION
External Learning and Firm Performance in China: A Contingency View	Julie Juan Li	City University of Hong Kong
	Xiaoyun Chen	University of Macau
	Kevin ZhengZho	University of Hong Kong, Hong Kong
Farmer's Decision to Grow Sugar Canes vs. Rice in Thailand: A Conjoint Analysis	Kawpong Polyorat	Esaan Center for Business and Economic Research (ECBER), Faculty of Management Science, Khonkaen University
	UpsornPliansinchai	Mitr Phol Sugar Cane Research Center Co., Ltd.
An Investigation of Online Word-of-Mouth Communication in a Collectivist Society: A Conceptual Framework	Lin Yang	Victoria University of Wellington
	Kim-Shyan Fam	Victoria University of Wellington
	James E.Richard	Victoria University of Wellington
Are Generation Xers the Same in Hong Kong and Shanghai When It Comes to Advertising?	Jayne Krisjanous	Victoria University
	Aaron Gazley	Victoria University
	Kim Fam	Victoria University

Session 5.8 Global Consumer Values (B306)

Track Chair: Mark Cleveland (University of Western Ontario)

TITLE	NAME	AFFILIATION
Globalization, Culture, Religion, and Values: Comparing Consumption Patterns of Lebanese Muslims and Christians	Mark Cleveland	The University of Western Ontario
	Michel Laroche	Concordia University
	Ranim Hallab	Concordia University
The Values of Elderly Consumers in Europe: The Case of the Netherlands, United Kingdom, Germany, Hungary, Portugal, Spain and Sweden	HansKasper	Maastricht University
	Jessica Hohenschon	Maastricht University
	Josee Bloemer	Radboud University Nijmegen
Driving the Value Premium through Cultural, Symbolic, Economic and Social Capital Management	GoranVlasic	Bocconi University, Milan and University of Zagreb
	Josef Langer	University of Klagenfurt
	Tanja Kesic	University of Zagreb
How Valuable are Cultural Values for International Market Segmentation?	RalfTerlutter	University of Klagenfurt
	SandraDiehl	University of Klagenfurt

Session 5.9 Innovation, Diffusion and Adoption of High Technology II (B308)

Track Chair: Kun-Huang Huarng (Feng Chia University)

TITLE	NAME	AFFILIATION
Software Product Development Decision-Making Model from the Perspectives of System Dynamics and Project Management	Chin-Huang Lin	Chung Hua University
	Han-Yi Chen	Chung Hua University
	Yu-Chie Chen	Chung Hua University
	Hsiu-Ju Wu	Chung Hua University
Innovative Capabilities: Their Drivers and Effects on Current and Future Performance	Ana Lisboa	ESTG/Instituto Politecnico de Leiria
	Dionysis Skarmas	Athens University of Economics & Business
	Carmen Lages	ISCTE Business School/IUL
A Comparative Study to Classify ICT Development among Countries	Kun-Huang Huarng	Feng Chia University
A Study on Technology Readiness and Post-adoption Behavior	Minhee Son	Home Customer Strategy BU, KT
	Kyesook Han	Yuhan University
Global Innovation Diffusion: The Influence of Institutional Factors on the Adoption of Foreign Technologies	Goksel Yalcinkaya	University of New Hampshire
	Sengun Yenyurt	Rutgers University
	Roger Calantone	Michigan State University
Enhanced Product Innovation by Data Mining Inspired Sensory Mapping Algorithm	Udi E. Makov	University of Haifa
	M. Ben-Assor	University of Haifa
	Sam Saguy	The Hebrew University of Jerusalem

Session 6.1 Academic Sessions VI (H303)

Track Chair: Roger Marshall, Auckland University

TITLE	NAME	AFFILIATION
Integrating Strategic Thinking and Simulation into Marketing Strategy: Seeing the Whole System	Margherita Pagani	Bocconi University
	Peter Otto	Union Graduate College
Strategic Versus Marketing Orientation in a Changing Context: An Empirical Study from Health Industry in Urban China	Jie Meng	University of New South Wales
	Roger A. Layton	University of New South Wales
Is Key Account Management Too Focused on Commercial Performance? A Cognitive Mapping Application for the Banking Sector	Fabien DURIF	University of Sherbrooke
	Benedicte Geay	University of Sherbrooke
	Raoul Graf	Universite du Quebec a Montreal
Marketing Strategy-Specific Practices and the Competitive Success of New Zealand Firms 1997~2007	Ron Garland	University of Waikato
	Roger Brooksbank	University of Waikato
Communication and Product Line Design with Dual Channels	I-Huei Wu	National Taiwan Normal University
	Shan-Yu Chou	National Taiwan Normal University
	Chyi-Mei Chen	National Taiwan Normal University
	Ning-Hsiu Su	Chunghwa Telecom Company

PROGRAM IN DETAIL

2022 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 6.2 Marketing in General I (B201)

Track Chair: Ram Herstein Moti Zwilling (Ruppin Academic Center)

TITLE	NAME	AFFILIATION
A Conceptual Framework of Value Creation in Event Tourism	Pi-Feng Hsieh	Takming University
	Chung-ShingLee	Pacific Lutheran University
Short Term vs. Long Term Brand Management Perspective	Ram Herstein	Ruppin Academic Center
	Moti Zwilling	Ruppin Academic Center
Knowledge Management and Marketing Project Performance: The Moderating Effect of the Interactive Use of Management Control Systems (MCS)	Cheng-Tsung Lu	Feng Chia University
	Dauw-Song Zhu	National Dong Hwa University
The Middle East Region Brand Effect	Keith Dinnie	Temple University Japan Campus
	T.C. Melewar	Zurich University of Applied
	Ghazali Musa	Sciences University of Malaya
Appropriating a Sport Brand in Building Their Own Identity: A Case Study of Young French Canadians and the Montreal Canadiens Hockey Club	Bernard Korai	Universite Laval
	Andre Richelieu	Universite Laval

Session 6.3 Marketing Strategy in the International Context (B202)

Track Chair: Eleri Rosier (Cardiff University)

TITLE	NAME	AFFILIATION
Dynamic Capabilities in a Turbulent Market Environment: Empirical Evidence from International Retailers in China	Lanlan Cao	Rouen Business School (ESC Rouen)
An Exploratory UK Study of Rapidly Internationalizing SMEs	Dave Crick	Victoria University
Competitive Positioning Strength: Market Measurement	Sandra J.Burke	University of Technology
What Makes a Non-Innovative Organisation Innovative? A Case Study of Two Services Providers	Zhongqi Jin	University of Middlesex
	Jyoti Navare	University of Middlesex
The Responsibility, Innovation and Marketing Services: Case of Public Service	Xavier Pavie	ESSEC Business School
	Laetitia deBussy	ESSEC Business School

Session 6.4 Marketing in Asia II (B204)

Track Chair: László Józsa (Sechenyi Istvan University)

TITLE	NAME	AFFILIATION
Television Product Placement Strategy in Thailand and the UK	Rungpaka Amy Tiwsakul	University of Surrey
	ChrisHackley	Royal Holloway University of London
Offensive Products Advertising in Malaysia	Ernest Cyril de Run	Universiti Malaysia Sarawak
	Kim-Shyan Fam	Victoria University of Wellington
	Aaron Gazley	Victoria University of Wellington
	Jayne Krisjanou	Victoria University of Wellington
Cultural Implications of Marketing Strategy Decisions in Asia	Adam Acar Kitaoka	Kobe City University of Foreign Studies
	Jeevan Madhusanka Premasara	International University of Japan
	Joshua Smith Glen	International University of Japan
Chinese Generation N's Acceptance of New Media Ads	Jianyao Li	Sun Yat-Sen University
	Fang Liu	The University of Western Australia
Psychographic Variables Influencing Deal Proneness	JozsaLaszlo	Szechenyi Istvan University
	Keller Veronika	Szechenyi Istvan University
The Influence of Consumer Ethnocentrism and Self-Image Congruence on the Local Brand Preference: A Comparison among Japan, Korea and Taiwan	Shih-Tung Shu	National Kaohsiung First University of Science and Technology
	Stephen Strombeck	Handong Global University
	Chia-Ling Hsie	National Kaohsiung First University of Science and Technology

