

2nd EMAC Junior Faculty & Doctoral Student Research Camp

August 31 - September 1, 2017
University of Vienna, Austria

<http://international-marketing.univie.ac.at/2nd-emac-research-camp/>

PROGRAM



Organized by the Chair of Marketing and Chair of International Marketing
of the University of Vienna

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WELCOME TO VIENNA!

Dear colleagues,

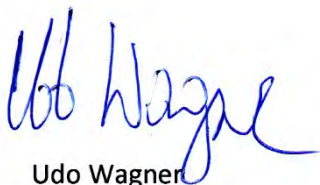
It is a great pleasure to warmly welcome you to Vienna for the 2nd EMAC Junior Faculty & Doctoral Student Research Camp! This is an EMAC initiative specifically aimed at supporting young researchers embarking on an academic career in marketing through intensive interaction with experienced EMAC scholars. The University of Vienna and, in particular, the Chairs of Marketing (Prof. DDr. Udo Wagner) and International Marketing (Prof. DDr. Adamantios Diamantopoulos) are both proud and pleased to be hosting this event for the second time.

Over the course of two full days, 20 PhD researchers and junior scholars from 14 countries – selected competitively based on the quality of their research proposals – will present their research projects in 5 thematically-similar sessions and receive constructive advice from internationally-known EMAC researchers who have kindly volunteered their time and expertise as service to the EMAC Community. We thank Prof. Dr. Ajay K. Kohli (Georgia Institute of Technology), Prof. Dr. Vesna Žabkar (University of Ljubljana) and our EMAC President, Prof. Dr. Gerrit Van Bruggen (Erasmus University) for joining us as faculty for the Research Camp. We also thank Ms. Judith Ladenstein and Ms. Martina Roth for taking care of all administrative and organizational arrangements and ensuring that everything runs smoothly.

Three plenary sessions – covering topics of direct interest and relevance to developing researchers – are also scheduled to complement the “regular” sessions mentioned above. There will also be a get-together reception at 17:30 on Thursday 31st August in the Sky Lounge of the Oskar-Morgenstern-Building (where the Research Camp will take place) which offers magnificent views of Vienna from a panoramic perspective.

Vienna is a great place to work but also a great city to enjoy. This is why we scheduled the Research Camp to end on a Friday, leaving the weekend free. We very much hope that you will use this opportunity to experience the sights, music and gastronomy of the “the Best City in the World to Live” (Global Finance Magazine, 2015)!

We wish you all a very productive and enjoyable stay in Vienna and hope that your participation at the 2nd EMAC Research Camp will be a memorable experience.



Udo Wagner
Chair of Marketing
University of Vienna



Adamantios Diamantopoulos
Chair of International Marketing
University of Vienna

RESEARCH CAMP FACULTY GROUP



Prof. Dr. Vesna Žabkar, Professor of Marketing, University of Ljubljana



Prof. Dr. Ajay K. Kohli, Professor of Marketing, Georgia Institute of Technology



Prof. Dr. Gerrit van Bruggen, Professor of Marketing, Erasmus University;
EMAC President



Prof. DDr. Adamantios Diamantopoulos, Chair of International Marketing,
University of Vienna; EMAC Fellow



Prof. DDr. Udo Wagner, Chair of Marketing, University of Vienna; EMAC Fellow

Support



Judith Ladenstein



Martina Roth

HOSTING AND ORGANIZING INSTITUTION

The year 2015 was an anniversary year for the University of Vienna: it was founded 650 years ago, in 1365, by the Habsburg monarch Rudolph IV ("the Founder"). After Charles University in Prague it is the second oldest university in Central Europe. Currently, the University of Vienna comprises 15 faculties and four centers. With more than 180 degree programs, 40 university continuing education and training programs and about 93 000 students, the University of Vienna is the largest and most diverse educational institution in Austria. Roughly one quarter of students are non-Austrians and come from 140 different countries.

