# Table of Contents

**Preface and Acknowledgments**  
Preface and Acknowledgments xv  
List of Reviewers xviii

## Part A: Brand Management

### Marketing Mix and Brands

- **Exploring the Effectiveness of Cross-Ruff Coupons: An Experimental Approach**  
  *George Baltas, Grigorios Painesis, Paraskevas C. Argouslidis*  
  A-3

- **Effective Comparative Ads: The Role of Comparison Ad Format, Strategy, and Market Position**  
  *Arti D. Kalra, Bharadhwaj Sivakumaran, Rahul R. Marathe*  
  A-5

- **Do Super Bowl Ads Build Brands?**  
  *Sascha Raithel, Charles R. Taylor*  
  A-7

- **Innovations in Retail Branding: The Benefits of Alliances with National Brands**  
  *Philipp A. Rauschnabel, Stephan Zielke, Bjørn S. Ivens*  
  A-9

### Brands and Firm Performance

- **The Financial Impacts of Brand Knowledge, Affect, and Trust on Firm Value**  
  *Hang T. Nguyen, William T. Ross Jr.*  
  A-11

- **Negative Celebrity Endorser Publicity: How Critical Are Immediate Firm Reactions?**  
  *Stefan Hock, Sascha Raithel*  
  A-12

- **The Impact on Brand Equity of Product Recalls**  
  *Xueming Luo, Sarah Busse, Michelle Andrews, Malte Brettel*  
  A-14

- **How Customer-Centric Structures Leverage the Effects of Advertising and R&D on Brand Equity and Firm Performance**  
  *Ju-Yeon Lee, Robert W. Palmatier*  
  A-15

### Firm Actions and Brand Equity

- **The Effect of Employer Evaluations on Employer Brand Attractiveness: An Empirical Investigation**  
  *Isabelle Hillebrandt, Philipp A. Rauschnabel, Carolin O. Hartmann, Bjørn S. Ivens*  
  A-17

- **On Sustainability and Brand Affect**  
  *Xueming Luo, Stefan Wamsler, Michelle Andrews, Malte Brettel*  
  A-19

- **An Investigation on the Effects of Product Recalls on Brand Commitment**  
  *Kyu-Ah Byun, Mayukh Dass*  
  A-20

- **Sponsorship’s Internal Audience: Does Sponsorship Affect the Brand Behavior of Employees?**  
  *Verena Batt, Matthias Holzer, Manfred Bruhn*  
  A-22

### Brand Extensions and Consumer Brand Identification

- **The Impact of Implicit Theories on Consumers’ Personality Impressions and Extension Evaluations of Symbolic Brands**  
  *Farrah Arif, Zainab Javed*  
  A-24

- **Self-Continuity and Consumer In-Role and Extra-Role Behavior: The Role of Consumer-Brand Identification**  
  *Alaa M. Elbedweihy, Chanaka Jayawardhena, Mohamed Elsharnouby, Tamer El Sharnouby*  
  A-26

- **Feedback Effects of Step-Down Line Extensions: Chain of Effects from Brand Prestige and Self-Brand Connections to Brand Commitment**  
  *Fanny Magnoni, Pierre Valette-Florence*  
  A-28

- **Why Firms Delete Brands: Findings from a Qualitative Study**  
  *Purvi Shah*  
  A-30

### Brand Authenticity

- **What Is Brand Authenticity? Introducing the Entity-Referent Correspondence Framework of Authenticity and Its Application to Brands**  
  *Julie Guidry Moulard, Randle D. Raggio, Judith Anne Garretson Folse*  
  A-32

---

*2014 AMA Winter Educators' Proceedings*
What Makes a Brand Authentic and Why Should We Care? Investigating the Antecedents and Consequences of Brand Authenticity
Kristine Fritz, Verena Schoenmueller, Manfred Bruhn

What Is True-to-Self Brand Authenticity? Understanding the Antecedents and Consequences of a Brand's Passion
Julie Guidry Moulard, Randle D. Raggio, Judith Anne Garretson Folse

The Aspirational Brand: An Exploratory Analysis
Ruby Q. Saine, Philip J. Trocchia, Michael G. Luckett

Consumers' Evaluations of Brands

What’s in a Brand Concept? From Networks of Brand Associations to Situated Brand Concepts
Adina Barbulescu Robinson, Larry Barsalou