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2022 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Session 6.5 Global Cultural Change

Track Chair: Sanjit Sengupta (San Francisco State University)

TITLE	NAME	AFFILIATION
Anything but Food: Acculturation and Food Consumption Practices Amongst Chinese Students in the UK	Benedetta Cappellini	Royal Holloway University of London
	Dorothy Aiwan Yen	University of Worcester
The Effects of Ethnic Identity and Acculturation in Purchases of Host Country Products	Mahestu N Krisjanti	Atma Jaya Yogyakarta University
	FangLiu	University of Western Australia
	Dick Mizerski	University of Western Australia
Country-of-Origin Effects and Determinants of Industrial Brand Equity in International B2B Markets	Yi-Min Chen	National University of Kaohsiung
	Yi-Fan Su	National University of Kaohsiung
	Feng-Jyh Lin	Feng Chia University
The Adoption of Sustainable Solutions in the Automotive Sector: The Case of Natural Gas Vehicles	Klaus-Peter Wiedmann	Leibniz University of Hannover
	Nadine Hennigs	Leibniz University of Hannover
	Lars Pankalla	Leibniz University of Hannover
	Martin Kassubek	Leibniz University of Hannover
The Global Marketing Strategy Conceptualization Model of High Tech Markets in Taiwan	Barbara Seegebarth	Leibniz University of Hannover
	Chih-Wen Wu	National Chung Hsing University
Antecedents to Radical Product Innovation Capability: Literature Review and Implications	Stanley F. Slater	Colorado State University
	Jakki J. Mohr	University of Montana
	Sanjit Sengupta	San Francisco State University

Session 6.6 Global Marketing, Innovation and Consumer Choice (B206)

Track Chair: Felicitas Evangelista (University of Western Sydney)

TITLE	NAME	AFFILIATION
A Thoery of E-Coupon Strategy with Asymmetric Information	I-Huei Wu	National Taiwan Normal University
	Chyi-Mei Chen	National Taiwan University
	Shan-Yu Chou	National Taiwan University
Success Strategies in Declining Industries : A Case Survey	Antti Sihvonen	Aalto University
	Mirva Peltoniemi	Aalto University
	Henrikki Tikkanen	Aalto University
	Jaakko Aspara	Aalto University
	Joel Hietanen	Aalto University
Can High-Equity Global Brands Ride out Innovation Downfall Better?: An Investigation of the Exacerbating Factors of Product Innovation Failure from a Consumer Perspective	Shuling Liao	Yuan Ze University
	Colin Cheng	Yuan Ze University
Building Export Marketing Capabilities Through Learning	Felicitas Evangelista	University of Western Sydney
	Lancy Mac	University of Macau
Internet Usage, Internet Marketing Intensity and International Marketing Growth	Shane Mathews	Queensland University of Technology
	Constanza Bianchi	Queensland University of Technology

Session 6.7 Mapping Strategic Thinking in Marketing II (B301)

Track Chair: Lewis Lim (Nanyang Technological University)

TITLE	NAME	AFFILIATION
The Relationship between Marketing Metrics and Business Performance: An Empirical Study	Johanna Frosen	Aalto University School of Economics
	Henrikki Tikkanen	Aalto University School of Economics
Competitive Conjecturing as a Capability: A Conceptualization and Study of Its Performance Payoffs	Lewis Lim	Nanyang Technological University
Hotel Marketing Strategies in Turbulent Times: Path Analysis of Strategic Decisions	Drew Martin	University of Hawaii at Hilo
	Mark Isozaki	Distribution Marketing Starwood Hotels & Resorts Asia Pacific

Session 6.8 Consumer Behavior in Chinese Context (B306)

Track Chair: Siqing Peng (Peking University)

TITLE	NAME	AFFILIATION
The Impact of Country of Origin and Product Familiarity on Chinese Consumers' Purchase Intentions: Exploring the Case of Dietary Supplements	So Won Jeong	The Ohio State University
	Jae-Eun Chung	The Ohio State University
	Leslie Stoel	The Ohio State University
Lonely are the Brave: Effects of Social Exclusion on Consumer Risk-Taking	Echo Wen Wan	University of Hong Kong
	Yuwei Jiang	Hong Kong Polytechnic University
	Rod Duclos	Hong Kong University of Science and Technology
Understanding Chinese Consumer Behavior Regarding New Products	Franziska Goetze	University of Technology Berlin
	Volker Trommsdorff	University of Technology Berlin
Chinese Subjective Concern of Marketing Strategies: A Survey of the Consumer Behavior in Hong Kong	Thomas Wai-kee Yuen	Hong Kong Shue Yan University
	Winnie Wan-Ling Chu	Hong Kong Shue Yan University

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Session 6.9 Marketing Orientation in Emerging Economies (B308)

Track Chair: József Berács (Corvinus University of Budapest)

TITLE	NAME	AFFILIATION
The Importance of Market Orientation in the Banking Industry: The Ghanaian Case	Robert A. Opoku	King Fahd University of Petroleum & Minerals
	Vincent B. Essien	Ghana Commercial Bank
Market Orientation and Business Culture in Eastern Germany	Erik A. Borg	Sodertorn University
	Renate Akerhielm	Sodertorn University
	Frank-Michael Kirsch	Sodertorn University
Interaction Effects of Integrated Market Orientation and Entrepreneurship on Innovation and Customer Value: An Empirical Study in the Indonesian Context	Hanny Nasution	Monash University
	Felix Mavondo	Monash University
Customer-Oriented Marketing Strategies: The Transformation of Two Manufactures in Taiwan	Wang-Yin Ruan	National Taichung University
	Phil Yihsing Yang	National Taichung University
Four Orientations as Organizational Resources and Corporate Culture as Drivers of Organizational Performance	Gabor Nag	Corvinus University of Budapest
	JozsefBeracs	Corvinus University of Budapest

Session 7.1 Academic Sessions VII (H303)

Track Chair: Jose I. Rojas-Mendez (Carleton University)

TITLE	NAME	AFFILIATION
Web Site Localization in the Chinese Market	Nitish Singh	Saint Louis University
	Mike Chen-ho Chao	Baruch College of The City
	Chin Chun	University of New York
	(Vincent) Hsu	University of Nevada
A Cross-Cultural Study on Consumer Evaluations of Mobile Advertising	Fang Liu	The University of Western Australia
	Yong Zhang	Hofstra University
	Jianyao Li	Sun Yat-Sen University
	Doina Olaru	The University of Western Australia
What Service Features Do Senior Tourists Care About in Outbound Group Package Tours: Taiwan vs. China	Kuo-Ching Wang	National Taiwan Normal University
	Ai-Ping Ma	Beijing International Studies University
	Po-Chen Jao	Chinese Culture University
	Mei-Ting Hsu	Chinese Culture University
Why Such a Smell in This Store? The Negative Effects of Ambient Scents on Consumers' Skepticism about Retailer's Motives	Ching-Wen Lin	National Chiayi University
	Renaud Lunardo	Troyes Champagne School of Management
Cultural Metaphors: Enhancing Consumer Pleasure in Global Servicescapes	Esi Abbam Elliot	University of Illinois at Chicago
	Joseph Cherian	University of Illinois at Chicago
	Hernan Casakin	Ariel University Center of Samaria

Session 7.2 Advancing Research Methods in Marketing III (B201)

Track Chair: Xiang (Robert) Li (University of South Carolina)

TITLE	NAME	AFFILIATION
Translating: Between Survey Answer Formats	Sara Dolnicar	University of Wollongong
	Bettina Grun	University of Wollongong
Survey	John F. Gaski	University of Notre Dame
A New Angle on Measurement in Marketing in the 21st Century: Theoretical Underpinnings and Empirical Examples	Thomas Salzberger	Wirtschaftsuniversitat Wien
	Monika Koller	Wirtschaftsuniversitat Wien

Session 7.3 Marketing Education II (B202)

Track Chair: Ralf Schellhase (University of Applied Science Darmstadt)

