


2015, 7th - 9th July

AM2015 - The Magic in Marketing

 Conference Programme

Tuesday, 7th July

Tuesday  
10:00 - 10:00PT1- Consumer Behaviour  
CB1**Is Marketing in the Digital Era Losing its Magic?**

» *Lyndon Simkin* (Henley Business School, University of Reading), *Sally Dibb* (The Open University Business School), *Lee Quinn* (School of Materials, University of Manchester), *Ana Canhoto* (Oxford Brookes Business School), *Mathew Analogbei* (Liverpool John Moores University)

**Discount vs. reward: What has greater effect on altering payment behaviour**

» *Corinne Scherrer* (ZHAW Zurich University of Applied Sciences, Institute of Marketing Management, Switzerland), *Sandro Graf* (ZHAW Zurich University of Applied Sciences, Institute of Marketing Management, Switzerland), *Marc Blume* (ZHAW Zurich University of Applied Sciences, Institute of Marketing Management, Switzerland)

**Changing the warmth and competence dimensions: Experimental validation in the context of insurance consultants**

» *Roger Seiler* (Zurich University of Applied Sciences), *Juerg Hari* (Zurich University of Applied Sciences), *Senem Kavci* (Zurich University of Applied Sciences)

**The importance of consumers' needs in explaining symbolic consumption**

» *Sung Ho Han* (Oxford Edu Centre Ltd., UK), *Bang Nguyen* (East China University of Science and Technology), *Lyndon Simkin* (University of Reading, UK)

Tuesday  
10:00 - 10:00PT2- Consumer Behaviour  
CB2**Some insights into consumers' motivations for purchasing local food**

» *Rajlakshmi Das* (Ulster University)

**Exploring Consumer Intentions to Purchase Ethical Food Products: Evidence from China**

» *Hui Jin* (Northumbria University), *Zhibin Lin* (Northumbria University), *Fraser McLeay* (Northumbria University)

**Cuba: An investigation of the effects of liberalisation on marketing**

» *Evelyn Odonkor* (Université Paris-Dauphine)

**An In-Depth Study of the Participant Involvement Journey in Online Brand Communities**

» *Mary Loonam* (University of Birmingham, UK), *Isabelle Szmigin* (University of Birmingham, UK), *Deirdre O'Loughlin* (University of Limerick)

Tuesday  
10:00 - 10:00PT3- Critical Marketing  
CM1

**A Spatial Voyage into Consumer Culture Theory**

» *Killian O'Leary* (University of Limerick), *Lisa O'Malley* (University of Limerick), *Dr Maurice Patterson* (University of Limerick)

**Once Upon a Time there was a consumer...: stories of magic and the magic of stories**

» *Teresa Heath* (Nottingham University Business School), *Matthew Heath* (3D Laser Mapping)

**You can do Magic, You can have anything that you desire!**

» *Andrew McAuley* (Southern Cross University)

**Opportunities and risks of combining shopping experience and artistic elements in the same store. A contribution to the magical functions of the point of sale.**

» *Ana Vukadin* (ESCP Europe), *Jean-François Lemoine* (Université Paris 1 Panthéon - Sorbonne), *Olivier Badot* (ESCP Europe)

Tuesday  
10:00 - 10:00

PT4- Retail Marketing  
RM1

**IN-STORE CUSTOMER SHOPPING EXPERIENCES IN A SUPERMARKET AND THE OUTCOMES THEREOF**

» *Nic Terblanche* (University of Stellenbosch)

**Do focus groups represent an effective input to graphic design development?**

» *Robert Hamlin* (University of Otago), *Michael Gin* (University of Otago), *Fiona Nyhof* (University of Otago), *Joe Bogue* (University College Cork)

**The March of Aldi; A cultural branding analysis of discount grocer success**

» *Paul Beresford* (Sheffield Hallam University), *Craig Hirst* (Sheffield Hallam University)

Tuesday  
10:00 - 10:00

PT5- Marketing of Higher Education  
MoHE1

**Consumer value co-creation in higher education**

» *Lesley Ledden* (Kingston Business School, Kingston University.), *Jennifer E. Anderson* (Kingston Business School, Kingston University.)

**The Impact of consumer culture in higher education**

» *Helen O'Sullivan* (Bournemouth University)

**Student satisfaction in higher education: a comparison between private and public institutions in South Africa**

» *Johan de Jaeger* (Tshwane University of Technology), *Gerhard Bezuidenhout* (Tshwane University of Technology)

**Gender and marketing: an exploration into perceptions of marketing and marketers from the perspective of male and female undergraduates**

» *Guja Armannsdottir* (Nottingham Trent University), *Chris Pich* (Nottingham Trent University), *Tony Woodall* (Nottingham Trent University)

Tuesday  
10:00 - 10:00

PT6- International Marketing  
IM1

**Teaching for Social Responsibility in Portugal: Can students change the world?**

» *Raquel Reis* (IPAM - The Marketing School, Portugal), *Moritz Von Schwedler* (Universidade do Minho and Universidade Lusitana, Portugal), *sandra gomes* (IPAM - The Marketing School, Portugal)

**Muslim Religiosity and Buying Behaviour across Different Islamic Financial Products**

» *Farhana Newaz* (University Tun Abdul Razak), *Kim-Shyan Fam* (Victoria University of Wellington), *Revti Raman* (Victoria University of Wellington)

**Understanding Chinese consumers' choice of smartphone brands: an exploratory study**

» *Raffaele Filieri* (Northumbria University), *Helen Woodruffe-Burton* (Northumbria University)

**BEAUTIFUL CREATURES: IS CHANGE AFOOT FOR SEXUALISED REPRESENTATIONS OF WOMEN IN BRAZILIAN ADVERTISING?**

» *Karen Middleton* (University of Portsmouth), *Mauro de Oliveira* (Centro Universitário da FEI)

Tuesday  
10:00 - 10:00

PT7- Entrepreneurial & Small Business Marketing  
ESBM1

**The Digital Orientation of European SMEs: Initial findings from an International Study**

» *Sarah Quinton* (Oxford Brookes University), *Ana Canhoto* (Oxford Brookes University), *Sebastian Molinillo* (University of Malaga, Spain), *rebecca pera* (University of Piedmont, Italy), *Tribikram Budhathoki* (Oxford Brookes University)

**Smoke and Mirrors? Personal branding for entrepreneurs: an impression management perspective**

» *Helen Thompson-Whiteside* (University of Portsmouth)

**Road to Nowhere: Is Servitization really a (transformational) journey from product to pure service provider?**

» *Vicky Story* (Loughborough University, School of Business and Economics), *Jamie Burton* (University of Manchester, Manchester Business School), *Chris Raddats* (University of Liverpool Management School), *Judith Zolkiewski* (University of Manchester, Manchester Business School)

Tuesday  
10:00 - 10:00

PT8- E-Marketing & Digital Marketing  
EMDM1

**Determining the drivers of m-banking adoption: A cross cultural study**

» *Gary Mortimer* (Queensland University of Technology)

**Exploring the Key Factors of SME Social Media Marketing: Initial Findings and Reflections**

» *Go-Eun Choi* (Ulster University), *Peter Bolan* (Ulster University), *Karise Hutchinson* (Ulster University), *Richard Mitchell* (Ulster University)

**MOBILE-APP ADOPTION IN A MULTICHANNEL CONTEXT: THE INFLUENCE OF WEBSITE-USE INERTIA**

» *Jacques Nel* (University of the Free State), *Christo Boshoff* (Stellenbosch University)

**A Unique And Complex Consumption Setting: Why We Need To Understand Workplace Marketing Better**

» *Kitty Shaw* (Heriot Watt University), *Kathryn Waite* (Heriot Watt University), *Nicolina Kamenou-Aigbekaen* (Heriot Watt University)

Tuesday  
10:00 - 10:00

PT9- Non-Profit & Social Marketing  
NPSM1

**An examination of daily behaviour using the International Physical Activity Questionnaire:**

» *Sarah Forbes* (University of Birmingham), *Damien Mather* (University of Otago), *Kirsten Robertson* (University of Otago), *Rob Lawson* (University of Otago)

**Bloody Hell! Investigating Barriers to Blood Donation**

» *Robin Petecost* (Griffith University), *Denni Arli* (Griffith University), *Sharyn Rundle-Thiele* (Griffith University)

**How to Motivate Overweight and Obese Adults to Walk? A Qualitative Formative Study**

» *Mohammad Kadir* (Griffith University), *Krzysztof Kubacki* (Griffith University), *Sharyn Rundle-Thiele* (Griffith University), *Mazhar Haque* (Mater Adult Hospital University of Queensland)

**Out-group peer involvement in youth alcohol consumption**

» *Samanthika Gallage* (Nottingham University Business School), *Caroline Tynan* (Nottingham University Business School), *Teresa Heath* (Nottingham University Business School)

Tuesday  
12:00 - 12:00

PT1- Consumer Behaviour  
CB3

**How Do Firms Present Choice to Consumers? Some Unusual Decision Constructs Along the B2C Transaction Process**

» *Ann Torres* (NUI Galway), *Chris Barry* (National University of Ireland Galway), *Mairéad Hogan* (National University of Ireland Galway)

**Showing Off or Fitting In: The Case of Young Luxury Consumers in China**

» *Sally McKechnie* (University of Nottingham), *Caroline Tynan* (University of Nottingham), *Martin Liu* (University of Nottingham)

**Exploring the Chinese consumers' luxury value perceptions**

» *Yan Liang* (Bournemouth University), *Sid Ghosh* (Bournemouth University), *Lukman Aroean* (Bournemouth University)

**THE IMPACT OF TURKISH CONSUMERS' LUXURY VALUE PERCEPTIONS ON THEIR PURCHASE INTENTION AND SATISFACTION**

» *Muge Gulcu Keles* (Marmara University), *Müge Yalçın* (Marmara University)