“You Like Chocolate and I Love Mrs. Godiva”: How the Perceived Level of Anthropomorphism Drives Brand Love
Philipp A. Rauschnabel, Aaron C. Ahuvia

Activating Multiple Facets of the Self: Identity-Signaling and Brand Personality
Marilyn Giroux, Bianca Grohmann

More Than Taste Matters in Brand Loyalty
Angeline Close Scheinbaum, Feisal Murshed

Part B: Business-to-Business Marketing

Connecting to Business Markets
Customer Reference Marketing: Conceptualization and Link to Performance
Anne Jalkala, Harri Terho

Antecedents and Consequences of Multi-Unit Franchising
Jacques Boulay, Barbara Caemmerer, Heiner Evanschitzky, Krista Duniach

Overcoming Roadblocks to Implementing Value-Based Selling: Aligning Organizational Support with Sales Force Activities
Harri Terho, Andreas Eggert, Alexander Haas, Wolfgang Ulaga

Segmentation and Target Marketing in B2B Technology Markets: Strategic Insights from Marketing Executives
Art Weinstein

Managing Business-to-Business Relationships
Value vs. Satisfaction: Exploring Activity Trade-off in Business Solutions
Daniel Prior

Exploring the Effectiveness of Influence Strategies in Business-to-Business Markets: An Analysis of Fashion Manufacturer-Media Publisher Relationships
Diego Rinallo, Suman Basu-ray, B.J. Allen, Ola Seriki

Opportunism in Distribution Networks: The Role of Embeddedness and Dependence
Maggie Chuoyan Dong, Zhiqiang Liu, Yimin Yu

Attachment Style Influence on Marketing Relationships
Jennifer Skiba, Ravi Sohi

Part C: Consumer Behavior

Consumer Relationships with Products: Ownership, Brands, and Values
A Dual Pathway Model of Brand Community Loyalty: Extending and Broadening Deci and Ryan’s Self-Determination Theory
Hsiu-Yu Hung, Eric H.T. Tsai

Owning the Intangible: The Roles of Motivational Orientation and Perceived Two-Way Communication in the Emergence of Psychological Ownership
Colleen P. Kirk, Scott D. Swain, Richard C. Hanna

2014 AMA Winter Educators’ Proceedings
The Hidden Value Drivers: Explicit and Implicit Antecedents of Customer Perceived Value
Sascha Langner, Steffen Schmidt, Klaus-Peter Wiedmann

The Complex Web of Values
Sarah Alhouti, Catherine (Katy) Johnson, Giles D’Souza

Food: How the Presentation of Information and Visual Layouts Impact Consumers
The Interaction Effects of the Format of Calories Disclosure, Message Focus, and Self-Control on Health Food Evaluations
Ming-Yi Chen, Jing-Yi Ciou

Digesting Food Information: A Focus Group-Based Typology on the Ways in Which Consumers Process Food Information
Johanna Held, Claas Christian Germelmann

A View to a Choice: The Effects of Lateral Visual Field on Choosing Between Healthy Versus Unhealthy Food Options
Marisabel Romero, Dipayan Biswas

Tasting in 2D: The Influence of Food Shape/Dimensionality on Nutritional Perceptions and Consumption Decisions
Courtney Szocs, Dipayan Biswas

Advertising and Persuasion: Effective Tactics and General Beliefs
Mothers’ Perceptions of Advertising and Regulating Children’s Screen Media Usage
Christine M. Kowalczyk, Marla B. Royne

The Effectiveness of Advertorials Versus Classic Advertisements
Florian Dorner, Thomas Foscht, Manfred Hammerl, Marion Brandstätter

Inspire Me to Donate: The Use of Mixed Emotions in Public Service Announcements
Jianping Liang, Zengxiang Chen, Jing Lei

An Eye on Cause-Related Marketing Ads: Using Eye-Tracking to Investigate the Effects of Execution Style and Product Type
Chun-Tuan Chang, Pei-Chi Chen

Who Are We? Identity, Social Comparisons, and Consumers
Celebrity Meanings, Race, Age, and the Male Market
Blaine J. Branchik, Tilottama Ghosh Chowdhury

Customized Communication Incongruity Through African-American Stereotypes
Anshu Arora, Jun Wu