About 9 700 employees, 6 900 of whom are academics, are employed at more than 60 locations of the University of Vienna. Approximately 33% of the academic staff comes from abroad; among newly appointed professors the percentage is over 70%. With its 60 partner universities around the globe and about 360 ERASMUS partner universities, the University of Vienna benefits greatly from its international network. Approximately 2 000 exchange students from all around the world are received and sent by the University of Vienna each academic year.

As an internationally orientated leading European university, the University of Vienna tries to achieve the following goals:

- Acquiring a position as one of the best research universities in Europe.
- Raising its international profile in research and education and consolidating the international presence of its achievements in research and teaching.

University of Vienna: <https://www.univie.ac.at/en/>

About Marketing at the University of Vienna

Marketing is represented at the Research Camp through two Chairs: Marketing (Prof. DDr. Udo Wagner) and International Marketing (Prof. DDr. Adamantios Diamantopoulos). Both Chairs aim at generating high quality research on marketing issues based on sound theory and robust methodology what is reflected in manifold publications in top-rated journals. The quantitative orientation and emphasis on basic research is a distinguishing characteristic of both Chairs.

<http://marketing.univie.ac.at/home/>

<http://international-marketing.univie.ac.at/home/>

About EMAC

The European Marketing Academy (EMAC), established in 1975, is a professional society for people involved and interested in marketing theory and research. It aims to promote an international exchange of findings and ideas in the field of marketing. At present, the Academy has over 1 000 members from more than 57 different countries on all five continents.

EMAC: <http://www.emac-online.org/>

GENERAL INFORMATION

Research Camp Venue

University of Vienna
Faculty of Business, Economics and Statistics
Oskar-Morgenstern-Platz 1
1090 Vienna

Registration Desk

The registration desk is located on the 4th floor – room 4.313.

Contact

- Judith Ladenstein
Phone: +43 1 4277 38012
judith.ladenstein@univie.ac.at
- Martina Roth
Phone: +43 1 4277 38032
martina.roth@univie.ac.at

Session Rooms

All presentations will take place in rooms 1.141 on the 1st and 2.137 on the 2nd floor.
Plenary sessions will take place in HS 15 on the 2nd floor.

Coffee Breaks

Coffee will be served in the meeting room on the 4th floor (4.313).

Lunches

Lunches will be served at the Restaurant Porzellan (Servitengasse 2, 1090 Vienna).

Name Badge

All participants should wear their name badges visible at all times in order to guarantee access to the scientific program sessions, lunch area and social events.

Welcome Reception

Sky Lounge on the 12th floor.