TITLE	NAME	AFFILIATION
Marketing Australian Higher Education in China: Factors Influence Chinese Students'Choice of Universities	Moli Jasmine Yang	CQ University
	Stephen Sili Lin	ABC Immigration and Education Consultants
At-Risk Students in Singapore: What Reasons Do They Give for Failing?	Angela R. Dobele	RMIT University
	Foula Kopanidis	RMIT University
	Michael Gangemi	RMIT University
Indian Students' Motivations for Studying in Chinese Higher Education: Understanding Indian Students' Decision-Making in the Selection of a Medical Education	Stephen Sili Lin	ABC Immigration and Education Consultants
	Moli Jasmine Yang	CQ University
What, Who and How Affects the Evaluation of Conference	FranciscMas-Ruiz	Alicante University
	Aurora Calderon-Martinez	Alicante University
	EnarRuiz-Conde	Alicante University
	JosefaParreno-Selva	Alicante University
Teaching in China: The Example of a Summer School	Ralf Schellhase	University of Applied Sciences, Darmstadt
	Xiaozheng Wen	XUPT, Xi'an
	Li Zhang	XUPT, Xi'an
Overviews of Understanding Marketing in China	Tiesheng Gao	China Marketing Association
	Hongda Zhao	Wuhan University

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Session 7.4 WOM, Consumer-Generated-Content, and User-Centered Innovation I (B204)

Track Chair: Yutaka Hamoka (Keio University)

TITLE	NAME	AFFILIATION
Factors Affecting Tourists' Behavioural Intentions Online: The Case of Tourism in Egypt	Samaa Taher Attia	British University in Egypt (BUE)
Electronic Word-of-Mouth (E-WOM): Internet Usage Motivations	Jose Luis Abrantes	Instituto Politecnico de Viseu
	Claudia Seabra	Instituto Politecnico de Viseu
	Cristiana Lages	Loughborough University Business School
	Chanaka Jayawardhena	Loughborough University Business School
Persuasion Effect of E-WOM: The Impact of Involvement and Ambiguity Tolerance	Chih-Chien Wang	National Taipei University
	Yi-Ting Wang	National Taiwan University
Communication Effects in Mass Collaboration: Evidence from the Muji Project	Hidehiko Nishikawa	Hosei University
Consumer Creativity: Does the Network Position Matter?	Kei Ishizuka	Keio University
	Yen-ju Chen	Keio University
	Yutaka Hamaoka	Keio University
Content Analysis of Online Co-Design Community Interactions: A Case Study of Crowd-Sourced Threadless	Juanjuan Wu	University of Minnesota
	Cara Damminga	University of Minnesota
	Kim K. P. Johnson	University of Minnesota
	Hye-Young Kim	University of Minnesota

Session 7.5 New Perspectives for Retail Management (B205)

Track Chair: Chizuru Nishio (University of Tsukuba)

TITLE	NAME	AFFILIATION
Heterogeneity of Brand Commitment and Its Relationship with Brand Loyalty	Takashi Teramoto	The Distribution Economics Institute University of Tsukuba
	Chizuru Nishio	The Distribution Economics Institute University of Tsukuba
SSM: Social Supermarket: A New Type of Retailer?	Christina Holweg	WU Vienna University
	Eva Lienbacher	WU Vienna University
	Peter Schnedlitz	WU Vienna University
Crime Prevention in Retail Stores: An Empirical Analysis	Sami Kajalo	Aalto University
	Arto Lindblom	Aalto University
Stressed but Still Healthy?: Investigating the Relationship between Stress and Health Orientation in On-the-Go Consumption	Tabea Huneke	European Business School (EBS)
	Tobias Schafers	European Business School (EBS)
	Sabine Moller	European Business School (EBS)
The Effect of CRM Programs and Customer Equity on Managing Loyal Customer in Retail Industry	Shu-Tzu Huang	National Kaohsiung First University of Science and Technology
	Yin-Chiech Hsu	National Kaohsiung First University of Science and Technology

2022 KSMS Doctoral Dissertation Competition (B307)

Track Chair: Shijin Yoo (Korea University Business School)

TITLE	NAME	AFFILIATION
RE-POSITIONING THE PRESENT MOMENT: EFFECTS OF MINDFULNESS ON CONSUMER BEHAVIOUR	Amy Errmann	University of Auckland
WHY DO CONSUMERS CONDEMN AND APPRECIATE EXPERIMENTS?	Burcak Bas	WU Vienna
Insights from Customer Experience : Investigating the Effect of Customer-Generated Content on Sales	Da Yeon Kim	Korea University
THE RELATIONSHIP BETWEEN INTEGRATION QUALITY OF OMNI-CHANNEL AND CROSS- BUYING INTENTIONS : FOCUSING ON THE MODERATING EFFECT OF PERCEIVED AGILITY	Sang Chul Son	Changwon National University

2022 Global Business Review Competition: Case and Research (B306)

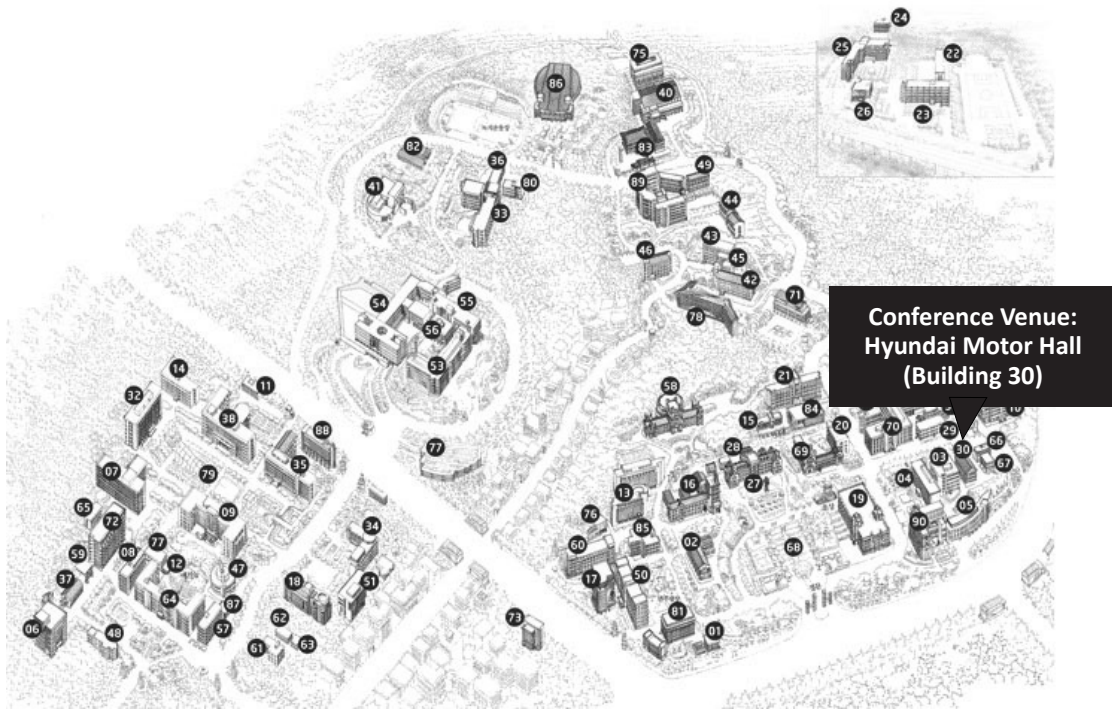
Track Chair: Jong-Ho Lee (Korea University Business School)

Tony Garrett (Korea University Business School)

TITLE	NAME	AFFILIATION
How Deviant Behaviors Can Be Reduced in Sharing Economy Platform	Seonggeun Jo	Kyungpook National University
	Sunghun Bae	Kyungpook National University
	Hyerin Kim	Kyungpook National University
Telehealth and Teleradiology as a Post-Pandemic Normal	Karen Louie	Rutgers University
	Nicole Kanevski	Rutgers University
	Ben Chertkov	Rutgers University
Implementing key K-Pop marketing success drivers in business – micro and macro perspectives	Eleonora Milinkovic	University of Belgrade
	Marta Knezevic	Polytechnic University of Milan
	Zorana Radic	University of Belgrade
Increasing customers for renewable energy companies: A Case Study on GEI	Haruna Hide	Keio University
Short-form video content for fashion marketing strategy - Case of MUSINSA Short TV	Jiyeong Park	Yonsei University

CONFERENCE VENUE

2022 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE



<Korea University Map>

Conference Venue: Hyundai Motor Hall, Korea University, 145 Anam-ro, Seongbuk-gu, Seoul, 02841, Republic of Korea

Editor of Proceedings: Yerim Chung (Yonsei University)

Associate Executive Secretaries of KSMS: Joonheui Bae (Kyungpook National University)
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Korean Scholars of Marketing Science

Global Alliance of Marketing & Management Associations

Journal of Global Scholars of Marketing Science (JGSMS)

Journal of Global Fashion Marketing (JGFM)

Journal of Global Sport Management (JGSM)

Global Marketing Conference (GMC)

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Call for Papers

2023 Global Marketing Conference at Seoul

20th – 23rd July, 2023

Submission Deadline: 16th January, 2023

Venue: Seoul, Republic of Korea

Conference Homepage: <https://2023gmc.imweb.me/>

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CONFERENCE CO-CHAIRS

Prof. Roland T. Rust, Professor, Department of Marketing, Robert H. Smith School of Business, 3451 Van Munching Hall, University of Maryland, College Park, MD 20742-1815, USA, rrust@rhsmith.umd.edu, Tel: +1-301-405-4300, Fax: +1-301-405-0146.