It’s Not Just a Hoodie: The Impact of Social Identity on Consumers’ Value Perceptions and Behavioral Intentions Towards a Product Associated with Their Social Group
Miriam Mehl, Edward Man Kee Shiu, Louise May Hassan

Attention to Social Comparison Information and Brand Avoidance Behaviors
Eunjin (Anna) Kim, S. Ratneshwar, Erin Roesler, Tilottama Ghosh Chowdhury

Consumers, Marketers, and Celebrities Behaving Badly
Consumers’ Reactions to Conditions of Perceived Scarcity: The Case of Fast Fashion
Shipra Gupta, James W. Gentry

Consumer Acceptance of Celebrity Bad Behavior: Effects of Behavioral Consistency and Apology Style
Nora J. Rifon, Karen C. Smreker, Alisa Pamela Lerpratchya

Henrik Matthies, Malte Brettel

When Are Apologies Effective? Examining the Components That Increase an Apology’s Efficacy
Krista M. Hill

How Specific Emotions Influence Consumer Behavior
Reducing Regret for Maximizers: The Moderating Role of Construal Level Theory
Edward Shiu, Louise May Hassan, Deirdre Shaw

Death Matters: A Meta-Analysis of Fear Appeal Persuasion from a Terror Management Theory Perspective
David M. Hunt, Scott K. Radford, Nancy Rhodes

Pride Regulation During Social Coupon Redemption
Chinintorn Nakhata, Hsiao-Ching Kuo
Effects of Guilt and Sadness on Carbohydrate Consumption
Sarah Lefebvre, Ze Wang

Information, Processing, and Consumer Decision Making
Covariation Effects on Compensatory Decision Processes
Timucin Ozcan, Daniel A. Sheinin

Trick or Treat? Effects of Suspicion on Schematic Processing and Sales Promotion Tactics
Kelley Main, Peter R. Darke

Responses to Risk Communication: The Role of Receivers’ Comparative Optimism and Information Type
Marina I. Czerwinka, Sandra Praxmarer-Carus

Counterfactual Thinking and Consumers’ Preference for Product Feasibility
Kai-Yu Wang, Guanzhi Zhao

Satisfaction and Consumer Behavior
Expectation Experience and Action Across Consumers’ Purchase Cycle
Sabita Mahapatra

Overall Restaurant Image: A Triggering Mechanism for Relationships with Customers’ Overall Satisfaction,
Intention Behaviors, and Perceived Restaurant Loyalty
Jennifer A. Espinosa, David J. Ortinau

The Role of Consumer Responsibility Attributions When Consumers Co-Produce
Boris Bartikowski, Heribert Gierl

What Happens to an Object if It Has More Than One Owner?
Bernadette Kamleitner, Anna Rabinovich

Sights, Sounds, and Smiles: The Effect of Consumers’ Senses on Behavior
A Three-Year Effect: Impact of Smile Strength on Perceived Age
Ze Wang, Xin He, Fan Liu

How Music Touches: Investigating the Influence of Sounds on Haptics
Christian Homburg, Monika Imschloss, Christina Kuehn

Consumer Knowledge of Product Aesthetics: Moderating Role of Category on Purchase Intention
Aparna Sundar, Innigo Arroniz, Karen Machleit

Does Holbrook’s Nostalgia Index Measure Nostalgia Proneness?
Damien Hallegatte, François Marticotte

Part D: Consumer Culture Theory

Co-creating Value: From Necessity to Luxury
How Does a Product Come to Be Perceived by Consumers as a Necessity? A Narrative Analysis of the
Necessitation Process
Jakob Braun, Mohammadali Zolfagharian

How the Management of Branded Luxury Accelerates the Symbolic Legitimization of Counterfeit
Joel Hietanen, Pekka Mattila, Antti Sihvonen, Henrikki Tikkanen, Iiro Vaniala

The Construction of Beauty Ideals in the Brazilian Luxury Market: A Socio-Semiotic Approach to Cultural Branding
N. Ourahmoune, B. Figueiredo, P. Rojas

The Context of Experience
Melissa Archpru Akaka, Hope Jensen Schau, Stephen L. Vargo

The Power of Discourse and Practice
Reactionary Modernism: Thoughts on the Post-Postmodern Condition
Jeffrey S. Podoshen