Tuesday  
12:00 - 12:00

PT10- Place Marketing & Branding  
PMB1

**Sustainability as a country image dimension: An investigation about Brazil**

» *Janaina Giraldi* (University of Sao Paulo), *Fabiana Mariutti* (Leeds Beckett University)

**The exploratory study of the relationship between social problems and place brand perceptions**

» *Shannon Elizabeth Jones* (Newcastle Business School, Northumbria University), *Krzysztof Kubacki* (Griffith University)

**Exploring the attitude-behaviour gap: a communal approach toward a more sustainable energy policy**

» *Sahar Chtourou* (High Institute of Management-University of Tunis), *Samiha Mjahed* (University of Economic Sciences and Management of Nabeul-University of Carthage), *Abdelfattah Triki* (High Institute of Management-University of Tunis)

**Building a positive employer brand image to attract job seekers in China: the role of organisation identity and corporate reputation**

» *Chen Ren* (Northumbria University), *Helen Woodruffe-Burton* (Newcasite Business School, Northumbria University), *Anders Wappling* (Newcastle Business School, Northumbria University)

Tuesday  
12:00 - 12:00

PT2- Brand, Identity & Corporate Reputation  
BICR1

**The Magic of Branding: The role of 'Pledge', 'Turn' and 'Prestige' in Fostering Consumer Trust in Financial Services**

» *S M A Moin* (University of Nottingham), *James Devlin* (University of Nottingham), *Sally McKechnie* (University of Nottingham)

**Cultivating Brand Trust in Virtual Brand Communities: Differences between Posters and Lurkers**

» *Sahar Mousavi* (Manchester Business School, The University of Manchester), *Stuart Roper* (Bradford University School of Management), *Kathy Keeling* (Manchester Business School, The University of Manchester)

**Making unanticipated consequences more anticipatable: the interplay between messages, messengers and stakeholder identification in shaping perceptions of organisational reputation**

» *Anastasiya Saraeva* (University of Reading, Henley Business School)

**Corporate Social Responsibility: A strategic tool for building Corporate Reputation and Brand Loyalty**

» *George Amoako* (Central University College Accra Ghana P.O.Box Ds 2310 Dansoman Accra Ghana), *Nana Owusu-Frimpong* (Ghana Institute of Management and Public Administration Accra Ghana P.O.Box AH 50 Achimota Accra Ghana)

Tuesday  
12:00 - 12:00

PT3- Marketing Pedagogy  
MP1

**Simulation games in marketing and business education: How educators assess their students**

» *Lynn Vos* (University of Hertfordshire)

**Winner takes all? The Role of Gamification in Learning and Higher Order Processing**

» *Mairead Brady* (Trinity College Dublin), *Ann Devitt* (Trinity College Dublin), *Markus Lamest* (Trinity College Dublin), *Stephen Gomez* (Pearson UK)

**Exploring the Recent Trend Shift in Marketing Research: Social Media (Big) Data and its Sampling Property**

» *Ben Binsardi* (Glyndwr University), *Kaouther Kooli* (Bournemouth University), *Jan Green* (Glyndwr University)

**Brief Encounter: The use of consultancy projects to enhance the learning experience of postgraduate Marketing students**

» *Alex Hiller* (Nottingham Trent University), *Julie Rosborough* (Nottingham Trent University)

Tuesday  
12:00 - 12:00

PT4- Arts & Heritage Marketing  
AH1

**Stuck in a K-HOLE? Locating Cultural Practice and Production Between the Fields of Art and Marketing**

» *Matthew J. Waters* (SAGE Publications)

**Framing the work: The Composition of Brand Value in the Visual Arts**

» *Chloe Preece* (Royal Holloway), *Finola Kerrigan* (Birmingham University), *Daragh O'reilly* (Sheffield University)

**Marketplace transformation of classical music tastes: Insights from the Bridgewater Hall concert place**

» *Alexandros Skandalis* (Manchester Business School), *Emma Banister* (Manchester Business School), *John Byrom* (Manchester Business School)

Tuesday  
12:00 - 12:00

PT5- Ethics and Marketing  
EM1

**Brand Authenticity and CSR Reporting: Marks and Spencer Case Study**» *Deviraj Gill* (De Montfort University), *Anne Broderick* (Liverpool)**Religion and Luxury Brand: Friend or Foe? Exploring the Impact of Religiousness on Luxury Brands Possession among Youth**» *Denni Arli* (Griffith University), *Helene Cherrier* (MIT University), *Fandy Tjiptono* (Monash University Malaysia)**The role of religiosity in self-concept and ethical consumption**» *Nattida Srisaracam* (University of Bradford), *Kyoko Fukukawa* (University of Bradford), *Rachael Maxwell* (University of Bradford)**Segmentation of the 'green' consumer market: A renewed typology**» *Claire O'Neill* (University College Cork), *Joan Buckley* (University College Cork)Tuesday  
12:00 - 12:00PT6- International Marketing  
IM2**Antecedents and outcomes of country-of-origin effect**» *Dafnis N. Coudounaris* (University of Vaasa, Department of Marketing, Vaasa, Finland), *Olga Kvasova* (University of Central Lancashire (Cyprus), School of Business & Management)**SME ENTRY INTO AN EMERGING MARKET: A RESOURCE-BASED AND INSTITUTIONAL APPROACH**» *Valerie Lindsay* (University of Wollongong in Dubai), *Michel rod* (Carleton University), *Nick Ashill* (American University of Sharjah)**Export to Expand: A conceptual examination of branding as a deterministic parameter in export performance**» *Keith Pyper* (Strathclyde University), *Spiros Gounaris* (Strathclyde University), *Anne Marie Doherty* (Strathclyde University)**Antecedents and outcomes of infidelity in exporter-importer business relationships**» *Leonidas C. Leonidou* (University of Cyprus), *Bilge Aykol* (Dokuz Eylul University), *Thomas Fotiadis* (Democritus University of Thrace), *Paul Christodoulides* (Cyprus University of Technology), *Dafnis N. Coudounaris* (University of Vaasa)Tuesday  
12:00 - 12:00PT7- Entrepreneurial & Small Business Marketing  
ESBM2**Serendipitous Stories: Magic in the Biography and Personal Brand of Creative Soloists**» *Nicholas Telford* (University of the West of Scotland), *Ian Fillis* (University of Stirling)**Entrepreneurial Marketing and the Zarathustrian Entrepreneur: Thoughts, Words and Deeds**» *Zubin Sethna* (Regent's University London)**Defining Trust in a B2B Relationship - The SMEs' Perspective**» *Mark Ojeme* (Newcastle Business School at Northumbria University), *Andrew Robson* (Newcastle Business School at Northumbria University), *Nigel Coates* (Newcastle Business School at Northumbria University)**The tale of Kaloudis the entrepreneur**» *Heather Skinner* (Green Corfu), *Prof T.C. Melewar* (Middlesex University)Tuesday  
12:00 - 12:00PT8- E-Marketing & Digital Marketing  
EMDM2

**Not a disappearing act! Legitimising the advertising agent in the digital age**

» *Kathryn Waite* (Heriot Watt University), *Ian Grant* (University of Strathclyde), *Finola Kerrigan* (University of Birmingham)

**Of old witches, pigeonholes and online magic! An empirical update of the female silver surfer**

» *Jan Breitsohl* (Aberystwyth University), *David Dowell* (Aberystwyth University)

**How is your identity communicated online? - An investigation into managing Twitter sites within five B2B organisations**

» *Lucill Curtis* (University of Essex)

**Comparing purchase patterns in online and offline gambling**

» *Chris Hand* (Kingston University)

Tuesday  
12:00 - 12:00

PT9- Non-Profit & Social Marketing  
NPSM2

**Charity Begins at Home? Investigating the role of national identity in donation preferences towards local, national and international charities**

» *David Hart* (Northumbria University)

**Exploring the role of donor appreciation within the identity verification process**

» *Kathleen Chell* (Queensland University of Technology)

**One Good Turn: Tackling Poverty through the Circulation of Goods in Kirklees**

» *Fiona Cheetham* (University of Huddersfield)

**POLITICAL DISENGAGEMENT AND POLITICAL HYPOCRISY: A HIDDEN CONNECTION?**

» *Irene Prete* (UNIVERSITY OF SALENTO), *Gianluigi Guido* (UNIVERSITY OF SALENTO), *Phil Harris* (University of Chester), *LUIGI PIPER* (UNIVERSITY OF SALENTO)

Tuesday  
14:30 - 14:30

PT1- Consumer Behaviour  
CB4

**An exploration of green and not-so-green consumers: Furthering our understanding of green consumption behaviours**

» *Stephanie Hooper* (Victoria University of Wellington), *Micael-Lee Johnstone* (Victoria University of Wellington)

**Sustainable Consumption and Poverty in Africa: towards a responsible marketing**

» *Sanata DIABATE* (Lyon 2 university (France)), *Wided Batat* (Lyon 2 university (France))

**How to get everyone to consume less? Remove the barriers to sustainable consumption!**

» *Ann T. Walsh* (NUI Galway), *Maeve McArdle* (Dundalk IT), *Christine Domegan* (NUI Galway)

**Adolescents' influence of ethical food consumption and family food decision-making: An application of social power theory**

» *daniel hagan* (Middlesex University), *Jyoti Navare* (Middlesex University), *Kailin Wu* (Middlesex University)