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Dr. Linda Robinson, Head of Marketing, College of Business and Law, RMIT University, GPO Box 2476, Melbourne, VIC 3001 Australia, linda.robinson2@rmit.edu.au, Tel: +61 3 99255863.

Prof. Chizuru Nishio, Faculty of Business Science, University of Tsukuba, 3-29-1 Otsuka, Bunkyo, Tokyo, 112-0012, Japan, nishio@gssm.otsuka.tsukuba.ac.jp.

Prof. Tony Garrett, Korea University Business School, #616 LG-POSCO Building, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, tgarett@korea.ac.kr, Tel: +82-2-3290-2833.

CONFERENCE OBJECTIVES

Improvement of theory and practice continues to be a vital aspect of global marketing and management that affects consumers and businesses around the world. The theme of this year's conference is, ***"Marketing & Management Transformation in the Challenging Digital Environment"***. This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing and management transformation happening globally in the challenging digital world including rapid advancement of new technologies, different cultures and cross-cultural business applications, as they affect both domestic and multinational marketing strategies. The 2023 Global Marketing Conference at Seoul offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others. The program chairs welcome participants from all cultures and parts of the world. We look forward to a stimulating and interactive conference. Proceedings of this conference will have an **ISSN** number (1976-8699).

Please contact proper symposium chairs or track chairs listed below to submit a paper or special session proposal or to participate this conference.

1. JOINT SYMPOSIA

2023 EMAC-GAMMA JOINT SYMPOSIUM

The European Marketing Academy (EMAC) and Global Alliance of Marketing & Management Associations

(GAMMA) will jointly hold the 2023 EMAC-GAMMA Joint Symposium on **'Artificial Intelligence in**

2023 GMC CALL FOR PAPERS

2022 KOREAN SCHOLARS OF MARKETING SCIENCE INTERNATIONAL CONFERENCE

Marketing in the 2023 GMC at Seoul. Please submit your paper to the Symposium Co-Chairs: **Prof. Roland T. Rust**, Professor, Department of Marketing, Robert H. Smith School of Business, 3451 Van Munching Hall, University of Maryland, College Park, MD 20742-1815, USA, rrust@rhsmith.umd.edu, Tel: +1-301-405-4300, Fax: +1-301-405-0146. **Prof. Sue Ryung Chang**, Marketing Area, School of Business, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, 03722, Republic of Korea, suechang@yonsei.ac.kr, Tel: +82-2-2123-2499.

2023 ANZMAC-GAMMA JOINT SYMPOSIUM

The Australian & New Zealand Marketing Academy (ANZMAC) and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2023 ANZMAC-GAMMA Joint Symposium on 'Reimagining Marketing' in the 2023 GMC at Seoul. Please submit your paper to the Symposium Co-Chairs: **Prof. Ian Phau**, School of Marketing, Curtin Business School, GPO Box U1987, Perth WA, Australia 6845, ian.phau@cbs.curtin.edu.au, Tel: +61-8-9266-4014, Fax: +61-8-9266-3937. **Prof. Tony Garrett**, Korea University Business School, #616 LG-POSCO Building, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, tgarrett@korea.ac.kr, Tel: +82-2-3290-2833.

2023 JSMD-GAMMA JOINT SYMPOSIUM

Japan Society of Marketing & Distribution (JSMD) and Global Alliance of Marketing & Management Associations will jointly hold 'the 2023 JSMD-GAMMA Joint Symposium' on 'Current Issues in Marketing & Distribution in Japan'. The accepted and presented papers will be considered to be published in International Journal of Marketing and Distribution, a JSMD journal. Please submit your paper to the Symposium Co-Chairs: **Prof. Younghoon Choi**, Doshisha University, Kyoto, Japan, ychoi@mail.doshisha.ac.jp and **Prof. Morikazu Hirose**, Tokyo Fuji University, Tokyo, Japan, morikazu_187@fuji.ac.jp.

2023 GMA-GAMMA JOINT SYMPOSIUM

Greek Marketing Academy (GMA) and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2023 GMA-GAMMA Joint Symposium on 'Marketing Communication in a VUCA (Volatile, Uncertain, Complex & Ambiguous) world' in 2023 GMC at Seoul. Please submit your paper to the Symposium Chair: **Prof. Anna K. Zarkada**, Department of Public Communication, Cyprus University of Technology, 30 Archbishop Kyprianou Str, 3036 Limassol, Cyprus, anna.zarkada@cut.ac.cy, Tel: +357 2500.2046, Fax: +357 25002750.

2023 AEMARK-GAMMA JOINT SYMPOSIUM

AEMARK (Spain) and Global Alliance of Marketing & Management Associations will jointly hold 'the 2023 AEMARK-GAMMA Joint Symposium' in 'the 2023 GMC at Seoul'. Please submit your paper to **Symposium Chair: Prof. Carlos Flavian**, University of Zaragoza, Spain, aemark.gmc@gmail.com, Tel: +34-976-762-719.

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2023 NZAI-GAMMA JOINT SYMPOSIUM

New Zealand Asia Institute of the University of Auckland and Global Alliance of Marketing & Management Associations will jointly hold “the 2023 NZAI-GAMMA Joint Symposium” on “Consumer Behavior and Globalization” in the 2023 GMC at Seoul. Please submit your paper to Symposium Co-chairs: **Prof. Yuri Seo**, The University of Auckland Business School, University of Auckland, 12 Grafton Rd, Auckland, New Zealand, y.seo@auckland.ac.nz, Tel: +64-9-923-8277. **Dr. Felix Septianto**, UQ Business School, The University of Queensland, St. Lucia, Brisbane, Queensland, Australia, f.septianto@uq.edu.au, Tel: +61-7-3346-8100.

2023 RITSUMEIKAN UNIVERSITY-GAMMA JOINT SYMPOSIUM

Ritsumeikan University and Global Alliance of Marketing & Management Associations will jointly hold “the 2023 RITSUMEIKAN UNIVERSITY-GAMMA Joint Symposium” on “Understanding Marketing Innovativeness in Asia”. Please submit your paper to Symposium Co-chairs: **Prof. Changju Kim**, Ritsumeikan University, Japan, cjkim777@fc.ritsumei.ac.jp. **Prof. Mai Kikumori**, Ritsumeikan University, Japan, kikumori@fc.ritsumei.ac.jp.

2023 HIT-GAMMA JOINT SYMPOSIUM

Harbin Institute of Technology (HIT) and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2023 HIT-GAMMA Joint Symposium on ‘Digital Marketing’ in the 2023 GMC at Seoul. Please submit your paper to the Symposium Chair: **Prof. Shaohui Wu**, Department of Marketing, School of Management, Harbin Institute of Technology, 92 Xida St, Nangang, Harbin, Heilongjiang Province, China, wushaohui@hit.edu.cn, Tel: (+86) 0451 - 86414042, Fax: (+86) 0451 - 86414042.

2. SPONSORING JOURNALS

INTERNATIONAL JOURNAL OF ADVERTISING

International Journal of Advertising (SSCI) will publish special issues on the following subjects with top papers presented in proper tracks of this conference.