Narrative Transparency
Melea Press, Eric Arnould

2014 AMA Winter Educators’ Proceedings
Anton Siebert  
D-18

Dee Duffy  
D-20

Legitimizing Markets  
Mainstreaming, Counter-co-optation, and Depoliticization by a Counterculture: An Investigation of the Free/Open Source Software Culture  
Tiebing Shi  
D-22

Marlon Dalmo, Lisa Peñaloza, Walter Meucci Nique  
D-24

Engaging with Subaltern Consumers: Migration, Identity and Consumer Acculturation  
Hari Sreekumar, Rohit Varman  
D-26

Preserving the Past, Present, and Future: Consumer Involvement in Community Heritage Marketing  
Matthew Alexander, Kathy Hamilton  
D-28

Part E: Digital Marketing and Social Media  
E-1

Online Reviews and Social Media Advertising  
Does Paying for Online Product Reviews Pay Off? The Effects of Monetary Incentives on Content Creators and Consumers  
Andrew T. Stephen, Christilene Du Plessis, Yakov Bart, Dilney Goncalves  
E-3

Is Neutral Really Neutral? The Effects of Neutral User-Generated Content (UGC) on Product Sales  
Tanya (Ya) Tang, Feng Wang, Eric (Er) Fang  
E-6

Consumer Emotional Responses to Interactive Native Advertising and Their Effect on Attitude and Consumption Duration  
Colleen P. Kirk, Richard C. Hanna  
E-8

The Sales Effects of Mobile Targeting  
Xueming Luo, Michelle Andrews, Zheng Fang, Chee Wei Phang  
E-10

Social Media Listening and Influence  
Using Social Media Monitoring Data to Forecast Online Word of Mouth Valence: A Network-Based Perspective  
Felipe Thomaz, Andrew Stephen, Vanitha Swaminathan  
E-11

Listening in on Social Media: A Joint Model of Sentiment and Venue Format Choice  
David Schweidel, Wendy Moe  
E-12

What Do Consumers Tweet About? The Role of Product Type and Brand Belief Type on Tweeting Behavior  
Camelia Micu, Arjun Chaudhuri, Anca Micu, Tilottama Chowdhury  
E-13

Using Opinion Leaders for Effective Online Word of Mouth Campaigns—An Empirical Investigation of the Top Amazon Opinion Leaders  
Tong (Tony) Bao, Tung-lung Steven Chang  
E-15

New Topics in Digital Marketing: Mobile, Group Buying, CRM, Privacy  
Customer-to-Customer Relationship Management (CCRM): CCRM Strategies and Customer Responses  
Molan Kim, Scott A. Thompson  
E-17

Group Buying Websites as a Communication Tool: The Case of Latvian Small and Medium Businesses  
Anne-Flore Maman Larraufie, Viktorija Gromova  
E-18

Toward a Scale to Measure Consumers’ Understanding of Privacy Policies on Social Networking Sites  
Alexa K. Fox, George D. Deitz  
E-31

How Do Men and Women Assess Branded Mobile Apps? A Comparison Between Hedonic and Utilitarian Apps  
Stefanie Sohn, Marie Schulte, Barbara Seegebarth  
E-33

2014 AMA Winter Educators’ Proceedings
## Business Considerations in Social Media

The Influence of Interactivity and Platform on Value in SNS
*Kazuhiro Kishiya*

How Social Media Works in B2B Environments: Social Media Effectiveness Using Web Analytics
*KyungOk Kacy Kim*

Intensity of LinkedIn Usage by Firms to Promote Business to Professional Interactions
*Joe Spencer, Lisa Witzig, Nikole Maki*

## Engagement and Online Communities

Brand Communities in Social Networking Services: Two Types of Interaction and Self-Construals
*Kazuhiro Kishiya*

"Like Us on Facebook": Linkage Between Social Media Use, Community Identification, and Electronic Word of Mouth
*Zongchao Li, Qinghua Yang*

Electronic Word of Mouth and Media Richness: Investigating the Effects of Electronic Word of Mouth on Customer Patronage Behavior
*Charlene Dadzie*