Tuesday  
14:30 - 14:30

PT2- Marketing of Higher Education  
MoHE2

**Reviving Ghost town like lectures and tutorials – linking engagement and assessment**» *Christine Rivers* (University of Surrey), *Ioanna Anninou* (University of Surrey)**Digging Deeper: Exploring Mental Models of University Choice**» *Katrin Obermeit* (Leuphana University of Lüneburg), *Markus Reihlen* (Leuphana University of Lüneburg)**How the city works its magic: the contribution of location to the Higher Education servicescape**» *Emma Winter* (University of Portsmouth), *Helen Thompson-Whiteside* (University of Portsmouth)**A framework for conceptualising and managing brand identity and reputation in higher education: an exploratory case approach**» *Chris Chapleo* (Bournemouth University), *Kati Suomi* (University of Turku, Finland)Tuesday  
14:30 - 14:30PT3- Brand, Identity & Corporate Reputation  
BICR2**The effect of university image on students' institution preference in Ghana**» *Ebenezer Effah* (Central University College, Ghana), *Nana Owusu-Frimpong* (Ghana Institute of Management and Public Administration (GIMPA))**Beyond the uniqueness paradox in corporate identity research: A Social Identity perspective**» *Rachael Maxwell* (University of Bradford), *Simon Knox* (Cranfield University), *Mary Stretch* (Hutton House Recruitment)**Consumers' emotions in the relationship development towards fashion brands in Portugal**» *Francisca Queiroz* (IPAM - The Marketing School, Portugal), *Inês Marques* (IPAM - The Marketing School, Portugal), *Nuno Ribeiro* (IPAM - The Marketing School, Portugal), *Raquel Reis* (IPAM - The Marketing School, Portugal), *Paula Arriscado* (IPAM - The Marketing School, Portugal)**Building and Communicating SMEs' Corporate Identity: The Role of Social Media**» *Laurent Arnone* (Université de Mons), *Prof T.C. Melewar* (Middlesex University London)Tuesday  
14:30 - 14:30PT4- Arts & Heritage Marketing  
AH2**Gift membership in heritage and arts organisations: A research agenda**» *Alix Slater* (Middlesex University)**Mutual learning from the museum consumer experience: the case of an Oxford museum**» *Jackie Clarke* (Oxford Brookes University), *Tom Farrell* (Oxford Brookes University), *Emma Read* (Oxford Brookes University), *Caroline Walsh* (Oxford Brookes University)**OperaScotland, the listings and archive website: an exploration of impact in relation to the opera-loving community in Scotland**» *Peter Fraser* (Hertfordshire Business School), *Iain Fraser* (University of Abertay), *Stephen Fraser* (OperaScotland)**Political marketing in Japan: After the beginning of Internet applied in campaign in 2013**» *Akiko Kawai* (Visiting scholar at the Graduate School of Political Management George Washington University)Tuesday  
14:30 - 14:30PT5- Ethics and Marketing  
EM2



**Affirming the ethical impulse: Ethical Consumer Conversion Experiences and the need for Social Connectedness**

» *Brendan Richardson (UCC)*

**Household behaviour and sustainability: from inactive to involved, and what lies in-between**

» *Caroline Oates (University of Sheffield), Seonaidh McDonald (Robert Gordon University), Jo Padmore (University of Sheffield), Adekunle Oke (Robert Gordon University)*

**Consumer coping with financial exclusion: Evidence from Pakistan**

» *Sohail Kamran (University of Jyväskylä), Outi Uusitalo (University of Jyväskylä)*

**Pirates, streamers, mixed tapes and non-downloaders: A typology of contemporary digital music consumption (legal and illegal)**

» *gary sinclair (University of Stirling), Todd Green (Brock University)*

Tuesday  
14:30 - 14:30

PT6- Marketing Communications  
MC1

**Identifying the most effective international marketing communication strategy by exploring consumer attitudes towards electric car adoption: a qualitative study**

» *Rohini Vijaygopal (London Metropolitan University)*

**Receptivity to Environmental Marketing Communications, Environmental Concern and Awareness of Environmental Issues as Determinants of Attitudes towards Electric Vehicles**

» *Manisha Pal (London Metropolitan University), Roger Bennett (London Metropolitan University)*

**How do Clients Judge Magic?**

» *Sarah Turnbull (University of Portsmouth)*

Tuesday  
14:30 - 14:30

PT7- Consumer Behaviour  
CB5

**"Autonomous, yet connected": A social design principle explaining consumers' aesthetic appreciation of products**

» *Janneke Blijlevens (RMIT University), Paul Hekkert (Delft University of Technology)*

**Technology adoption and the value of consumer experience: toward an integrated model**

» *Debora Bettiga (Politecnico di Milano), Lucio Lamberti (Politecnico di Milano)*

**Social Influence in New Product Adoption: The Moderating Effects of Gender and Indegree Centrality**

» *Honghong Zhang (Victoria University of Wellington), Kim-Shyan Fam (Victoria University of Wellington), Tiong-Thye Goh (Victoria University of Wellington)*

**Different Strokes for Different Products: Comparison of Triggers of WOM between Consumer Durables and Services**

» *Wendy Lomax (Kingston Business School), Robert East (Kingston Business School)*

Tuesday  
14:30 - 14:30

PT8- E-Marketing & Digital Marketing  
EMDM3

**'Growth Hacking': Aiding UK Technology Start-ups**

» *Tony Conway* (Manchester Metropolitan University Business School), *Tanya Hemphill* (University of Chester)

**Screencast Videography: Online Consumer Behaviour Methodology**

» *Fatema Kawaf* (University of Essex)

**Beacon technology and its impact on location-based marketing**

» *Declan Scully* (university of roehampton), *Edward Collins* (university of roehampton)

**Are social medias hosting unequal companies-clients relationships? An analysis coming from photography sector in France**

» *Hajer Bachouche* (Université Paris-Est France)

Tuesday  
14:30 - 14:30

PT9- Non-Profit & Social Marketing  
NPSM3

**Why children in Queensland walk to school less than children in Victoria? A formative social marketing study**

» *Bo Pang* (Social Marketing @ Griffith/Griffith University), *Sharyn Rundle-Thiele* (Social Marketing @ Griffith/Griffith University), *Krzysztof Kubacki* (Social Marketing @ Griffith/Griffith University)

**The impact of parents' attitudes on children's lunchbox contents: An empirical examination**

» *Francisco Crespo Casado* (Social Marketing @ Griffith, Griffith Health Institute, Griffith University), *Sharyn Rundle-Thiele* (Social Marketing @ Griffith, Griffith Health Institute, Griffith University)

**The lessons that health and fitness social marketing could learn from the independent fitness instructor**

» *Nicola Williams-Burnett* (Cardiff Metropolitan), *Heather Skinner* (Green Corfu)

**Young People, Social Media and Alcohol: A Heady Mixture?**

» *Ariadne Kapetanaki* (University of Hertfordshire), *Kerrie Bertele* (University of Hertfordshire), *Ross Brennan* (University of Hertfordshire)

Tuesday  
16:00 - 16:00

PT1-P Poster

**Entrepreneurial marketing: A validated mainstream growth strategy for turbulent times**» *Ian Chaston* (University of Auckland Business School)**The Landscape of Research Methodology Selection: Appropriate or Convenient?**» *Ivo Cardoso* (Universidade Lusíada, Portugal), *Raquel Reis* (IPAM - The Marketing School, Portugal)**Country Brand Challenges: Why is Brazil's image complex and multifaceted?**» *Fabiana Mariutti* (Leeds Beckett University - Business School)**How "Star" Influences the Advertising Effectiveness of Culture-Art Products?: The Exposure Effect of Celebrities in Musical Advertising**» *Hyeon-Cheol Kim* (School of Business Administration, Chung-Ang University, Seoul, Korea), *Jae Yeob Jeong* (The Department of Media-Arts, Yewon Arts University, Imsil, Korea)**Service Innovation Behaviours Among Newly Hired Employees: A Conceptual Framework**» *Ping-Jen Kao* (Lancaster University), *Scott Dacko* (University of Warwick)**Genre Similarity and Technical Direction: Examining Audience Responses to Human Brand Extension**» *Hyeon-Cheol Kim* (School of Business Administration, Chung-Ang University, Seoul, Korea), *Jae Yeob Jeong* (The Department of Media-Arts, Yewon Arts University, Imsil, Korea)**Ethical consumerism: A critical perspective of family decision-making of ethical food consumption in the UK**» *daniel hagan* ([daniel\\_hagan27@yahoo.com](mailto:daniel_hagan27@yahoo.com))**Paradoxes in Cross-Cultural Consumer Risk-Taking**» *Hosei Hemat* (The University of Sydney), *Ulku Yuksel* (The University of Sydney)**The impact of store atmospherics on customer behavioral intentions – the mediation role of customer emotions – Egyptian retailing industry case**» *Hassan Mohamed* (Cairo university), *Pro. Amira Mahran* (Cairo University)**Investigating the Theory of Planned Behaviour in the health care electronic word-of-mouth environment. A sender's perspective.**» *Victor Lorin Purcărea* ("Carol Davila" University of Medicine and Pharmacy, Bucharest, Romania), *Raluca Gheorghie* ("Carol Davila" University of Medicine and Pharmacy, Bucharest, Romania), *Consuela Madalina Gheorghie* ("Carol Davila" University of Medicine and Pharmacy, Bucharest, Romania)

Wednesday, 8th July

Wednesday  
11:00 - 11:00PT1- Ethics and Marketing  
EM3**Can viewing universities as social enterprises enable ethical and socially responsible marketing to be pursued in the face of financial pressure?**» *Andrew McAuley* (Southern Cross University), *Morgan Miles* (University of Tennessee at Martin), *Martine-louise Verreyne* (The University of Queensland), *Kevin Hammond* (University of Tennessee at Martin)**Demystifying Corporate Social Behaviors: Understanding Corporate Social Irresponsibility through the Lens of Corporate Social Responsibility**» *Shuo Wang* (China Huarong Asset Management Company), *Jason Healy* (Maynooth University), *Yuhui Gao* (Dublin City University)**The Upcycling Movement: Towards a Culture of Luxury Deconsumption**» *Grace O'Rourke* (University College Cork), *Stephen R. O'Sullivan* (University College Cork)**Behavioural mutability and the attitude behaviour gap: a grounded theory study of Fairtrade consumption behaviour**» *Alvina Gillani* (University of Surrey), *Smirti Kutaula* (Birkbeck, University of London)