1. International Journal of Advertising (SSCI) will publish a special issue on ‘**Online Advertising and Marketing of Service Businesses**’ with the best papers presented at the following track in 2023 GMC at Seoul called ‘**Online Advertising and Marketing of Service Businesses**’. Guest Editor: **Prof. Shu-Chuan (Kelly) Chu**, College of Communication, DePaul University 1 E. Jackson Blvd. Chicago IL 60604, USA, schu7@depaul.edu, Tel. +1-312-362-7929.

2. International Journal of Advertising (SSCI) will publish a special issue on ‘**New Developments in Digital Promotion**’ with the selected papers presented in the ‘**New Developments in Digital Promotion**’ track of the 2023 GMC at Seoul. Guest Editors: **Prof. Lamberto Zollo**, University of Milan, Italy, lamberto.zollo@unimi.it, **Prof. Riccardo Rialti**, University of Milan, Italy, riccardo.rialti@unimi.it.

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it, **Prof. Kacy Kim**, Bryant University, U.S.A., kkim2@bryant.edu, **Prof. Sukki Yoon**, Bryant University, U.S.A., syoon@bryant.edu.

JOURNAL OF MACROMARKETING

Selected papers from submissions to ‘**How Can Marketing Address the Big Issues of Our Time: War and Peace, Pandemics, Political Extremism, Climate Change, etc.**’ track of the ‘2023 Global Marketing Conference at Seoul’ will be considered for possible publication in a special issue of Journal of Macromarketing (SSCI) on ‘How Can Marketing Address the Big Issues of Our Time: War and Peace, Pandemics, Political Extremism, Climate Change, etc.’. **Editor: Prof. Joseph Sirgy** (Virginia Tech), sirgy@vt.edu.

PSYCHOLOGY & MARKETING

1. Psychology & Marketing (SSCI) will select the best papers presented in the track called ‘**Psychology & Marketing Award on Consumer Psychology & Marketing in the Age of Digital Transformation**’ in the 2023 GMC at Seoul for the P&M Award. These P&M Award winning papers will be invited for possible publication in **Psychology & Marketing**. Track Chairs: **Prof. Kyung Hoon Kim**, Provost, VP in Academic Affairs & Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096. **Prof. Jae Young Lee**, School of Business, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea, jaelee@yonsei.ac.kr, Tel: +82-2-2123-2531.

2. Psychology & Marketing (SSCI) will select the best papers presented in the track called ‘**Envisioning the Digital Future of Tourism and Hospitality**’ in the 2023 GMC at Seoul for the P&M Award. These P&M Award winning papers will be invited for possible publication in **Psychology & Marketing**. Track Chairs: **Dr. Hongbo (Daisy) Liu**, University of Surrey, hongbo.liu@surrey.ac.uk. **Dr. Lu Lu**, Temple University, lu.lu0001@temple.edu. **Dr. Kevin Kam Fung So**, Oklahoma State University, kevin.so@okstate.edu. **Prof. Xiang (Robert) Li**, Temple University, robertli@temple.edu. **Prof. Sameer Hosany**, University of London, sameer.hosany@rhul.ac.uk.

INDUSTRIAL MARKETING MANAGEMENT

Selected papers from the submissions to ‘**Global Perspectives in Business-to-Business Marketing**’ track of ‘2023 Global Marketing Conference at Seoul’ will be considered for possible publication in a regular issue of **Industrial Marketing Management** (SSCI). Track Chair: **Prof. C. Anthony Di Benedetto**, Editor of Industrial Marketing Management and Senior Washburn Research Fellow, Fox School of Business and Management, Temple University 523, Alter Hall (006-09), 1801, Liacouras Walk, Philadelphia, PA 19122 USA, anthony.dibenedetto@temple.edu, Tel: +1-215-204-8147, Fax: +1-215-204-6237.

INTERNATIONAL JOURNAL OF CONSUMER STUDIES

International Journal of Consumer Studies (SSCI) will publish a special section on ‘**Digital**

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Consumer Behavior in the Age of Tech Transformation' with best papers presented at the following track called **'Digital Consumer Behavior in the Age of Tech Transformation'** in the 2023 GMC at Seoul. Guest Editors: **Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel: +82-2-2123-3109. **Prof. Sue Ryung Chang**, Marketing Area, School of Business, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, 03722, Republic of Korea, suechang@yonsei.ac.kr, Tel: +82-2-2123-2499.

JOURNAL OF SERVICE MANAGEMENT

Journal of Service Management (2020 Impact Factor: 11.768; 5 Year Impact Factor: 9.52) will publish a special section on **'The Future of Work – Service Employee-(Ro)bot Collaboration'** with best papers presented at the following track called **'The Future of Work – Service Employee-(Ro)bot Collaboration'** in the 2023 GMC at Seoul. Guest Editors: **Prof. Dr. Werner Kunz**, Dept. of Marketing, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, werner.kunz@umb.edu, Tel. +1 (617) 287-7709, Fax +1 (617) 287-7709. **Prof. Dr. Laszlo Sajtos**, Dept. of Marketing, University of Auckland Business School, Sir Owen G Glenn Building, 12 Grafton Road, Auckland, 1010, New Zealand, l.sajtos@auckland.ac.nz, Tel: +64 9923 2724. **Prof. Dr. Carlos Flavián**, Faculty of Economy and Business, University of Zaragoza, Gran Vía 2, 50.005 Zaragoza, Spain, cflavian@unizar.es.

JOURNAL OF SOCIAL MARKETING

Journal of Social Marketing (SSCI) will publish a special issue on **'Social, Health and Environmental Change: How does marketing help?'** with best papers presented at the following track called **'Social, Health and Environmental Change: How does marketing help?'** in the 2023 GMC at Seoul. Guest Editors: **Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel: +82-2-2123-3109. **Dr. Boram Do**, Management Area, School of Business, Yonsei University, Seoul, Republic of Korea, boram.do@yonsei.ac.kr, Tel: +82-2-2123-2514, Fax: +82-2-2123-8639. **Dr. Jeawon Kim**, UN Environment Programme, Climate Technology Center & Network, Incheon, Republic of Korea, Jeawon.kim@un.org, Tel: +82-10-7554-2769.

JOURNAL OF CURRENT ISSUES AND RESEARCH IN ADVERTISING

Journal of Current Issues and Research in Advertising will publish a special issue on **'Emerging Issues in Computational Advertising'** with the selected papers presented in 'Emerging Issues in Computational Advertising' track of the 2023 GMC at Seoul. **Guest Editors: Prof. Su Jung Kim.**, University of Southern California, sujung.kim@usc.edu, **Ewa Maslowska**, University of Illinois Urbana-Champaign, ehm@illinois.edu, **Joanna Strycharz**, University of Amsterdam, j.strycharz@uva.nl.

INTERNATIONAL JOURNAL OF MARKETING & DISTRIBUTION

International Journal of Marketing & Distribution's editorial board will consider excellent papers presented at the 2023 JSMD-GAMMA Joint Symposium upon **'Current Issues in Marketing & Distribution in Japan'** for inclusion in International Journal of Marketing & Distribution.

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Symposium Co-chairs: Prof. Younghoon Choi, Doshisha University, Kyoto, Japan. ychoi@mail.doshisha.ac.jp and **Prof. Morikazu Hirose**, Tokyo Fuji University, Tokyo, Japan. morikazu_187@fuji.ac.jp.

ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS

Asia Pacific Journal of Marketing and Logistics will publish a special issue on **'The Future of Consumer Experience: Humanity in a Digital World'** with the selected papers presented in the track called 'The Future of Consumer Experience: Humanity in a Digital World' in the 2023 Global Marketing Conference at Seoul. **Guest Editors: Prof. Kyung Hoon Kim**, Professor, Changwon National University, 9 Sarimdong, Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346. **Brian 't Hart**, School of Business, Trinity Western University, 7600 Glover Rd, Langley City, BC V2Y 1Y1, Canada, Email: brian.thart@twu.ca, Tel: 604-513-2121 (ex 3372).