## Part F: Global and Cross-Cultural Marketing

### Global and Cross-Cultural Marketing: Session 1

Competing to Explain Cultural Differences: A Comparative Examination of the Role of Hofstede’s and Schwartz’s Cultural Value Frameworks
*Louise M. Hassan, Edward M.K. Shiu*

Performance Consequences of Intentional Cannibalization and Radical Innovations in Chinese and Western Enterprises
*Saeed Samiee, Maria Sääksjärvi, Nukhet Harmancioglu, Erik Jan Hultink*

Global Branding Based on Brand Gender and Brand Equity
*Theo Lieven*

### Global and Cross-Cultural Marketing: Session 2

The Effects of Radical Innovativeness, Strategic Orientations, and External Networking on Firm Performance: Evidence from Developed and Emerging Economies
*Selma Kadić-Maglajlić, Nathaniel Boso, Vicky M. Story, John W. Cadogan, Milena Micevski*

Internationalization of Small and Medium-Sized Firms: Does Network Involvement Matter Cross-Nationally?
*Andrey Mikhailitchenko, Gopalkrishnan R. Iyer, Dhruv Grewal, Rajeshkhar (Raj) G. Javalgi*

The Role of Global Brand Strategy, CMO Presence, and TMT Structure in the Internationalization-Performance Relationship of Retail Firms
*Pravin Nath, Saejoon Kim, Trina Andras*

### Global and Cross-Cultural Marketing: Session 3

Foreign Market Opportunity Assessment and Market Selection: An Industry Perspective
*Ayse Ozturk, Eric Joiner, S. Tamer Cavusgil*

The Influence of Marketing and Technological Capabilities on New Product Performance: The Moderating Role of Institutions
*Martin Eisend, Heiner Evanschitzky, Roger J. Calantone*

Can Advertising Effectiveness Be Increased by a Clear Brand Positioning?
*Martin Heinberg, H. Erkan Ozkaya, Markus Taube*

Is There Such a Thing as a Global Price Premium? Investigating the Effects of Perceived Brand Globalness on Consumers’ Willingness to Pay
*Christina Sichtmann, Vassileios Davvetas, Adamantios Diamantopoulos*
Part G: Innovation and New Product Development

Functional Background and Team Member Characteristics in NPD

Christian Homburg, Thomas Rajab, Jan Wieseke, Sascha Alavi

From “I Will Take on Risk” to “We Took on Too Much Risk”: A Longitudinal Exploration of Individual and Team Motivations in Strategy Risk Levels
Regina C. McNally, Jelena Spanjol, Abbie Griffin

Salespeople’s Contribution to Innovation in the Firm: Can Generativity Be a Driving Force?
Jean-François Ouellet, Caroline Lacroix, Bruno Lussier

A Longitudinal Study of the Influence of Marketing in New Product Development Teams
Haisu Zhang, Alan J. Malter

Factors in New Product Success

Making the Intangible Tangible: Launch Decisions for Service Innovations
Elisa Baumbach, Monika C. Schuhmacher, Sabine Kuester

How Do Resource Limitations Propel Innovation?
Pelin Bicen, William H.A. Johnson

Drivers of New Products’ Success: The Moderating Role of Technological Turbulence
Marcelo Perin, Cláudia Simões, Cláudio Sampaio, Mirela Jefferson Dos Santos

Sustainability Innovaton: Impetuses and Triple Bottom Line Rewards
Kelly Weidner, Cheryl C. Nakata

Open Innovation: Leveraging Wisdom of the Crowd

Can the Emerging Prediction Market Methodology Aid in Improving Demand Forecasting of New Products?
Mark Lang, Neeraj Bharadwaj, C. Anthony DiBenedetto

The Importance of Knowledge Overlap in Open Innovation Communities: How It Drives (and Doesn’t Drive) Developer Preferences for Joining Open Source Software Development Projects
Nilesh Saraf, Deepa Chandrasekaran, S. Siddarth

Customer Participation Design Impacts Customer Value and Performance Outcomes
Nicholas Jason Flores, Arturo Z. Vasquez-Parraga

Catching the Crowd—Applying Insights from New Product Preannouncement for Successful Crowdfunding Campaigns
Anne Michaelis, Dieter William Joensen, Thomas Müllerleile, Kerstin Pezoldt