Wednesday  
11:00 - 11:00

PT10- Arts & Heritage Marketing  
AH3

**Using artwork to market stakeholder-sensitive heritage exhibitions: A case study**

» *Roger Bennett* (London Metropolitan University)

**Key determinants of the Brazilian consumer musical preference**

» *Ramon Guimaraes* (Universidade Fumec), *Jose Mesquita* (Universidade Fumec), *Carolina Silva* (Universidade Fumec)

**Online DTC and health information seeking: We are talking. But to whom are we talking?**

» *Lynne Eagle* (James Cook University), *Stephan Dahl* (University of Hull)

**Consumer guilt and cause related marketing: How charity could facilitate hedonic purchase intention**

» *Ilaria Baghi* (University of Modena and Reggio Emilia)

Wednesday  
11:00 - 11:00

PT11- E-Marketing & Digital Marketing  
EMDM4

**Online Relationship Marketing and Affective Customer Commitment-The Mediating Role of Trust**

» *Sheena Okai* (University of Ghana), *Bedman Narteh* (University of Ghana)

**Show me again, but different this time: Use of 360° product views in online retail service**

» *Jennifer Mattlin* (Victoria University of Wellington), *James Richard* (Victoria University of Wellington)

**Investigating the failure of firm-blogger collaboration initiation: A blogger perspective**

» *Marianne Sepp* (Hanken School of Economics), *Johanna Gummerus* (Hanken School of Economics), *Veronica Liljander* (Hanken School of Economics)

**"Wow, I can augment myself?" Measuring effects of perceived augmentation and interactivity on affective, cognitive and behavioral consumer responses**

» *Ana Javornik* (Università della Svizzera italiana)

Wednesday  
11:00 - 11:00

PT2- Consumer Behaviour  
CB6

**Design Factors-Customer Behaviour Relationship: The Mediating Role of Emotions and Cognition**

» *Tahir Rashid* (University of Salford), *Grazyna Rembielak* (Warsaw University of Technology Business School), *Nawras Nusairat* (University of Salford)

**The Effect of Geometric Shapes on Brand Extension Fit Perceptions**

» *Hosei Hemat* (The University of Sydney), *Ulku Yuksel* (The University of Sydney)

**Do You Remember? A Comparison of Nostalgic Ad-Evoked Responses by Baby-Boomers and Generation Y**

» *Bettina Beurer-Zuellig* (Zurich University of Applied Science), *Senem Kavci* (Zurich University of Applied Science), *Melanie Moeckli* (Student)

**Liminality in Recessionary Times – The Male View**

» *Deirdre O'Loughlin* (University of Limerick, Ireland), *Morven McEachern* (University of Salford, UK), *Isabelle Szmigin* (University of Birmingham, UK), *Kalipso Karantinou* (Athens University of Economics and Business, Greece), *Belem Barbosa* (University of Aveiro, Portugal), *María Eugenia Fernández-Moya* (CESUGA, Spain)

Wednesday  
11:00 - 11:00

PT3- Brand, Identity & Corporate Reputation  
BICR3

**Brand Extension Limits: Where Do We Go From Here?**» *Michelle Childs (The University of Tennessee)***Beyond Endorsement – A Case Study of Celebrity Product Branding**» *Jemma Oeppen (Cardiff University)***Exploring the stories that simple metaphors reveal about charity brands**» *Sarah Mitchell (Henley Business School), Moira Clark (Henley Business School)*Wednesday  
11:00 - 11:00PT4- Tourism Marketing  
TM1**AN EXPLORATORY CONTENT ANALYSIS OF DARK TOURISM WEBSITES**» *Jayne Krisjanous (Victoria University of Wellington), Lauren Chalmers (Victoria University of Wellington), Janet Carruthers (University of the West of England)***The "ladder of engagement" - an empirical study of its link to behaviour**» *Kate Organ (Swansea University), Nicole Koenig-Lewis (Cardiff University), Adrian Palmer (ESC Rennes School of Business)***Boosting self-efficacy to influence tourists' behavioral intentions toward destinations with Political Instability: the moderating role of destination image**» *Ahmed S. Zaki (Cairo university)***Reconciling tensions and tradeoffs between supply side network actors as Tourism Brand Making: the case of Burren Eco-Tourism Network**» *annmarie ryan (University of Limerick), Salla Saraniemi (Oulu Business School)*Wednesday  
11:00 - 11:00PT5- Retail Marketing  
RM2**A hierarchical model of perceived value of the online channel in multi-channel retailing:****Concept, measurement and impact on performance outcomes**» *Jamie Carlson (University of Newcastle, Australia), Aron O'Cass (University of Tasmania, Australia), Dennis Ahrholdt (Hamburg School of Business Administration, Germany)***Mobile Shopping Services– The magic spell in multi-channel retailing?**» *Manel Bourkaib (Oxford Brookes University), Ana Canhoto (Oxford Brookes University), Steve Chen (University of Southampton)***The Role of Prototypes and Novelty in the Aesthetic Perception of Store Environments**» *John Murray (Dublin Institute of Technology), Jonathan Elms (Massey University), Christoph Teller (University of Surrey)***An exploratory study to understand online consumers' experiential responses towards fashion visual content**» *Jenny Cheung (The University of Manchester), Delia Vazquez (The University of Manchester)*Wednesday  
11:00 - 11:00PT6- Ethics and Marketing  
EM4

**To revel in someone else's misfortune? An exploration of the perception of Indonesian smokers towards tobacco marketing – A virtue ethics perspective**

» *Nathalia C. Tjandra* (Edinburgh Napier University), *Lukman Aroean* (Bournemouth University), *Yayi Suryo Prabandari* (Universitas Gadjah Mada)

**Understanding the 'green' consumer: The internal factors that prompt behaviour in an everyday context**

» *Claire O'Neill* (University College Cork), *Joan Buckley* (University College Cork)

**National identity and corporate social irresponsibility: The role of sympathy and moral outrage in explaining retaliatory behaviours**

» *Paolo Antonetti* (University of Warwick, Warwick Business School), *Stan Maklan* (Cranfield University, Cranfield School of Management)

Wednesday  
11:00 - 11:00

PT7- Marketing Communications  
MC2

**Advertising Magic or Deceptive Tricks of the Trade – Mapping Controversial Advertising and its Regulation**

» *Tom Farrell* (Oxford Brookes University), *Sally Dibb* (Open University), *Anja Schaefer* (Open University)

**Reigniting Creativity in Advertising –beyond creative teams in the brave new world of digital**

» *Jacqueline Lynch* (University of Westminster)

**The moderating role of customer experience in eWOM in the microblogging network**

» *Wen-Ling Liu* (University of Hull), *Xingzheng Xie* (Fujian University of Technology, China), *Chen Jai* (University of Hull), *Ahmed Shaalan* (University of Hull, UK; Tanta University, Egypt)

**Animal magic: digital data and the deconstruction of the John Lewis Christmas 2014 campaign**

» *Robin Croft* (University of Bedfordshire), *Nicole Ferdinand* (Bournemouth University), *Nigel Williams* (Bournemouth University)

Wednesday  
11:00 - 11:00

PT8- Non-Profit & Social Marketing  
NPSM4

**In search of the magic wand- Improving the experience of counselling clients in Derbyshire**

» *Hildegard Wiesehofer-Climpson* (University of Derby)

**Modesty, Motherhood and Modernity: A Cultural Conundrum in need of a Magic Wand?**

**Advertising the HPV Vaccine to the Modern Filipina**

» *Judith Fletcher-Brown* (University of Portsmouth)

**Experiential marketing in Healthcare: how to improve through patients' eyes**

» *Luca Buccoliero* (Bocconi University CERMES Department of Marketing), *Elena Bellio* (Bocconi University CERMES Department of Marketing and Catholic University of Milan)

Wednesday  
11:00 - 11:00

PT9- Critical Marketing  
CM2

**Limits to consumer sovereignty: A critical analysis of ideological discourses about consumption, downshifting, and well-being**

» [Maria Sandberg](#) (*Hanken School of Economics*)

**'Fault' genes and false needs: An exploratory study on the marketing of personalized medicine and genetic data**

» [Georgios Patsiaouras](#) (*University of Leicester*)

**Infant Feeding and Market Forces: Anxiety, Trust and the Cult of the Expert**

» [Caoilfhionn Ni Bheachain](#) (*University of Limerick*)

**Genealogy of Tourism Development: A Critical Marketing Approach**

» [Aggelos Panayiotopoulos](#) (*University of Limerick, Department of Management and Marketing*), *Dr Maurice Patterson* (*University of Limerick, Department of Management and Marketing*), *Peter Burns* (*University of Bedfordshire, Institute for Tourism Research*)

Wednesday  
13:30 - 13:30

PT2- Tourism Marketing  
TM2

**The moderating effects of the nationality on the behavioral intentions of passengers on a Mediterranean holiday cruise**

» [Ramon Palau-Saumell](#) (*IQS School of Management, Ramon Llull University, Via Augusta, 390 08017 Barcelona, Spain*), [Santiago Forgas-Coll](#) (*Department of Economics and Business Organization, University of Barcelona, Diagonal 690, 08034 Barcelona, Spain*), [Javier Sánchez-García](#) (*Department of Business Administration and Marketing, Jaume I University, Campus del Riu Sec, 12071 Castelló de la Plana, Spain*)

**Modelling value drivers of group oriented travel experiences to major events and its influences on satisfaction and future travel intentions**