INTERNATIONAL MARKETING REVIEW

Selected papers from the submissions to a track called 'International Marketing Perspectives on Digital Platforms and Ecosystems' of the 2023 Global Marketing Conference at Seoul will be considered for possible submission to a special issue of International Marketing Review (SSCI). The call for papers for the special issue will be released shortly, and the theme of this IMR special issue is **'International Marketing Perspectives on Digital Platforms and Ecosystems'**. **Guest Editors: Prof. Timo Mandler**, Toulouse Business School, t.mandler@tbs-education.fr, **Prof. Natalia Yannopoulou**, Newcastle University Business School, natalia.yannopoulou@newcastle.ac.uk, **Prof. Dr. Jun Luo**, University of Nottingham Ningbo China, Maria.Luo@nottingham.edu.cn.

JOURNAL OF GLOBAL FASHION MARKETING

Journal of Global Fashion Marketing (ESCI, SCOPUS, & ABDC) will publish a special issue on **'Fashion Marketing & Management in the Metaverse'** with best papers presented at the following track called 'Fashion Marketing & Management in the Metaverse' in the 2023 GMC at Seoul. Guest Editors: **Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel: +82-2-2123-3109. **Prof. Eunsoo Baek**, Dept. of Clothing & Textiles, Hanyang University, 222 Wangsimni-ro, Seongdong-gu, Seoul, Republic of Korea, ebaek@hanyang.ac.kr, Tel: +82-2-2220-1193.

JOURNAL OF INTERACTIVE ADVERTISING

Journal of Interactive Advertising (SCOPUS) will publish a special section on 'AI and Virtual Influencer Advertising' with the selected papers presented in 'AI and Virtual Influencer Advertising' track of 2023 GMC at Seoul. Editor-in-Chief: **Jooyoung Kim** (University of Georgia), jykim@uga.edu.

TOURISM MANAGEMENT

Selected papers from the submissions to **'Envisioning the Digital Future of Tourism and Hospitality'** track of '2023 Global Marketing Conference at Seoul' will be recommended for possible publication

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in by **Tourism Management** (SSCI). Track Chairs: **Dr. Hongbo (Daisy) Liu**, University of Surrey, hongbo.liu@surrey.ac.uk. **Dr. Lu Lu**, Temple University, lu.lu0001@temple.edu. **Dr. Kevin Kam Fung So**, Oklahoma State University, kevin.so@okstate.edu. **Prof. Xiang (Robert) Li**, Temple University, robertli@temple.edu. **Prof. Sameer Hosany**, University of London, sameer.hosany@rhul.ac.uk.

3. AWARDS

GAMMA GLOBAL MARKETER OF THE YEAR AWARD 2023

Eminent marketing practitioner(s) will be recommended for 'GAMMA Global Marketer of the Year Award 2023' who made significant contribution to the advancement of marketing practice.

GAMMA GLOBAL SCHOLAR OF THE YEAR AWARD 2023

Scholar(s) who made significant contribution to the body of knowledge in marketing and management will be recommended for 'GAMMA Global Scholar of the Year Award 2023'.

4. ACADEMIC EXCELLENCE COMMITTEE

Academic Excellence Committee Chair: Prof. Charles R. Taylor (Villanova University), Editor of International Journal of Advertising, John A. Murphy Professor, Dept. of Marketing, Villanova University, Villanova, PA 19085-1678 USA, charles.r.taylor@villanova.edu, Tel: +1-610-519-4386 Fax: +1-610-519-5364. Academic Excellence Committee is in charge of the total quality control over the conference management process.

5. MEET THE EDITORS

Chair: Roland T. Rust (University of Maryland), VP Publications, European Marketing Academy

Journal of Marketing: Shrihari (Hari) Sridhar (Texas A&M University), Editor-in-Chief

Journal of Consumer Research: Bernd Schmitt (Columbia University), Editor-in-Chief

Marketing Science: Olivier Toubia (Columbia University), Editor-in-Chief

International Journal of Research in Marketing: Martin Schreier (WU Vienna University of Economics and Business), Editor-in-Chief

Journal of Academy of Marketing Science: John Hulland (University of Georgia), Editor-in-Chief

Journal of Service Research: Ming-Hui Huang (National Taiwan University), Editor-in-Chief

International Marketing Review: John Cadogan (Loughborough University), Editor-in-Chief

Journal of Macromarketing: Joseph Sirgy (Virginia Tech), Editor-in-Chief

International Journal of Advertising: Charles R. Taylor (Villanova University), Editor-in-Chief

Psychology & Marketing: Giampaolo Viglia (University of Portsmouth), Editor-in-Chief

Industrial Marketing Management: C. Anthony Di Benedetto (Temple University), Co-Editor-in-Chief

Journal of Consumer Psychology: Lauren Block (Baruch College), Editor-in-Chief

Asia Pacific Journal of Marketing & Logistics: Ian Phau (Curtin University), Editor-in-Chief

International Journal of Consumer Studies: Justin Paul (University of Puerto Rico), Editor-in-Chief

Journal of Interactive Advertising: Jooyoung Kim (University of Georgia), Editor-in-Chief

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Journal of Current Issues and Research in Advertising: Sukki Yoon (Bryant University), Editor-in-Chief

Journal of the Association for Consumer Research: Vicki G. Morwitz (Columbia University), Editor-in-Chief

Journal of Global Fashion Marketing: Eunju Ko (Yonsei University), Editor-in-Chief

Journal of Global Scholars of Marketing Science: Isaac Cheah (Curtin University), Co-Editor-in-Chief

Journal of Global Sport Management: Kihan Kim (Seoul National University), Editor-in-Chief

Spanish Journal of Marketing-ESIC: Carlos Flavian (University of Zaragoza), Editor-in-Chief

Journal of Service Management: Werner H. Kunz (University of Massachusetts Boston), Area Editor in Technology & Digital

Journal of Interactive Advertising: Jooyoung Kim (University of Georgia), Editor-in-Chief

6. WORKSHOP

Partial Least Squares Structural Equation Modeling (PLS-SEM) Workshop - Foundations:

Instructors: Prof. Dr. Christian M. Ringle, Hamburg University of Technology (TUHH) (Germany), c.ringle@tuhh.de, <https://www.tuhh.de/hrmo/team/prof-dr-c-m-ringle.html>. **Prof. Dr. Dr. h.c. Marko Sarstedt**,

Ludwig-Maximilians-University Munich (Germany) and Adjunct Research Professor, Babeş-Bolyai-University Cluj (Romania), sarstedt@lmu.de, <https://www.en.marketing.bwl.uni-muenchen.de/team/professoren/prof-dr-marko-sarstedt/index.html>.

Experimental Design and Analysis Workshop: Theoretical and Practical Guide for Experimental Research: Dr. Jungkeun Kim, Auckland University of Technology, Auckland, New Zealand, jkkim@aut.ac.nz, <https://academics.aut.ac.nz/jungkeun.kim>.

7. Invited Speech

The Art of Writing Systematic Literature Review: Prof. Justin Paul (University of Puerto Rico & University of Reading Henley Business School), Editor-in-Chief, International Journal of Consumer Studies, justin.paul@upr.edu.

8. PROGRAM TRACKS & TRACK CHAIRS

Entrepreneurial Marketing: Prof. Robert E. Morgan, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, United Kingdom, morganre@cardiff.ac.uk, Tel: +44-29-20-87-00-01. **Dr. Nilay Bıçakcıoğlu-Peynirci**, University of Sussex Business School, University of Sussex, 9SL, Jubilee Building, Falmer, Brighton, BN1 9SN, nilaybicakcioglu@gmail.com, Tel. +44-12-73-60-67-55.

Stakeholder Management: Prof. Dr. Manfred Schwaiger, LMU Munich School of Management, Ludwig-Maximilians-University Munich, Kaulbachstr. 45, 80539 Munich, Germany, schwaiger@lmu.de, Tel: +49-89-2180-5640, Fax: +49-89-2180-5651.

Online Advertising and Marketing of Service Businesses: Prof. Shu-Chuan (Kelly) Chu, College of Communication, DePaul University 1 E. Jackson Blvd. Chicago IL 60604, USA, schu7@depaul.edu, Tel. +1-312-362-7929.

How Can Marketing Address the Big Issues of Our Time: War and Peace, Pandemics, Political Extremism, Climate Change, etc.: Prof. Joseph Sirgy, Virginia Tech, sirgy@vt.edu.