Part H: Marketing Analytics and Research

Marketing Analytics I

Customer-Engagement Representations: Statistical, Algorithm, and Isomorphic Management Modeling (SAIM)
Arch G. Woodside, Alexandre Schpektor, Xin Xia

The Effects of Web Panel Survey Participation on Customer Behaviors: An Empirical Investigation
B.J. Allen, Utpal Dholakia, Suman Basuroy

Do Buyers Perceive Relationship Learning in the Same Way as Suppliers Do? A Multi-Group Invariance Analysis
Xinchun Wang

Using Available Data to Estimate Firm Marketing Mix Spending: A Novel Approach to an Old Problem
Dmitri G. Markovitch, Dongling Huang, Pengfei Ye

Marketing Analytics II

Happy or Sad? Some Contributions from Human–Computer Interface
Wan-Chen Wang, Charles S. Chien, Luiz Moutinho
Why Amazon Uses Both the New York Times Best Seller List and Customer Reviews: An Empirical Study of Effects of Traditional and Social Earned Media on Product Sales
Tong (Tony) Bao, Tung-lung Steven Chang

Golden Rules of Thumb vs. a Contingency Approach—Delineating the Sources of Variation in Model Fit
Thomas Niemand, Robert Mai

Measuring Brand Inertia Through State Space Models: An Application to Scanner Panel Data
Kang Bok Lee, Yubin Park, Russell Zaretzki, Joydeep Ghosh

Part I: Marketing of Services

Emerging Topics in Service Strategy

The Role of Service Innovation in Customer Relationship Management: A Relationship Marketing Perspective
Praneet Randhawa, Roger Calantone

Frontline Employee Satisfaction: Is It Essential for Customer Satisfaction?
Treasa Kearney, Joseph Coughlan, Aileen Kennedy

Satisfaction with Online Services in China and the U.S.: The Impact of Confucian Versus Aristotelian Views
Lei Song, Srinivasan Swaminathan, Rolph E. Anderson, Rajneesh Suri

The Differential Effect of Recessionary R&D Spending on Shareholder Value in Manufacturing Versus Service Firms
Astrid L. Keel, Brian L. Bourdeau

Service Failure and Recovery

Conceptualizing Service Recovery as a Service Apology
Julie Guidry Moulard, Nina Krey, Joanne M. Tran

The Self-Service Paradox: Being Unhappy but Buying Again
Sören Köcher, Stefanie Paluch

Failed Encounters in the Service Industry: An Investigation into Role Theory
Geneviève O'Connor, Lei Wang, Sengun Yeniyurt

Taking Advantage of Service Failures: Opportunistic Complaining
Denis Khantimirov, Kiran Karande

Consumer Psychology Perspective on Services Marketing

Appraisal Processes and Emotional Reactions as Determinants of Service Delivery Performance: An Attitude Theory Perspective
Cristiana R. Lages, Nigel Piercy, Neeru Malhotra

From Aniket to Alex: A Phenomenological Study of Identity Appropriation and Emotional Labor in Call Centres
Sonali Hiremath

How Perceived Service Complexity Erodes Cognitive Capacity in the Selling of Professional Services
Jan Wieseke, Anika Kolberg, Sven Mikolon, Till Haumann

Unintended Consequences of Engaging Customers with Loyalty Initiatives
Conor M. Henderson, Robert W. Palmatier

Customer Participation in Service Encounters

Service Conversations: Dynamics of Service Context and Customer Participation
Helen Si Wang, Mary Jo Bitner, Amy Ostrom, G. Douglas Olsen

A Dynamic Model of Customer Participation of Service Quality During Extended Consumption Experiences
Shruti Saxena-Iyer, Ruth N. Bolton, Mary Jo Bitner, Michael Mokwa

The Impact of Customer Integration and Customer Co-Production on Service Quality Perfromance
Zyad Alzyadi, Chanaka Jayawardhena

The Cost of Service: Investigations of Pricing and Switching Costs

Consequences of Switching Costs in Service Contexts: A Meta-analytic Assessment
Martin Eisend, Doreén Pick
Effective Use of Non-monetary and Monetary Compensation in Service Recovery  
Silke Bambauer-Sachse, Landisoa Eunorphie Rabeson  
I-33

Drivers and Outcomes of Price Complexity: The Role of Service Type  
Steffen Wuertz, Martin Klarmann  
I-42