» [Jamie Carlson](#) (*University of Newcastle, Australia*), [PJ Rosenberger III](#) (*University of Newcastle, Australia*), [Mohammad Rahman](#) (*Shandong University, P.R. China*)

**Familiar tourists and familiar places: initial findings from the Mawddach**

» [Jackie Clarke](#) (*Oxford Brookes University*), [David Bowen](#) (*Oxford Brookes University*)

**Does promotion have the magic touch? Matching the 4 P's with the 4 R's of place branding**

» [Fabiana Mariutti](#) (*Leeds Beckett University - Business School*), [Ralph Tench](#) (*Leeds Beckett University*)

Wednesday  
13:30 - 13:30

PT3- Arts & Heritage Marketing  
AH4

**Learning Film Magic from the Professionals: The Film Studio as a Tourist Destination**

» [Markus Wohlfeil](#) (*University of Stirling*)

**The cultural consumption: The influence of individual social characteristics in Andalusia**

» [Sebastian Molinillo](#) (*University of Malaga*), [Arnold Japutra](#) (*Oxford Brookes University*), [Steve Chen](#) (*University of Southampton*)

**Music Groupies: The Stigma of Female Fandom**

» [Gretchen Larsen](#) (*Durham University*)

**The McDonaldization of Contemporary Western Popular Music**

» [Philip Grant](#) (*Universidad de los Andes*), [Leyland Pitt](#) (*Simon Fraser University*)

Wednesday  
13:30 - 13:30

PT4- Political Marketing  
PM1

**The Colour of Magic in Political Advertising: White Enchantment or Black Arts?**» *Prof Janine Dermody (Oxford Brookes University)***The impact of social media on online political engagement using sentiment analysis in the 2014 Romanian presidential elections**» *Gabriella Kereszturi (Regent's University London)***Building Yes: Community Asset Based Social Marketing in the Scottish Independence Referendum Campaign**» *Iain Black (Heriot Watt University)***A Magical Mystery Tour Exploring Sustainable Consumption Behaviour amongst British and Chinese Consumers**» *Prof Janine Dermody (Oxford Brookes University), Stuart Hanmer-Lloyd (University of Gloucestershire), Nicole Koenig-Lewis (Cardiff University), Anita Lifan Zhao (Swansea University)*Wednesday  
13:30 - 13:30PT5- Marketing of Higher Education  
MoHE3**Different perceptions of academic researchers between eight Swedish universities: moderating factors and content of mission statement**» *Dafnis N. Coudounaris (University of Vaasa, Department of Marketing, Vaasa, Finland)***SEEING THROUGH THE STRATEGY ILLUSION: UNCOVERING IMAGES AND DEEP EMOTIONS FOR A MARKETING STRATEGY IN HIGHER EDUCATION**» *Charles Hancock (University of Derby), Kuldeep Banwait (University of Derby), David Longbottom (University of Derby), Alison Lawson (University of Derby)***An analysis of undergraduate students' intentions to emit word-of-mouth about their experiences of H.E.**» *Fiona Cownie (Bournemouth University)***The impact of tuition fees on student satisfaction, customer value, service quality and recommendation**» *Suha Omar (De Montfort University)*Wednesday  
13:30 - 13:30PT6- Entrepreneurial & Small Business Marketing  
ESBM3**What is the role of University service providers in developing marketing student employability? Evidence from 'Enablers'**» *Karen Knibbs (University of Portsmouth)***Investigation of marketing support for university spin out enterprises**» *Anne Marie Ivers (Institute of Technology, Carlow), Anthony Foley (Waterford Institute of Technology)***Innovation Academy on Marketing Communication: Hands-on seminars for SMEs**» *Robrecht Van Goolen (University Colleges Leuven-Limburg), Jose Tummers (University Colleges Leuven-Limburg)***How can social networking sites facilitate the internationalisation of the small firm? An investigation of the concept of psychic distance**» *Laurent Arnone (UMONS), Elodie Deprince (UMONS)*Wednesday  
13:30 - 13:30PT7- Services & Customer Relationship Marketing  
SCRM1



**Guarantee Policies and Employee Behaviour as Signals of Service Recovery Fairness**

» *Benedetta Crisafulli* (Kingston Business School, Kingston University London), *Jaywant Singh* (Kingston Business School, Kingston University London), *Dr Francesca Dall'Olmo Riley* (Kingston Business School, Kingston University London)

**Performance implications of Competitor Orientation**

» *Anastasios Siampos* (University of Strathclyde), *Ekaterina Murzacheva* (University of Hertfordshire)

**Evaluating positive customer feedback- a dyadic perspective**

» *Linda Nasr* (University of Manchester), *Jamie Burton* (University of Manchester), *Thorsten Gruber* (Loughborough University)

**The Effect of Dysfunctional Customer Behaviour on Service Employees: Do Employee Service Models Matter?**

» *Alexander Bucker* (Swansea University), *Kemefasu Ifie* (Swansea University)

Wednesday  
15:30 - 15:30

P4-SS2 Special Session

**ReelLives: Stories about ourselves, understanding the self through stories**

» *Finola Kerrigan* (University of Birmingham), *Andrew Hart* (University of Birmingham)

Wednesday  
15:30 - 15:30

PT1- Marketing Pedagogy  
MP2

**'For the students, By the students'- An application fo Self-Directed Learning: A case from Malaysia**

» *Ghazala Khan* (Monash University Malaysia)

**Learner Profiles at a UK University: An Exploratory Study**

» *Antje Cockrill* (University of Wales Trinity Saint David), *Neil Harris* (Swansea University)

**Enhancing the 'good' reducing 'the bad' and managing the 'ugly': a participatory action research (PAR) project into group work in undergraduate business education**

» *Sally Laurie* (The University of Northampton), *Anna Borley* (The University of Northampton), *Claire Leer* (The University of Northampton), *Pamela Zigomo* (The University of Northampton)

**'Tweet dreams are made of this, who are we to disagree?' Adventures in a #Brave New World of #tweets, #Twitter, #student engagement and #excitement with #learning'**

» *Sukhbinder Barn* (Middlesex University)

**Delivering Marketing Magic: Marketing simulations in practice**

» *Andrea Beetles* (Cardiff University)

Wednesday  
15:30 - 15:30

PT10- Services & Customer Relationship Marketing  
SCRM2

**Transgressions of Halal-Certified Service Providers: An Exploration of Consumer Forgiveness and Responses among Muslims in Malaysia**

» *Yit Sean Chong* (Monash University Malaysia), *Pervaiz Ahmed* (Monash University Malaysia)

**Conceptualizing Service Quality amongst Chinese Customers of Retail Banking**

» *Xian Wang* (University of Gloucestershire), *Barry Davies* (University of Gloucestershire)

**DYADIC CO-CREATION OF VALUE IN HEALTHCARE: A MICRO LEVEL APPROACH**

» *Kofi Osei-Frimpong* (Ghana Institute of Management and Public Administration -Gimpa Accra Ghana),  
*Nana Owusu-Frimpong* (Ghana Institute of Management and Public Administration Accra Ghana P.O.Box  
AH 50 Achimota Accra Ghana)

**A STUDY OF STUDENT'S PERCEPTIONS OF SERVICE QUALITY OF AN ACADEMIC ADMINISTRATIVE OFFICE AT AN IRISH UNIVERSITY**

» *Naomh Cassidy* (NUI Galway), *Ann Torres* (NUI Galway)

**Outcomes of Articulating Word of Mouth: A Review and Synthesis of the Literature**

» *Rahul Chawdhary* (Kingston University, Kingston Business School Kingston Hill campus Kingston Hill  
Kingston-Upon-Thames KT2 7LB), *Dr Francesca Dall'Olmo Riley* (Kingston University, Kingston Business  
School Kingston Hill campus Kingston Hill Kingston-Upon-Thames KT2 7LB)

Wednesday  
15:30 - 15:30

PT2- Sports & Events Marketing  
SEM1

**Gentle giant or elitist bully? Intended and realised stakeholders' perceptions of the Olympic brand personality**

» *Claire den Hertog* (Edinburgh Napier University), *Nathalia C. Tjandra* (Edinburgh Napier University), *Eleni Theodoraki* (Edinburgh Napier University)

**New Consumer Fans: Tangible Market Resources as a Form of Sacralisation Maintenance**

» *David Alton* (University College Cork), *Stephen R. O'Sullivan* (University College Cork), *Brendan Richardson* (University College Cork)

**Beyond the Goal Line: A Cross-Country Investigation of the Determinants of Football Fan Loyalty in Germany, Brazil and China**

» *PJ Rosenberger III* (University of Newcastle), *Jin Ho Yun* (SungKyunkwan University), *Mohammad Rahman* (Shandong University), *Sören Köcher* (TU Dortmund University), *Mauro de Oliveira* (Centro Universitário da FEI)

**Looking down the fairway! The quandary of club selection in a Multichannel Environment: Towards a typology of Golfers' buyer behaviour**

» *Richard Gay* (Northumbria University)

Wednesday  
15:30 - 15:30

PT3- Consumer Culture Theory  
CCT1

**Magical Transformation! A 'raw' embodied experience on retreat**

» *Michelle Dunne* (KBS University of Limerick), *Dr Maurice Patterson* (University of Limerick), *Lisa O'Malley* (University of Limerick)

**Exploring Embodiment through the Senses: A Case in High-Risk Leisure**

» *Stephen Murphy* (University of Limerick)

**Football Fans, the Magic of Co-Creation, and the MAGICR Framework for Managing Brand Communities**

» *Jason Healy* (Maynooth University), *Pierre McDonagh* (University of Bath)

**Everyday dramas of conscience: Navigating identity through creative neutralisations**

» *Douglas Brownlie* (University of Dundee, School of Business), *Elaine Ritch* (Glasgow Caledonian University)