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Hospitality and Tourism Marketing: Prof. Alexander Josiassen, Department of Marketing, Copenhagen Business School, Solbjerg Plads, Copenhagen, Denmark, aj.marktg@cbs.dk, Tel: +45-3123-4526. **Dr. Stud. Eva Lang**, Department of Marketing, Copenhagen Business School, Solbjerg Plads, Copenhagen, Denmark, evla18ab@student.cbs.dk, Tel: +45-3123-4529.

The Future of Work – Service Employee-(Ro)bot Collaboration: Prof. Dr. Werner Kunz, Dept. of Marketing, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, werner.kunz@umb.edu, Tel. +1 (617) 287-7709, Fax +1 (617) 287-7709. **Prof. Dr. Laszlo Sajtos**, Dept. of Marketing, University of Auckland Business School, Sir Owen G Glenn Building, 12 Grafton Road, Auckland, 1010, New Zealand, l.sajtos@auckland.ac.nz, Tel: +64 9923 2724. **Prof. Dr. Carlos Flavián**, Faculty of Economy and Business, University of Zaragoza, Gran Vía 2, 50.005 Zaragoza, Spain cflavian@unizar.es.

Global Marketing Strategy and Decision Making: Dr. Magnus Hultman, Goodman School of Business, Brock University, St. Catharines, ON, L2S 3A1 Canada, mhultman@brocku.ca, Tel: +1 905-688-5550. **Dr. Christina Papadopoulou**, Leeds University Business School, University of Leeds, Leeds, LS2 9JT, United Kingdom, C.Papadopoulou@leeds.ac.uk, Tel: +44 113 343 6321.

Global Perspectives in Business-to-Business Marketing: Prof. Anthony Di Benedetto, Editor of Industrial Marketing Management and Marketing, Professor of Marketing, Department of Marketing and Supply Chain Management, Fox School of Business, Temple University, Philadelphia, PA, USA, anthony.dibenedetto@temple.edu. Tel: +1-215-204-8147.

Conversational Marketing – In Search for An Authentic Dialogue with Customers and Other Stakeholders: Prof. Dr. Klaus-Peter Wiedmann, Director of the Institute of Marketing and Management, Leibniz University Hannover, Königsworther Platz 1, D-30167 Hannover, Germany, wiedmann@m2.uni-hannover.de, Tel.: +49-511-762-4560, Fax: +49-511-762-3142.

Marketing in a Social and Virtual Space: Prof. Yung Kyun Choi, Department of Advertising & PR, Dongguk Univ, 26,3 pil-dong, chung gu, seoul 100-715, Korea, choiyung@dgu.edu, TEL: 82-2-2260-3817 FAX: 82-2-2264-3736.

Strategic Issues in Retailing and Distribution Channels: Prof. Ikuo Takahashi, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, takahasi@fbc.keio.ac.jp, Tel: +81-3-5427-1280, Fax: +81-5427-1578, **Prof. Hidesuke Takata**, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, takata@fbc.keio.ac.jp. *The rapid marketing environment changes such as the evolving information technology or the growing awareness of sustainability have much impact on the retailing, shopping behavior, and distribution channels as a whole. This track deals with theoretical and practical research in these fields.*

Luxury Marketing & Branding: Prof. Paurav Shukla, Southampton Business School, University of Southampton, Southampton, United Kingdom, p.v.shukla@soton.ac.uk, Tel: +44 (0)23 8059 8592. **Dr. Veronica Rosendo-Rios**, Faculty of Business, Economics & Law, CUNEF, Madrid, Spain, vrosendo@cunef.edu, Tel. (+34) 91 444 51 61. **Dr. Dina Khalifa**, Cambridge Institute for Sustainability Leadership,

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University of Cambridge, Cambridge, United Kingdom, dina.khalifa@cisl.cam.ac.uk, Tel: +44 (0)1223 768850.

New Technology and Digital Marketing: Prof. Jeonghye Choi, School of Business, Yonsei University, Seoul, Republic of Korea, jeonghye@yonsei.ac.kr, Tel: +82-2-2122-6575.

The Future of Consumer Experience: Humanity in a Digital World: Brian 't Hart, School of Business, Trinity Western University, 7600 Glover Rd, Langley City, BC V2Y 1Y1, Canada, Email: brian.thart@twu.ca, Tel: 604-513-2121 (ex 3372).

New Paradigms of Luxury Consumption and Sustainable Behavior in a Post-pandemic World: Prof. Aniruddha Pangarkar, Department of Marketing, Austin E. Cofrin School of Business, University of Wisconsin-Green Bay, Green Bay, WI 54311, USA, pangarka@uwgb.edu, Tel: +1 920 930 1995.

Transformative Consumer Research: Associate Professor Crystal Yap, Department of Marketing, Auckland University of Technology, 120 Mayoral Drive, Auckland CBD, Auckland, New Zealand, crystal.yap@aut.ac.nz, Tel: +64 9 921 9999.

Mobile Marketing: Prof. Wolfgang Fritz, Institute of Marketing, Technische Universitaet Braunschweig, Abt-Jerusalem-Str. 4, 38106 Braunschweig, Germany, w.fritz@tu-braunschweig.de, Tel. +49-531-391-3203, Fax +49-531-391-8202. **Ass. Prof. Stefanie Sohn**, The Faculty of Business and Social Sciences, Department of Sociology, Environmental and Business Economics, University of Southern Denmark, Degnevej 14, DK-6705 Esbjerg, sohn@sam.sdu.dk, Tel: +45 65 50 89 13.

Psychology & Marketing Award on Consumer Psychology & Marketing in the Age of Digital Transformation: in the 2023 GMC at Seoul for the P&M Award. **Prof. Kyung Hoon Kim**, Provost, VP in Academic Affairs & Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096. **Prof. Jae Young Lee**, School of Business, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea, jaelee@yonsei.ac.kr, Tel: +82-2-2123-2531.

Digital Marketing and Social Media: Prof. Sue Ryung Chang, Marketing Area, School of Business, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, 03722, Republic of Korea, suechang@yonsei.ac.kr, Tel: +82-2-2123-2499, Fax: +82-2-2123-8639.

Contemporary Issues in International Marketing: Dr. João S. Oliveira, Essex Business School, Southend Campus, University of Essex, Elmer Approach, Southend-On-Sea, SS1 1LW, United Kingdom, joao.oliveira@essex.ac.uk, Tel: +44 (0) 1702328384.

Social, Health and Environmental Change: How Does Marketing Help?: Prof. Eunju Ko, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel: +82-2-2123-3109. **Dr. Boram Do**, Management Area, School of Business, Yonsei University, Seoul, Republic of Korea, boram.do@yonsei.ac.kr, Tel: +82-2-2123-2514, Fax: +82-2-2123-8639. **Dr. Jeawon Kim**, UN Environment Programme, Climate Technology Center & Network, Incheon, Republic of Korea, Jeawon.kim@un.org, Tel: +82-10-7554-2769.

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Cross-cultural and Global Marketing: Prof. Hyewon Cho, Sogang Business School, Sogang University, Matthew Hall, 35 Baekbeom-ro, Mapo-gu, Seoul 04107, Republic of Korea, hyewoncho@sogang.ac.kr, Tel: +82-2-705-4751.

Fashion Marketing- Globalized/De-Globalized?: Dr. Wing-sun Liu, Institute of Textiles and Clothing, The Hong Kong Polytechnic University, Hung Hom, Kln., Hong Kong, tcliuws@polyu.edu.hk, Tel: 852 60711518.

Marketing Education: Prof. Ralf Schellhase, Darmstadt Business School, University of Applied Sciences Darmstadt, Haardtring 100, 64295 Darmstadt, Germany, ralf.schellhase@h-da.de, Tel: +49-174-1699491.

Wellness as Global Product: Maria Kniazeva, Professor of Marketing, University of San Diego Knauss School of Business, 5998 Alcalá Park, San Diego, 92110, USA, kniazeva@sandiego.edu.

Digital and Technology Driven Marketing: Prof. Juran Kim, Professor of Marketing, Dept. of Business Administration, Jeonju University, Chonjamro 303, Jeonju, Republic of Korea, jrkim@jj.ac.kr, Tel: +82-63-220-2972, Fax: +82-63-220-2052.