Engaging Customers in Pricing—External and Internal Reference Prices in a Pay-What-You-Want Field Experiment  
Marcus Kunter  
I-44

Part J: Marketing Strategy

Drivers of Competitive Advantage
The "Rise and Fall" of Charles Schwab: Explaining the Positive and Negative Effects of Dynamic Capabilities Using the Service-Dominant Logic  
Matthew Sarkees, Yany Grégoire, John Hulland  
J-2

Determinants of Cross-Channel Integration Strategy: Evidence from the U.S. Retail Sector  
Cao Lanlan, Li Li  
J-3

Julia Beckmann, Michael Paul  
J-5

Identity, Social Media, and the Resulting Big Data
Unique Theories, Moderators, and Outcomes of Cognitive and Affective Identification  
J-7

Social-Cue Relevant Product Features and Consumption: The Mediating Role of Brand Communities  
Keith Smith, Scott Thompson, John Hulland  
J-9

A Conceptual Framework of Customer Multichannel Behavior in a Social Multichannel Environment  
Ilaria Dalla Pozza  
J-11

Marketing's Transformation of Big Data into Strategic Insights and Business Performance: A Qualitative Approach  
Stefan Sleep, John Hulland, Richard Gooner  
J-12

Marketing and Financial Outcomes
Do They Appreciate, Ignore, or Dislike What Marketing Has Created? Investors' Stock Price Reaction to the Reporting of Marketing Assets  
Peter Guenther  
J-14

Marketing Investment Selection and Effectiveness in Growth-Oriented Private Firms: Source of Capital and Market-Based Assets as Contingent Variables  
Mitch Tolo, Jaakko Aspara  
J-16

Board of Marketers: The Impact of Board-Level Marketing Experience on Firm Performance  
Kimberly A. Whitler, Ryan Krause  
J-18

Influencing Purchase with the 4 Ps
Which Price Is Best? The Impact of Pricing on Consumer Decision-Making and Evaluations of Premium Private Labeled Brands  
Katharina-Maria Fonferek, Sascha Steinmann, Hanna Schramm-Klein  
J-20

Combining Pro-social Incentives with Price Discounts  
Xueming Luo, Michelle Andrews, Zheng Fan  
J-22

Product Line Length Strategy and Performance in Fast-Moving Consumer Goods  
Antonio M. Torres, Jikyeong Kang  
J-23

Understanding the Relationships Between Loyalty Program Rewards and Loyalty Among Premium Customers  
Debra Hilgeman  
J-25
Part K: Marketing Theory

New Ideas in Marketing Theory
Assessing the Influence of Influential Papers
Martin Eisend, Donald R. Lehmann
Rethinking Customer Centricity: An Exploratory Study in Food Marketing
Gary Ottley
Stakeholder Marketing: Theoretical Foundations and Consequences for Marketing Capabilities
Bas Hillebrand, Paul H. Driessen, Oliver Koll
A Resource-Based View of Stakeholder Marketing
Alexander J. Kull, Jeannette A. Mena

New Thinking in Brands and Communications
Retrobranding: Selling the Past
Damien Hallegatte
Visual Brand Language: A Metaphorical Approach to Integrative Marketing
Aparna Sundar
Mere Exposure as a Signal: Company Objectives and Research Propositions
Kristin Scott

Part L: Sales and Customer Relationship Management

From Pricing to Sales Controls: Using CRM to Better Understand Customer and Salesperson Motivations
Performance Effects of Sales Controls: A Comparison of Alternative Conceptualizations
Nikolaos G. Panagopoulos, Catherine M. Johnson, David L. Mothersbaugh
Price Sensing in Discount Negotiations—How Salespeople Acquire and Utilize Information About the Importance Customers Attach to Price
Jan Wieseke, Sascha Alavi, Jan Helge Guba
The Conventional and Social Information-Based Chain of Price Enforcement in Salesperson–Customer Negotiations
Jan Wieseke, Sascha Alavi
The Impact of Product Recalls on Customer Acquisition and Customer Retention in the U.S. Automobile Industry
Florian Stahl, Mark Heitmann, Lucas Beck