**Cultural Intermediaries as 'Merchants of Mystique': A Narrative Exploration of Consecration**

» *Patrick Lonergan* (University of Limerick/Nottingham Trent University), *Dr Maurice Patterson* (University of Limerick), *Maria Lichrou* (University of Limerick)

Wednesday  
15:30 - 15:30

PT5- Marketing Research & Methodology  
MRM1

**Marketing Research in the Digital Age: Questions for Researchers Entering a Magical World**

» *Sarah Quinton* (Oxford Brookes University), *Nina Reynolds* (University of Wollongong)

**Demand response to sustainable goods: the case of eco-certified fish**

» *Carmen Valor* (Universidad Pontificia Comillas), *Carlos Martínez-de-ibarreta* (Universidad Pontificia Comillas)

**'Once Upon a Time' in Consumer Research: Stories from retail banking**

» *tara rooney* (Dublin Institute of Technology), *katrina lawlor* (Dublin Institute of Technology), *Eddie Rohan* (Dublin Institute of Technology)

**CABBALISTIC CASES: DEMYSTIFYING GENERALIZABILITY**

» *Jillian Farquhar* (London Metropolitan University)

**Developing focus group methodology: Towards a greater understanding of destination image creation**

» *Chelsea Bailey* (Warwick Business School), *David Arnott* (Warwick Business School)

Wednesday  
15:30 - 15:30

PT6- Consumer Behaviour  
CB7

**Impact of B2B Customer Satisfaction Parameters on the Share of Wallet**

» *Soumya Sarkar* (Indian Institute of Management Ranchi), *DK Sarma* (Linde Group)

**Empirical comparisons of key innovation adoption models in the context of the Bottom of the Pyramid (BOP)**

» *Md Rajibul Hasan* (University of Kent), *Ben Lowe* (University of Kent), *Dan Petrovici* (University of Kent)

**The role of culture in shaping consumer-waiting behaviour**

» *Maria del Mar Pàmies* (Universitat Rovira i Virgili), *Gerard Ryan* (Universitat Rovira i Virgili), *Mireia Valverde* (Universitat Rovira i Virgili)

**Tribes and Live Music Consumption**

» *Rajinder Bhandal* (Leeds University Business School), *Angela Carroll* (Leeds University Business School)

**"Mummy, when will I get muscles? – Children's gendered stereotypes around beauty and body image"**

» *Maree Thyne* (University of Otago), *Kirsten Robertson* (University of Otago), *Tabitha Thomas* (University of Otago), *Sarah McDonald* (University of Otago)

Wednesday  
15:30 - 15:30

PT7- International Marketing  
IM3

**Dual Embeddedness and Subsidiary Knowledge Based Activities: Evidences from the KIBS sector**

» *zhaleh najafi tavani* (Leeds University Business School), *Saeed Najafi Tavani* (Institute for Management and Planning Studies)

**Internationalising the Student Experience - Applying Relationship Marketing to UK Business Schools in order to overcome Psychic Distance: The case of a French/UK Relationship**

» *Jessica Lichy* (IDRAC Research, IDRAC Business School), *Tony Conway* (Manchester Metropolitan University Business School)

**Is CSR a magic word?: An exploring study of consumer behaviour in cosmetic market in Thailand**

» *Hiroko Oe* (Bournemouth University), *Hiroshi Torii* (Meijo University), *Takanori Osaki* (Meijo University), *Atjima Wongsupachat* (Bournemouth University)

**The Role of National Culture on Own-Label Brands Performance**

» *Tribikram Budhathoki* (Oxford Brookes University), *Julien Schmitt* (Aston University), *Nina Michaelidou* (Loughborough University)

**Enhancing organizational performance of international SMEs through inter-firm collaborations**

» *Kayhan Tajeddini* (Lund University, Sweden), *Ulf Elg* (Lund, Sweden)

Wednesday  
15:30 - 15:30

PT8- Political Marketing  
PM2

**From disenchantment to re-engagement? Citizen-consumers and political brands**

» *Brendan Richardson* (UCC)

**Geopolitical Brand Building: the Case of Novorossiya**

» *Ieva Berzina* (National Academy of Defence of the Republic of Latvia)

**Appearance Matters: The Role of Appearance for Female Politicians in Political Marketing**

» *Minita Sanghvi* (Skidmore College), *Nancy Hodges* (University of North Carolina Greensboro)

**'To know your Enemy, you must become your Enemy' - A discourse analysis of mainstream political party response to UKIP**

» *Michael Parsons* (University of South Wales), *Patricia Rees* (Manchester Metropolitan University)

**BROADENING THE SCOPE OF POLITICAL MARKETING: LESSONS FROM THE POLITICS OF TERROR**

» *Ming Lim* (University of Leicester), *Mona Moufahim* (Durham University School of Business)

Wednesday  
15:30 - 15:30

PT9- E-Marketing & Digital Marketing  
EMDM5

**Music Consumption: The Impact of Social Networking, Identity Formation, and Group Influence**

» *Richard Warr* (University of Gloucestershire), *Nicole Koenig-Lewis* (Cardiff), *Yusra Asaad* (Swansea University)

**The Role of Customer Perceived Value in Online Word-of-Mouth**

» *Lin Yang* (Monash University Malaysia), *Kim-Shyan Fam* (Victoria University of Wellington), *James Richard* (Victoria University of Wellington)

**Understanding Consumer-to-Consumer Relationship Development in Facebook: When and how should brands engage with consumers?**

» *David Houghton* (Birmingham Business School, University of Birmingham), *Ben Marder* (University of Edinburgh), *Adam Joinson* (University of the West of England), *Nigel Caldwell* (Heriot Watt University)

**Interacting with brand related content in Facebook – Do multiple audiences hinder positive brand interaction?**

» *Ben Marder* (University of Edinburgh), *David Houghton* (University of Birmingham), *Avi Shankar* (University of Bath), *Adam Joinson* (University of West England)

**Personalisation vs Privacy: Consumer Perceptions of Location Based Advertising**

» *Shelton Giwa* (De Montfort University), *Anne Broderick* (Liverpool John Moores University), *Suha Omar* (De Montfort University)

Thursday, 9th July

Thursday  
09:30 - 09:30

PT1- Consumer Behaviour  
CB8

**Negotiating Sustainable Consumption Practices in Online Communities**

» *Charlotte Hadley* (University of Huddersfield), *Fiona Cheetham* (University of Huddersfield)

**Tackling the Obesity Epidemic: Examining the Relationship between Food Portion Sizes and Consumer Behaviour**

» *Anders Wappling* (Northumbria University), *Chrysostomos Apostolidis* (Northumbria University), *Fraser McLeay* (Northumbria University)

**Online Identity Construction: Exploring the Nature and Role of Online Self-Expressive Acts in the Fitness Community**

» *Eve Maguire* (Dublin Institute of Technology), *Conor Horan* (Dublin Institute of Technology), *Valerie Gannon* (Dublin Institute of Technology)

**Investigating Factors that Influence Word of Mouth Behaviours Among Athletic Apparel Consumers: The Moderating Role of Brand Loyalty**

» *Thomas Turner* (The University of North Carolina at Greensboro), *Michelle Childs* (The University of Tennessee), *Kittichai Watchravesringkam* (The University of North Carolina at Greensboro)

Thursday  
09:30 - 09:30

PT2- Brand, Identity & Corporate Reputation  
BICR4

**Personal Branding: the Contribution of Social Media to Student "Brand Me"**» *Patricia Parrott (Harper Adams University), Keith Walley (Harper Adams University)***Ask not what the celebrity can do for the product brand: ask what the product can do for the celebrity brand**» *Geoff Alcock (Coventry University), Ali Baig (Coventry University)***Brand communication using symbolic brand values: implications for consumer satisfaction and loyalty**» *Tatiana Anisimova (Jonkoping International Business School)***The Employee Brand and the Role of the Psychological Contract**» *Gary Davies (Manchester Business School)*Thursday  
09:30 - 09:30PT3- Consumer Culture Theory  
CCT2**Post-Gay and Empowered: The Implications of the Gay Generation Gap on Queer Consumers' Advertising Experience**» *Ana-Isabel Nölke (University of Edinburgh)***Beyond the One-Dimensional Consumer**» *John Desmond (St Andrews)***"Cast Away awhile" Consumers' (re) construction of identity after having escaped a spell of financial hardship and its influence on symbolic brand consumption**» *Julius Stephan (University of Strathclyde)***Exploring the lived experience of sobriety within a culture of excessive alcohol consumption**» *Geraldine Hogan (University of Limerick), Maria Lichrou (University of Limerick), Deirdre O'Loughlin (University of Limerick)*Thursday  
09:30 - 09:30PT4- Tourism Marketing  
TM3**User-generated content (UGC) in pleasure travel decision-making**» *Sarah Kennell (University of Northampton), Angela Rushton (University of Northampton)***An Examination of the Moderating Effects in the Group Travel Satisfaction – Loyalty Relationship**» *PJ Rosenberger III (University of Newcastle), Mohammad Rahman (Shandong University), Jamie Carlson (University of Newcastle)***The Gastro-tourism Brand Promise – The Magic of Six+**» *Helena Williams (Mar-Kadam Associates), Robert Williams, Jr (Susquehanna University)*Thursday  
09:30 - 09:30PT6- B2B Marketing  
B2B1**Trust in Business Relationships in the United Arab Emirates: Understanding Shared Values**» *Roudaina Houjeir (Abu Dhabi Men's College), Ross Brennan (University of Hertfordshire)***Promise management within the process of trade fair performance – the case study research of retail Real Estate developer**» *Dariusz Siemieniako (Bialystok University of Technology), Marcin Gębarowski (Rzeszow University of Technology)***Celebrity endorsement & purchase decision relationship among Egyptian Muslim consumers**» *Samaa Attia (British University in Egypt), Abeer Mahrous (Cairo university), Wael Kortam (Cairo university)*