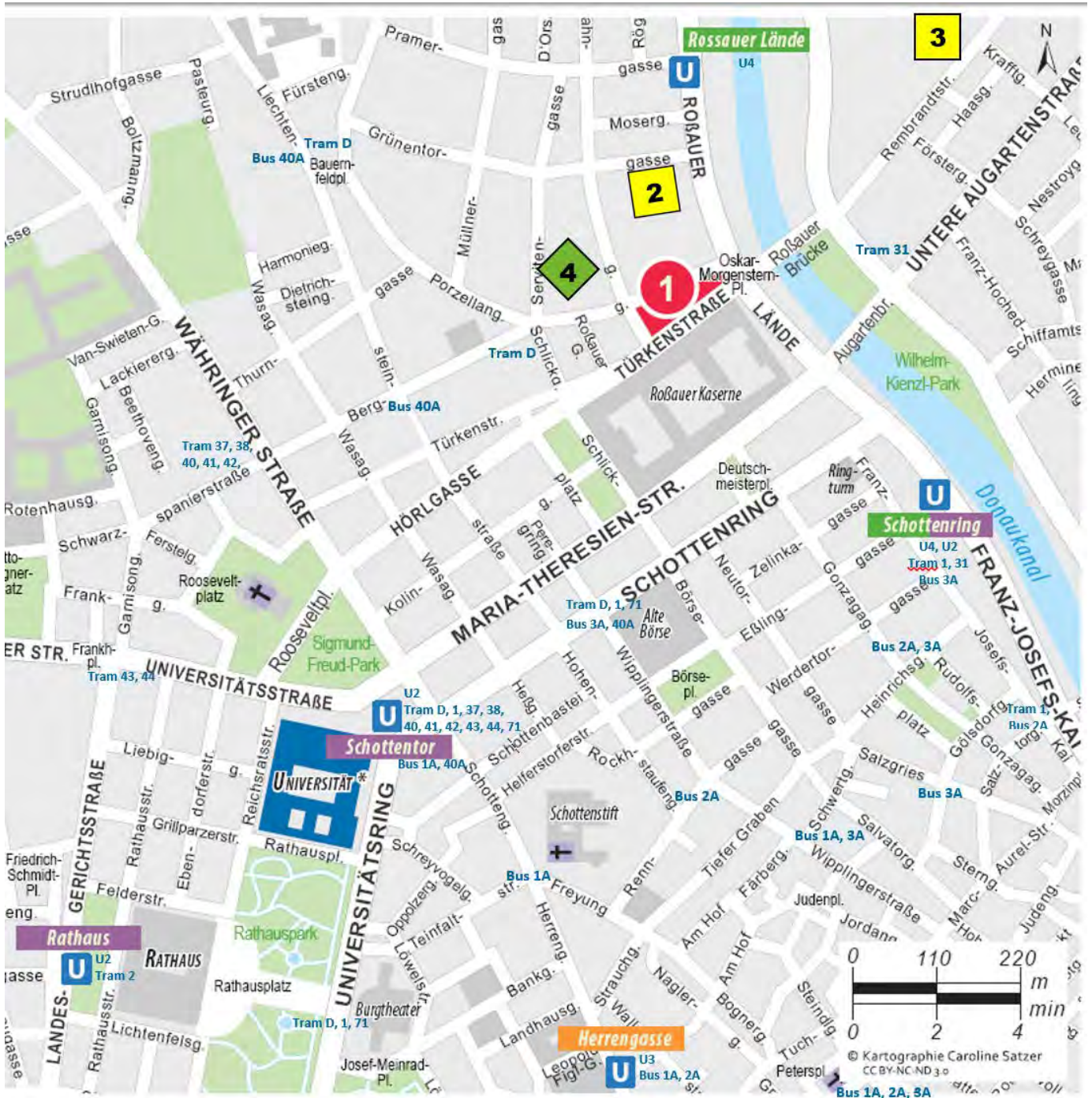
Internet Access/WLAN

Participants will have access to the internet during the Conference in the buildings of the University of Vienna. Access code will be available together with the conference materials.

Disclaimer

The Conference Organizers and the Conference Venue accept no liability for personal injuries or loss, of any nature whatever, or for loss or damage to property either during or as a result of the conference. Participants and accompanying persons attending the Conference and all related events do so at their own risk and responsibility.

AREA MAP



1 **EMAC RESEARCH CAMP VENUE:**
**Faculty of Business, Economics
 and Statistics**
 Oskar-Morgenstern-Platz 1,
 1090 Vienna

2 Hotel Deutschmeister
 Gruentorgasse 30, 1090 Vienna

3 Meininger Hotel Wien Downtown Franz
 Rembrandtstraße 21, 1020 Vienna

4 Restaurant Porzellan
 Servitengasse 2, 1090 Vienna

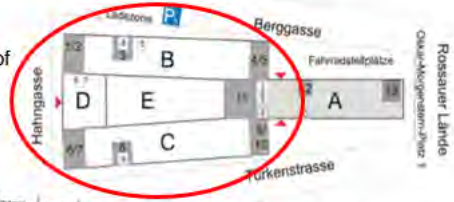
Universität* = University of Vienna, Main Building, Universitätsring 1, 1090 Vienna