Towards Enhancing Value Co-creation: Understanding Frontline Service and Salesperson Emotional Intelligence, Innovation, and Behavior
How Does Supervisor Knowledge Shape Positive Salesperson Behaviors? Salesperson Knowledge as a Linking Mechanism
Revisiting the Role of Emotional Intelligence in Salesperson Relational Behavior and Performance
Selma Kadić-Maglajlić, Irena Vida, Claude Obadia
Beyond the Call of Duty: Does Frontline Employees' Innovative Behavior Matter at the Service Encounter?
Ruth M. Stock
Making Value Co-creation a Reality—Exploring the Co-creative Value Processes in Customer–Salesperson Interaction
Jasmin Baumann, Kenneth Le Meunier-FitzHugh, Leslie Le Meunier-FitzHugh
# Part M: Social Responsibility and Sustainability

**Consumer-Oriented Perspectives on Sustainability**

- **Sustainable Marketing: Implications of an Emerging Producer/Consumer Shared Stewardship Paradigm**
  - Steven H. Dahlquist, Crina Tarasi
  - M-2

- **Self-Regulation of Sustainable Consumption by Anticipated Emotions**
  - Marleen C. Onwezen, Jos Bartels, Gerrit Antonides
  - M-4

- **Exploring the Meaning of the Economic Dimension of Sustainability: An Empirical Study Measuring Consumers’ Consciousness for Sustainable Consumption**
  - Mathias Peyer, Barbara Seegebarth, Anja Buerke, Ingo Balderjahn, Manfred Kirchgeorg, Klaus-Peter Wiedmann
  - M-5

- **Bringing Together Social Media and Sustainability: Sustainable Social Media Users Tell More**
  - Philipp Hendrik Steiner, Peter Maas
  - M-7

**Alcohol, Fast Food, Tobacco, and Religion: Public Policy Gets Interesting**

- **The Gods Can Help: Exploring the Effect of Religiosity on Youth Risk-Taking Behavior in Indonesia**
  - Denni Arli, Helene Cherrier, Hari Lasmono
  - M-9

- **Zero-Sum Game: The Impact of Counterpersuasive Messaging on Tobacco Warning Effectiveness**
  - Cassandra Davis, Scot Burton
  - M-11

- **Agency Theory and Alcohol Distribution: A Framework for Public Policy Discourse**
  - Joshua D. Dorsey
  - M-12

**Social Responsibility: Marketing, Measuring, and Monetizing**

- **Managing the Wickedness of Socially Responsible Marketing**
  - Dale Fodness
  - M-13

- **Influencing Supporters’ Attitudes Towards NGO–Firm Collaborations**
  - Nicco F. S. Graf, Franz Rothlauf
  - M-15

- **“Walk the Talk”—How Symbolic and Substantive Corporate Social Responsibility Actions Affect Firms’ Sustainable Financial Performance Depending on Stakeholder Proximity**
  - Maria Steinmeier, Laura Schons
  - M-19

- **Consumer-Based Attitudes Towards CSR: Scale Development and Validation**
  - Jos Bartels, Emmar K. Sinnige
  - M-21

**Sage Wisdom from Kermit the Frog: It Is Not Easy Being Green!**

- **Deconstructing Sustainability: The Different Effects of Pro-environmental And Pro-social Attributes on Consumer Behavior**
  - Jesse R. Catlin, Michael G. Luchs, Marcus Phipps
  - M-23

- **Price, Value, and Green Purchase Intentions**
  - Pramod Iyer, Arezoo Davari
  - M-25

- **Does Greenwashing Pay?**
  - Wenling Wang, Prabakar Kothandaraman, Rajneesh Suri
  - M-27

- **Corporate Social Responsibility: Energy Efficiency and Sustainability in Franchise Systems**
  - Aaron Gleberman, Hyo Jin (Jean) Jeon, Rajiv P. Dant
  - M-28
Part N: Special Topics

New Perspectives in Marketing Theory and Applications

Engaging Customers in Co-Production Processes: How Value Enhancing and Intensity Reducing Communication Strategies Mitigate the Negative Effects of Co-Production Intensity

Pascal Güntürkün, Till Haumann, Jan Wieseke, Laura Marie Schons

Using a Hedonic Price Model to Test Prospect Theory Assertions: The Asymmetrical and Nonlinear Effect of Reliability on Used Car Prices

Marc Prieto, Barbara Caemmerer, George Baltas

Author Index