Thursday  
09:30 - 09:30

PT7- Marketing Communications  
MC3

**Wii Follow a Magic Formula**

» *Cathriona Nash (DIT), Lisa O'malley (University of Limerick)*

**Young consumers' understanding of advertising in online social networking sites**

» *Margaret-Anne Lawlor (Dublin Institute of Technology), Aine Dunne (Dublin Institute of Technology), Jennifer Rowley (Manchester Metropolitan University)*

**Factors affecting product placement in animated films: Practitioner research for unpaid product placement issues**

» *Miyuki Morikawa (Aoyama Gakuin University), Takamichi Hosoda (Aoyama Gakuin University)*

**How do you conceptualise branded content? An exploration of marketing communications discourse**

» *Bjoern Asmussen (Oxford Brookes University), Keith Postler (London School of Economics), Andrew Butler (Microsoft), Andrew Canter (Branded Content Marketing Association), Stewart Thomson (Ipsos), Greta MacFarlane (DMC), Nicolette Michels (Oxford Brookes University), Tribikram Budhathoki (Oxford Brookes University), Serena Wider (Oxford Brookes University), Maureen Li (Oxford Brookes University)*

Thursday  
09:30 - 09:30

PT8- Strategic Marketing  
SM1

**An Examination of the Influence of Market Oriented Behaviours on the Layers of an Organisation's Culture**

» *Catherine Tiernan (Institute of Technology Carlow - Wexford Campus), Tomas Dwyer (Institute of Technology Carlow - Wexford Campus), Julie Mulligan (Institute of Technology Carlow - Wexford Campus), Janette Davies (Institute of Technology Carlow - Wexford Campus)*

**Market and entrepreneurial orientation's effect on organisational performance through marketing capabilities**

» *Anastasios Siampos (University of Strathclyde), Spiros Gounaris (University of Strathclyde)*

**Market Orientation: A Comparative Assessment of Operators and Subscribers in Ghana's Mobile Telecommunications Industry**

» *Emmanuel Arthur (Central University College, P. O Box DS 2310, Accra-Ghana), Nana Owusu-Frimpong (Ghana Institute of Management and Public Administration -Gimpa Accra Ghana)*

**Moderation Effects on the Market Orientation-Performance Connubial Relationship: a Developing World Perspective**

» *EJINDU IWELU MACDONALD MORAH (ANGLIA RUSKIN UNIVERSITY, CAMBRIDGE, UNITED KINGDOM), Jonathan Wison (ANGLIA RUSKIN UNIVERSITY, CAMBRIDGE, UNITED KINGDOM), Nektarios Tzempelikos (ANGLIA RUSKIN UNIVERSITY, CAMBRIDGE, UNITED KINGDOM)*

Thursday  
09:30 - 09:30

PT9- Entrepreneurial & Small Business Marketing  
ESBM4

**Digital Laggards to Digital Leaders – moving the small firm up the Digital Ladder**» *Briga Hynes* (Kemmy Business School, Univeristy of Limerick)**Understanding The Role of Social Media In The SME Acquisition And Incorporation Of Market Intelligence**» *Iva Atanassova* (University of Portsmouth), *Lillian Clark* (University of Portsmouth)**The Marketing Practices of Craft Firms – Transaction, Relationship and Social Media Marketing**» *Helen McGrath* (University College Cork), *Thomas O'Toole* (Waterford Institute of Technology)**Cognitive complexity and stylistic innovation of small Taiwanese design firms: A preliminary study**» *Wai Sum Siu* (Hong Kong Baptist University), *Ting-ling Lin* (National Taipei University), *Chih-ching Yu* (National Taipei University), *Tzu-chun Wang* (National Taipei University)Thursday  
13:30 - 13:30PT1- Consumer Behaviour  
CB9**COMPLAINING ON FACEBOOK PAGES AND PROFILES: CONNECTED AND SOCIAL**» *Doga Istanbuloglu* (University of Birmingham), *Sheena Leek* (University of Birmingham), *Isabelle Szmigin* (University of Birmingham)**Loyalty understanding in cross country research**» *Wieslaw Urban* (Bialystok University of Technology), *Sharyn Rundle-Thiele* (Griffith University), *Dariusz Siemieniako* (Bialystok University of Technology)**Making Magic: a qualitative study of how consumers create their Christmas**» *Lynne Freeman* (University of Technology Sydney), *Susan Bell* (Susan Bell Research)Thursday  
13:30 - 13:30PT10- Special Session  
SS5**Social marketing: looking sideways**» *Krzysztof Kubacki* (Social Marketing @ Griffith/Griffith University), *Sharyn Rundle-Thiele* (Griffith University/Social Marketing @ Griffith), *alan tapp* (Bristol Social Marketing Centre/University of the West of England), *Denni Arli* (Social Marketing @ Griffith/Griffith University), *Natalia Szablewska* (Southern Cross University)Thursday  
13:30 - 13:30PT2- Brand, Identity & Corporate Reputation  
BICB5**Curating Brand Culture: The Orla Kiely Brand**» *Leonie Lynch* (leonie@leon.ie), *Dr Maurice Patterson* (University of Limerick), *Dr Caoilfhionn Ní Bheacháin* (University of Limerick)**Abrandcadabra - successful brands magically transforming our world**» *Mark Fowlestone* (Multiply), *Maktoba Omar* (Edinburgh Napier University), *Nathalia C. Tjandra* (Edinburgh Napier University)**How Narrative is Magically Created by the Lore of the Brand: The Consumer Brand Affinity Fan**» *Mark Fowlestone* (Multiply UK Ltd.), *Robert Williams, Jr* (Susquehanna University), *Maktoba Omar* (Edinburgh Napier University)**Exploring the antecedents of sponsor brand commitment in the TV sponsorship context: A case of Vietnam**» *Truong Hoang Anh Tho* (Department of Economics and International Business, Foreign Trade University, Ho Chi Minh City Campus, Vietnam), *Ya-Yun Tang* (Department of Recreation Management, Shih Chien University, Kaohsiung Campus, Taiwan), *Michael, Chih-Hung Wang* (Department of Business and Administration, Feng Chia University, Taiwan)



Thursday  
13:30 - 13:30

PT3- Consumer Culture Theory  
CCT3

**Consumer-centric Notions of Luxury: A Practice Theory Approach**

» *Tisiruk Potavanich* (Manchester University), *Emma Banister* (Manchester University), *Stuart Roper* (Bradford University)

**The Branded Carnival: The Dark Side of Marketer-Facilitated Events**

» *Stephen R. O'Sullivan* (University College Cork), *Brendan Richardson* (University College Cork)

**A Critical Reconceptualisation of Marketplace Cultures: The Ambiguity of Sociality and Centrality of Play**

» *Stephen R. O'Sullivan* (University College Cork), *Avi Shankar* (University of Bath)

**From selfie to Syria: use and socio-cultural appropriation of smartphones by British South Asian young adults**

» *Bidit Dey* (Brunel University), *Ameet Pandit* (University of Newcastle, Australia), *Michael Saren* (University of Leicester)

Thursday  
13:30 - 13:30

PT4- Tourism Marketing  
TM4

**Challenges for marketing managers at Dark Heritage Sites**

» *Audrey Gilmore* (Ulster University), *Roxana Magee* (Ulster University)

**Aggravated Fragmentation: Resistant SMEs in the Heritage Tourism Industry**

» *Claire McCamley* (University of Huddersfield), *Audrey Gilmore* (University of Ulster)

**Paying the Iron Price? Exploring the tourism potential of Game of Thrones for Northern Ireland**

» *Matthew Kearney* (University of Ulster), *Peter Bolan* (University of Ulster), *Karla Boluk* (University of Waterloo)

**Improving Tourism Destination Efficacy: The Role of Destination Marketing Capability**

» *Noel Murray* (Cork Institute of Technology), *Anthony Foley* (Waterford Institute of Technology), *Pat Lynch* (Waterford Institute of Technology)

Thursday  
13:30 - 13:30

PT5- Retail Marketing  
RM3

**Private labels in Spain and the challenge of sustaining sustainable FMCG markets**

» *Victoria Labajo* (Pontifical Comillas University), *Carlos Martínez-de-ibarreta* (Pontifical Comillas University), *Carmen Valor* (Pontifical Comillas University)

**Keeping It Real: The Authentic Cultural Shopping Experience**

» *Andrew Parsons* (Auckland University of Technology), *Helene Wilkinson* (Auckland University of Technology)

**Understanding town-centres as systems: a theory development exercise**

» *Constantinos Theodoridis* (Manchester Metropolitan University)

Thursday  
13:30 - 13:30

PT6- B2B Marketing  
B2B2

**Determining attributes of the work force outsourcing**

» *Carolina Silva (Universidade Fumec), Jose Mesquita (Universidade Fumec), Ramon Guimaraes (Universidade Fumec)*

**Conceptualizing fairness in franchisor-franchisee relationship: dimensions, definitions and preliminary construction of scale**

» *Ateeque Shaikh (Symbiosis centre for management and human resource development)*

**The role of the salesforce in gathering customer intelligence: A view from the general insurance sector**

» *Julie Robson (Bournemouth University)*

Thursday  
13:30 - 13:30

PT7- Marketing Communications  
MC4

**Introducing cryptic marketing: a strategy for targeting subculture groups in advertisements**

» *Kelly Choong (University of the Sunshine Coast), Judy Drennan (Queensland University of Technology)*

**Branded Flash Mobs, YouTube and Understanding the Effects of Viewer Attitudes on Brand Equity**

» *Philip Grant (Universidad de los Andes), Elsamari Botha (University of Cape Town), Jan Kietzmann (Simon Fraser University)*

**A systematic review of shock advertising**

» *Kristina Auxtova (University of Edinburgh), Mary Brennan (University of Edinburgh), Mary Ho (University of Edinburgh)*

