Proceedings from the
20th International Colloquium on Relationship Marketing

25th and 26th September 2012

at Nottingham Business School
20th International Colloquium on Relationship Marketing; 25th and 26th September 2012, Nottingham Business School

List of Presentations, Abstracts and Papers

Understanding and shaping customer co-creation value perceptions - Anne Merken

Customer value: from Measurement to Creation and Communication - Sara Leroi-Werelds

Generation Y support for the Cause of Breast Cancer: Influence of Social Identities, Motivation, and Self- versus Other- Benefit Facebook Appeals - Nina Jost; Jean-Mathieu Fallu; Ronald Ferguson and Michele Palin

New Service Co-Development: Capability Approach - Outi Nuojua and Jaana Tähtinen

Patients, Customers and Constituents: The Service Experience at Point of Service Delivery - Emotional Value and Future Behavioural Intention – Sue Diston

From Monologue to Dialogue: Mapping Dialogical Traditions within Co-Creation and Corporate Social Responsibility (CSR) – Sarah Singleton; Sally Hibbert and Robert Caruana

The Co-Creation Paradigm of Value Creation - Venkat Ramaswamy

Service-Dominant Networks as composed from an Actors-Resources-Activities’ and Service-Dominant Logic’s perspective - Helge Löbler

Barriers to Value Co-Creation: A Research Agenda in the Eco-Industry - Aurélia Durand and Bernard Sinclair-Desgagné

To participate or not to participate: Exploring the customer value of value co-creation - Anne Merken Sandra Streukens and Sara Leroi-Werelds

Customers’ Saturation in Online Communities and its Impact on Brand-Customer Relationship - Zahy Ramadan and Ibrahim Abosag

The Psychological Capital of the Customer: A Positive Resource for Encouraging Customer Participation - Sara Leroi-Werelds and Sandra Streukens

I Love My Town, But Will I Recommend It To My Friends? - Adrian Palmer and Nicole Koenig-Lewis

Emerging applications of social media in customer management - Ana Isabel; Moira Clark and Paul Fennemore

Introduction to the Special Session on Solution Selling - Mario Rese and Judith Gesing
Selling solutions – the necessity of selling change processes - Mario Rese; Kira Maiwald and Judith Gesing

Solution Selling – Developing “real” business relationships - Julian Everhartz and Kira Maiwald

Consumer Online Shopping Regret. A netnographic study of a fashion blog - Sandra Nenonen; Nina Mesiranta and Pekka Tuominen

Using technology to fulfil promises: exploring evolving relationships - Julian Bond and Alistair Mutch

Internal Marketing as a Core Competency? A Co-operative Example - Philip Verissimo and Richard Brookes

Managing Interorganizational Technology Transfer: On the Role of Alliance Management Capability, Organizational Compatibility, and Interaction Quality in Interfirm Collaboration - Stefanie Lohmann and Anja Geigenmüller

Workaholism: A 21st century addiction - Mark D. Griffiths

Shop and Click Till You Drop: An Exploratory Study of the Components of Online Shopping Addiction - Susan Rose; Arun Dhandayudham Moira Clark

Bored with Consumer Relationships: the Role of Marketing - Michael Saren

Projective Techniques and Relationship Marketing? A systematic framework to analyse and interpret insight generated from qualitative projective techniques in political brand image research - Christopher Pich

The Avatar in Service Relationships - Janet Ward

Contributions from the Arts to Relationship Development: A Forum Theatre Approach - Aidan Daly; Steve Baron; Mike Dorsch; Raymond P. Fisk; Stephen J. Grove; Kim Harris and Rick Harris

Marketing personality, relational intent and the propensity for non-disclosure: an offensive/defensive exploration of the marketer mind-set - Tony Woodall

Morality influences on Generation Y Support for the Cause of Youth Homeless: The Importance of Gender Differences - Jean-Mathieu Fallu; Nina Jost; Michele Paulin and Ronald

The Effects of Perceived Distance and Country of Origin on Relationship Value and Exchange Orientation: a Study of International Buyer-Seller Relationships in the Wine Industry - Aurélie Durand (HEC Montreal, Canada)

An evolution in thinking about the nexus between events and marketing - Phil Crowther

Relationship with Brand that have been Experienced versus Relationship Based on Brand Awareness only: A Comparison Paper - Ibrahim Abosag; Oleskii Bekh; Nidhi Murarka and Felix Martin