Marketing Perspectives in Metaverse, NFT, and Blockchain: Assoc. Prof. Jungkeun Kim, Department of Marketing, Auckland University of Technology, 120 Mayoral Drive, Auckland 1010, New Zealand, jkkim@aut.ac.nz, Tel: +64-9-921-9999. **Ass. Prof. Jooyoung Park**, Peking University HSBC Business School, University Town, Nanshan District Shenzhen, 518055, China, jpark@phbs.pku.edu.cn, Tel: +86-0755-2603-3621. **Ass. Prof. Jihoon Jhang**, College of Business, University of Central Arkansas, COB 312K, Conway, Arkansas, 72035, USA, jjhang@uca.edu, Tel: +1-501-852-2477. **Ass. Prof. Jaehoon Lee**, Department of Marketing & Logistics, Florida International University, 11200 S.W. 8th St., RB 337A, Miami, FL 33199, USA, jaehlee@fiu.edu, Tel: +1-305-348-3314.

Political Marketing: Dr. Frederik Ferié, Marketing Center Münster, University of Münster, Am Stadtgraben 13-15, 48143 Münster, Germany, f.ferie@uni-muenster.de, Tel: +49 251 83 25026, Fax: +49 251 83 25024.

Environmental, Social, & Governance for Sustainability: Prof. Jong-Ho Lee, Korea University Business School, 145 Anam-Ro, Seongbuk-Gu, Seoul, 02841, Republic of Korea, jongholee@korea.ac.kr, Tel: 82.2.3290.2821, Fax: 82.2.922.7220. **Prof. Jaeho Lee**, Department of International Business and Trade, College of Politics and Economics, Kyung Hee University, 26, Kyungheedae-ro, Dongdaemun-gu, Seoul, 02447, Korea, jaeholee@khu.ac.kr, Tel: 82.2.961.0985.

Marketing for Art and Culture Products: Prof. Sang-Hoon Kim, College of Business Administration, Seoul National University, 1 Gwanak-ro 58-612, Gwanak-gu, Seoul, Republic of Korea, profkim@snu.ac.kr, Tel: +82-2-880-6900, **Prof. Kyoung Cheon Cha**, Dept of Business Administration, Dong-A University, 225 Gudeok-ro, Seo-gu, Busan, Republic of Korea, kccha@dau.ac.kr, Tel. +82-51-200-7466.

Business Model and Productivity Innovation for Customer Value Creation: Dr. Jaesu Kim, College of Business, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, 641-773, Republic of Korea, kjsint@nate.com, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

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Consumer Behavior in a Digital Age: Prof. Shelly Rathee, Villanova School of Business, Villanova University, 800 E. Lancaster Ave, Villanova, Pennsylvania, USA, shelly.rathee@villanova.edu, Tel: +01-610-519-4167.

AI Adoption and Consumer Psychology: Prof. Hao Zhang, School of Business Administration, Northeastern University, No. 195 Chuangxin Road, Hunnan District, Shenyang, P. R. China, zhanghao0908@yahoo.com, Tel: +82-24-8365-6416. **Dr. Xiaoning Liang**, Trinity Business School, Trinity College Dublin, the University of Dublin, 2 Dublin, Ireland, xiaoning.liang@tcd.ie, Tel: +353-1-896-8224.

Emerging Issues in Computational Advertising: Prof. Su Jung Kim, University of Southern California, sujung.kim@usc.edu, **Ewa Maslowska**, University of Illinois Urbana-Champaign, ehm@illinois.edu, **Joanna Strycharz**, University of Amsterdam, j.strycharz@uva.nl.

Invisible Marketing: Signaling, Framing, and Priming: Assoc. Prof. Dr. Alisara Rungnontarat CHARINSARN, Thammasat Business School, Thammasat University, 2 Prachan Road, Pranakorn, Bangkok 10200, Thailand, alisara@tbs.tu.ac.th, Tel: +668-1836-1154.

Globalization, Brands and New Technologies in the Consumer Sphere: Prof. Hector Gonzalez-Jimenez, ESCP Business School, Calle Arroyofresno 1, 28035, Madrid, Spain, hegonzalez@escp.eu, Tel: + 34 913 86 25 11. **Prof. Fernando Fastoso**, Pforzheim University, Business School, Tiefenbronner Str. 65, 75175 Pforzheim, Germany, fernando.fastoso@hs-pforzheim.de, Tel: +49 7231 28 6188.

Retail Technology & Customer Experience Design: Prof. Hye-Young Kim, College of Design, University of Minnesota, 240 McNeal Hall, Retail Merchandising Program, St. Paul, MN 55108, USA, hykim@umn.edu, Tel: +1-612-624-4904. **Prof. Do Yuon Kim**, Department of Consumer and Design Sciences, College of Human Sciences, Auburn University, 372B Spidle Hall, AL 36849, USA, dzk0068@auburn.edu, Tel. +1- 334-844-4190.

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From CSR to ESG for Consumer Well-being: Prof. Yoon-Na Cho, College of Business Administration, Hongik University, 94 Wausan-ro, Mapo-gu, Seoul, 04066, Republic of Korea, yoonnacho@hongik.ac.kr, Tel: +82-2-320-2158.

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Achieving the Proper Balance between Innovations and Luxury & Fashion Marketing Efficiency: Prof. Ivan Coste-Manière, SKEMA Business School, Université de la Côte d'Azur, 60 Rue Dostoievski, 06902 Sophia Antipolis Cedex France, Luxury and Fashion Department, ivan.costemaniere@skema.edu, Tel: +33493954545. **Prof. Fabio Duma**, Head Competence Team Luxury Management, Department International Business, School of Management and Law, Zurich University of Applied Sciences (ZHAW), Theaterstrasse 17 / Office ST 02.01, P.O. Box, 8401 Winterthur, Switzerland, fabio.duma@zhaw.ch, Tel: +41 58 934 76 31.

New Perspectives for Luxury Sustainability in the Digital Environment: Prof. Serena Rovai, BRaND LuxuryLab Chair, EXCELIA BUSINESS SCHOOL, Tours, La Rochelle, Paris, France; email: rovais@excelia-group.com.

Consumer Neuroscience: Prof. Eun-Ju Lee, Business School, Sungkyunkwan University, 25-2 Sungkyunkwan-ro, Myeongnyun 3(sam)ga, Jongno-gu, Seoul, Republic of Korea, elee9@skku.edu.

Analogue Surveys Go Digital - High Technologies Open New Research Opportunities: Prof. Rafal Ohme, Department of Marketing, WSB University in Warsaw, Labiszynska 25 St, Warsaw, MAZ 03-204 Poland, rafal@neurohm.com, Tel. +0-48 256-2300.

Retail and Customer Experience Management in the Post-Covid Era: Professor Michel Phan: Emlyon Business School, 15 boulevard Diderot 75012, Paris, France, phan@em-lyon.com, Tel: +33782558670.

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Big Data and Location Intelligence in Retail, Tourism, and Hospitality: Dr. Seongsoo (Simon) Jang, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, UK, jangs@cardiff.ac.uk, Tel: +44-292-087-4552. **Dr. Jinwon Kim**, Department of Tourism, Hospitality and Event Management, University of Florida, Florida Gym, PO Box 118208 Gainesville, FL 32611-8208, jinwonkim@ufl.edu, Tel: +1-352-294-1625.

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Research Methodologies in Management and Marketing: Dr. Yang Sun, Department of Marketing, School of Business Administration, Northeastern University, No.195, Chuangxin Road, Hunnan District, Shenyang, Liaoning Province, 110617, China, sunyang8227@hotmail.com, Tel: +86-24-83656351.

Managerial Decision Making in Marketing: Prof. Eric Shih, Dean, SKK Graduate School of Business, Sungkyunkwan University, 25-2 Sungkyunkwan-ro, Jongro-gu, Seoul, Republic of Korea, Tel: +82- (0)2-740-1502, eshih@skku.edu.

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The Impact of COVID-19C on Consumers and Marketing Strategies: Prof. Akira Shimizu, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo, Japan, ashimizu@fbc.keio.ac.jp, Tel: +81-3-5427-1168.

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