Thursday  
13:30 - 13:30

PT8- Strategic Marketing  
SM2

**Does the Implementation of Sales Teams Influence the Turnover Process of Salespeople? An Analysis of Team Players, Lone Wolves, and the Lonely**

» *Jessica Hoppner (George Mason University), David Griffith (Lehigh University)*

**An Evolutionary Approach to New Product Launch Literature**

» *SUSAN HART (University of Strathclyde), YUANYUAN JIANG (University of Strathclyde)*

**Product Advantage: a Multi-Dimensional Lens approach**

» *Brian Healy (University of Limerick), Michele O'Dwyer (University of Limerick), Ann Ledwith (University of Limerick)*

**An exploratory investigation into entry mode decision making: German High Technology Manufacturing SMEs**

» *Michael Schellenberg (University of Strathclyde), Anne Marie Doherty (University of Strathclyde)*

Thursday  
13:30 - 13:30

PT9- E-Marketing & Digital Marketing  
EMDM6

**"Content" Affiliates and Digital Advertising through Online Sales Channels**» *Tahir Nisar* (Southampton Business School)**Gamification as an online marketing method for developing and retaining customer engagement with generation Y in the UK**» *Suha Omar* (De Montfort University), *Stephanie Mandeville* (De Montfort University)**Developing a Typology of Social Commerce Websites- An Exploratory Study**» *Maryam Almahdi* (University of Bath), *Chris Archer-Brown* (University of Bath), *Niki Panteli* (University of Bath)**Not just a pretty face! The impact of model facial expression and body mass index on the effectiveness of health advertising**» *Kerrie Bertele* (University of Hertfordshire), *Ariadne Kapetanaki* (University of Hertfordshire), *Paul Connell* (State University of New York at Stony Brook)Thursday  
15:30 - 15:30PT1- Consumer Behaviour  
CB10**HOW DOES OPINION LEADERS' AND CONSUMERS' OBJECTIVE AND SUBJECTIVE KNOWLEDGE OF WINE IMPACT WINE CONSUMPTION? A STUDY**» *Debbie Vigar-Ellis* (Royal Institute of Technology (KTH)), *Anjali Bal* (Babson University), *Leyland Pitt* (Simon Fraser University), *Karen Robson* (Simon Fraser University)**Vested Interests and Multi-Brand Collector Communities**» *Navdeep Athwal* (University of Sheffield Management School)**The magic of books - emotional response to books and consumers' self-concept**» *Alison Lawson* (University of Derby), *Hildegard Wiesehofer-Climpson* (University of Derby)**The mediating role of construal levels in explaining choice overload**» *Ulku Yuksel* (The University of Sydney), *Nguyen Thai* (The University of Sydney)Thursday  
15:30 - 15:30PT10- Non-Profit & Social Marketing  
NP5**From Magical Insights to Alchemy: Broadening the Social Marketing Change Agenda**» *Sinead Duane* (National University of Ireland Galway), *Christine Domegan* (National University of Ireland Galway), *Patricia Mc Hugh* (National University of Ireland Galway)**Insights into motivations and behaviour intentions of Nigerian persons at risk of human trafficking: A formative social marketing study**» *Abi Badejo* (Griffith University), *Sharyn Rundle-Thiele* (Griffith University), *Krzysztof Kubacki* (Griffith University)**The fit between message framing and social distance: An efficient way to promote pro-social health behaviors**» *Laurie Balbo* (Montpellier Business School), *Florence Jeannot* (INSIGNIS Business School), *Justine Estarague* (Montpellier Business School)Thursday  
15:30 - 15:30PT2- Marketing and Consumption  
MaC1

**BRICs and clicks: Understanding the Internet user behaviour in of young adults in Brazil, Russia, India & China**

» *Jessica Lichy* (IDRAC Research, IDRAC Business School), *Mauro de Oliveira* (Centro Universitário da FEI, Rua Tamandaré, São Paulo, Brazil)

**Digital Marketing Strategy for Affinity Marketing**

» *Aster Mekonnen* (GSM London (Affiliate School of Plymouth University))

**Back to Basics: Understanding Sophisticated Buddhists' Consumption Behaviors**

» *Apiradee Wongkitrungrueng* (Mahidol University International College), *Panitharn Juntongjin* (Thammasat University)

**COMPENSATORY CONSUMPTION- DOES IT HOLD ITS PROMISE?**

» *Nimish Rustagi* (HEC Paris), *L. J. Shrum* (HEC Paris)

Thursday  
15:30 - 15:30

PT3- Marketing Case Studies  
MCS1

**A case study of the cultured pearl industry in Japan: An exploration of effective marketing action based on a collaborative learning platform led by motivated actors**

» *Hiroko Oe* (Bournemouth University), *Yasuyuki Yamaoka* (Nagoya Institute of Technology)

**A Recipe for Success: When Traditional Yogurt meets Marketing & Innovation- Killowen Farm Case Study**

» *Christina O'Connor* (Maynooth University), *Geraldine Lavin* (Adjunct Lecturer, Maynooth University & DCU), *Helen Meade* (Killowen), *Dermot Styles* (Killowen)

**The Snowdrop Festival: A Case Study**

» *Peter Fraser* (Hertfordshire Business School)

**A comparative study of the factors affecting the consumer attitude towards private label grocery goods between United Kingdom and Malaysia – a case study of Tesco**

» *Pravin Balaraman* (University of the West of the Scotland), *Nigel Pang* (University of Strathclyde, UK), *Jia Wen Ho* (University of Strathclyde, UK)

Thursday  
15:30 - 15:30

PT4- Special Session  
SS6

**Special Session: The Magic of Technology in Social Marketing**

» *Rebekah Russell-Bennett* (Queensland University of Technology), *Judy Drennan* (Queensland University of Technology), *Joy Parkinson* (Griffith University), *Rory Mulcahy* (Queensland University of Technology), *Kathleen Chell* (Queensland University of Technology), *Kay Russell* (GoldLink Marketing Pty Ltd), *Benjamin Boulter* (Queensland University of Technology)

Thursday  
15:30 - 15:30

PT5- Services & Customer Relationship Marketing  
SCRM3

**Anticipating the show or the social experience? - Examining customer-to-customer interaction in the performing arts**

» *Yusra Asaad* (Swansea University), *Nicole Koenig-Lewis* (Cardiff University), *Adrian Palmer* (ESC Rennes)

**Customer engagement: Exploring customers and their perceived value in the digital age**

» *Julia Marbach* (Henley Business School, University of Reading), *Cristiana Lages* (Henley Business School, University of Reading), *Dan Nunan* (Henley Business School, University of Reading)

**Making Customer Relationship Management Effective in Organisations**

» *Faten Jaber* (Hen), *Lyndon Simkin* (Henley Business School)

**The effect of Social Media use by Athletes on Brand Image**

» *Heinrich Swartz* (Victoria University of Wellington), *Aaron Gazley* (Victoria University of Wellington)

Thursday  
15:30 - 15:30

PT6- B2B Marketing  
B2B3

**Pricing strategies for new business-to-business products**

» *Kostis Indounas* (Athens University of Economics and Business)

**Mapping the Evolutionary Stages of Asymmetrical Supplier-Buyer Relationships: Evidence from the Turkish Textile Industry**

» *Dr. Cagri Talay* (Nottingham Trent University Business School), *Yan Luo* (Hull University Business School)

**Corporate rebranding and Employee Engagement: Perspectives from South Africa's Professional Services Industry**

» *Nathalie Chinje* (Wits Business School), *Nosipho Xaba* (Wits Business School)

**The magic of imagination – quantitative exploration of an untapped gem**

» *Debbie Human* (Stellenbosch University)

Thursday  
15:30 - 15:30

PT7- Marketing Communications  
MC5

**Invisible Forces: Towards a Reconceptualisation of Internal Marketing through its Dyadic Interactions**

» *David Brown* (Northumbria University), *Helen Woodruffe-Burton* (Northumbria University), *Anders Wappling* (Northumbria University)

**The Magic in Media Multitasking: towards a deeper understanding of the behavioural phenomenon of multiple media use**

» *Helen Robinson* (Helen Robinson)

**"Time to call up your mates!" Unbranded alcohol promotion on social networks**

» *Stephan Dahl* (University of Hull), *Debra Desrochers* (University of Westminster)

**Critically Optimising a Relationship Marketing Programme: The Case of a Commercial Bank**

» *Irite Daukseviciute* (Henley Business School), *Lyndon Simkin* (Henley Business School)

Thursday  
15:30 - 15:30

PT8- Strategic Marketing  
SM3

**The Value Creation Process: illuminating the transformation of resources into value**

» [\*Mihajlo Popesku\*](#) (Nottingham University Business School), [\*Vicky Story\*](#) (Loughborough University),  
[\*Caroline Tynan\*](#) (Nottingham University Business School)

**From Louis Vuitton to Michael Kors: An exploration of the of affordable "new luxury" brands as signals of status amongst women**

» [\*Noreen Dove\*](#) (Middlesex University), [\*Prof T.C. Melewar\*](#) (Middlesex University), [\*Olga Mourouti\*](#) (Middlesex University)

Thursday  
15:30 - 15:30

PT9- Critical Marketing  
CM3

**When ethics alone are not enough: The role of politics in consumer studies**

» [\*Katherine Casey\*](#) (University of Limerick), [\*Maria Lichrou\*](#) (University of Limerick), [\*Lisa O'Malley\*](#) (University of Limerick)

**Bacteria and the Market**

» [\*Norah Campbell\*](#) (Trinity College Dublin)

**Constructing a corporate brand with consultants – a practice perspective**

» [\*Rita Järventie-Thesleff\*](#) (Aalto University School of Business)

**The role of dialogue in addressing the theory practice gap in marketing**

» [\*Malcolm Ash\*](#) (Staffordshire University)