GROUND FLOOR

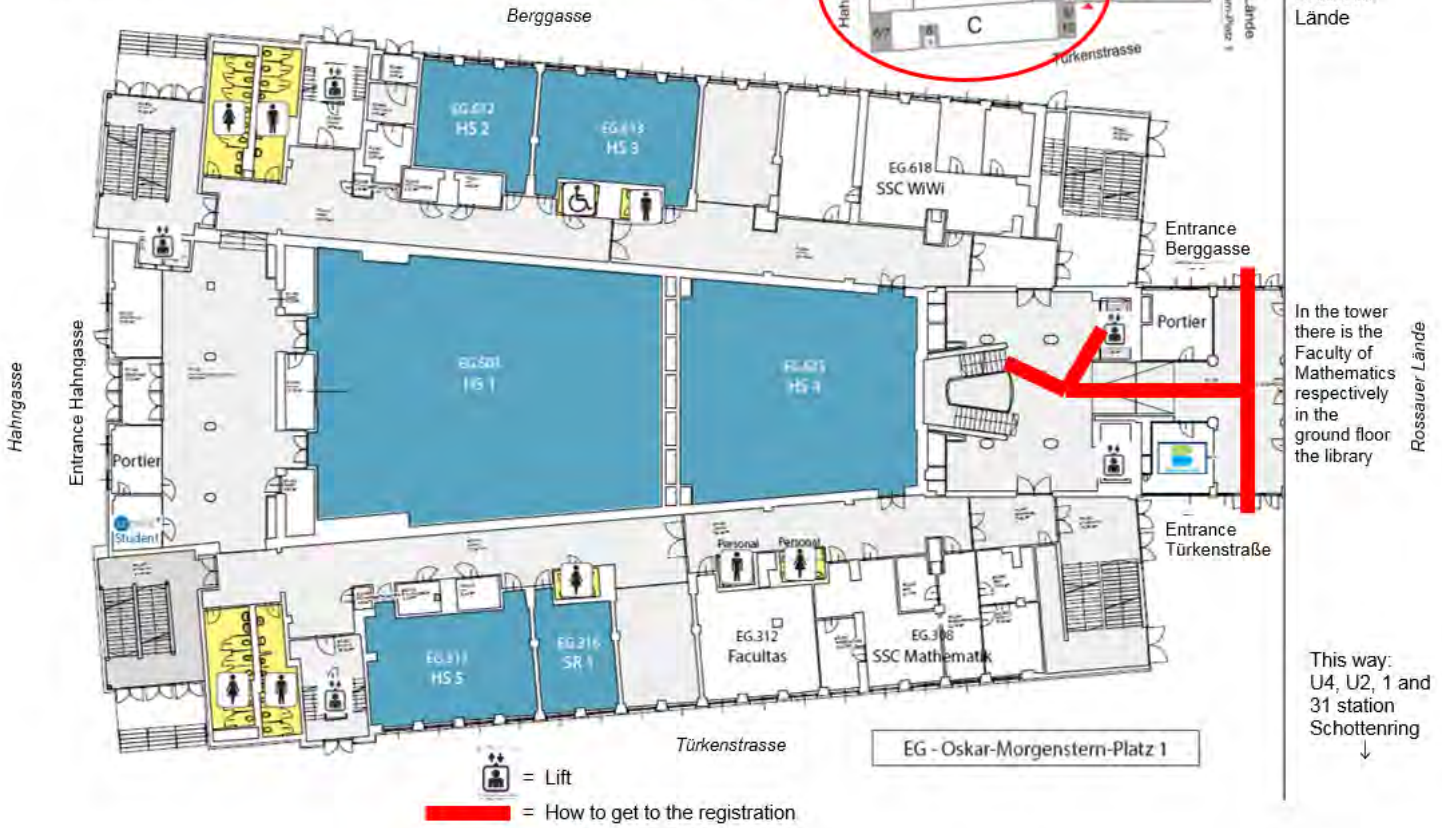
Registration: seminar room 04.313 (tract C, 4th floor)

← This way: D (tram) station Schlickgasse

Whole footprint of the building:



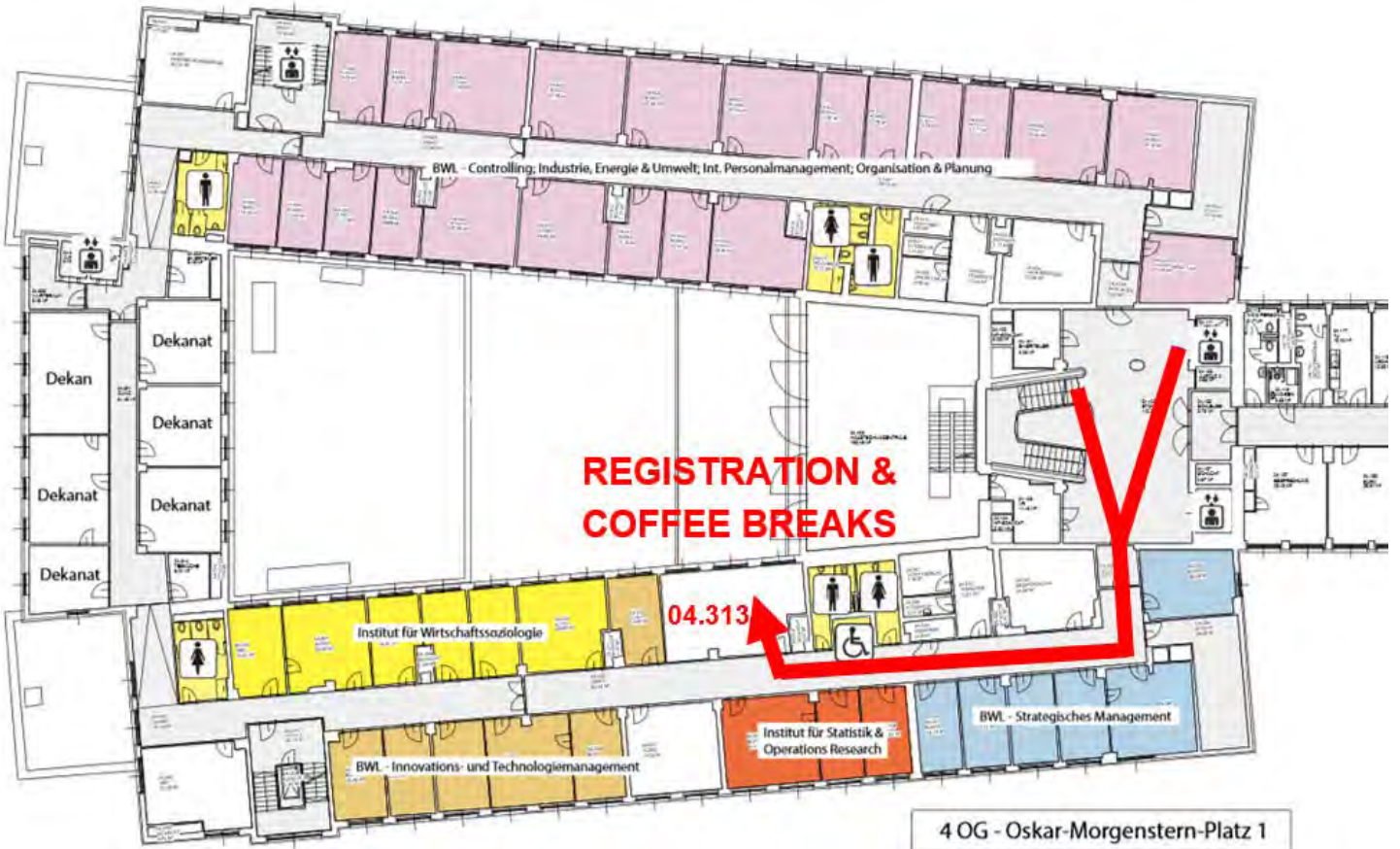
↑ This way: U4 station Rossauer Lände



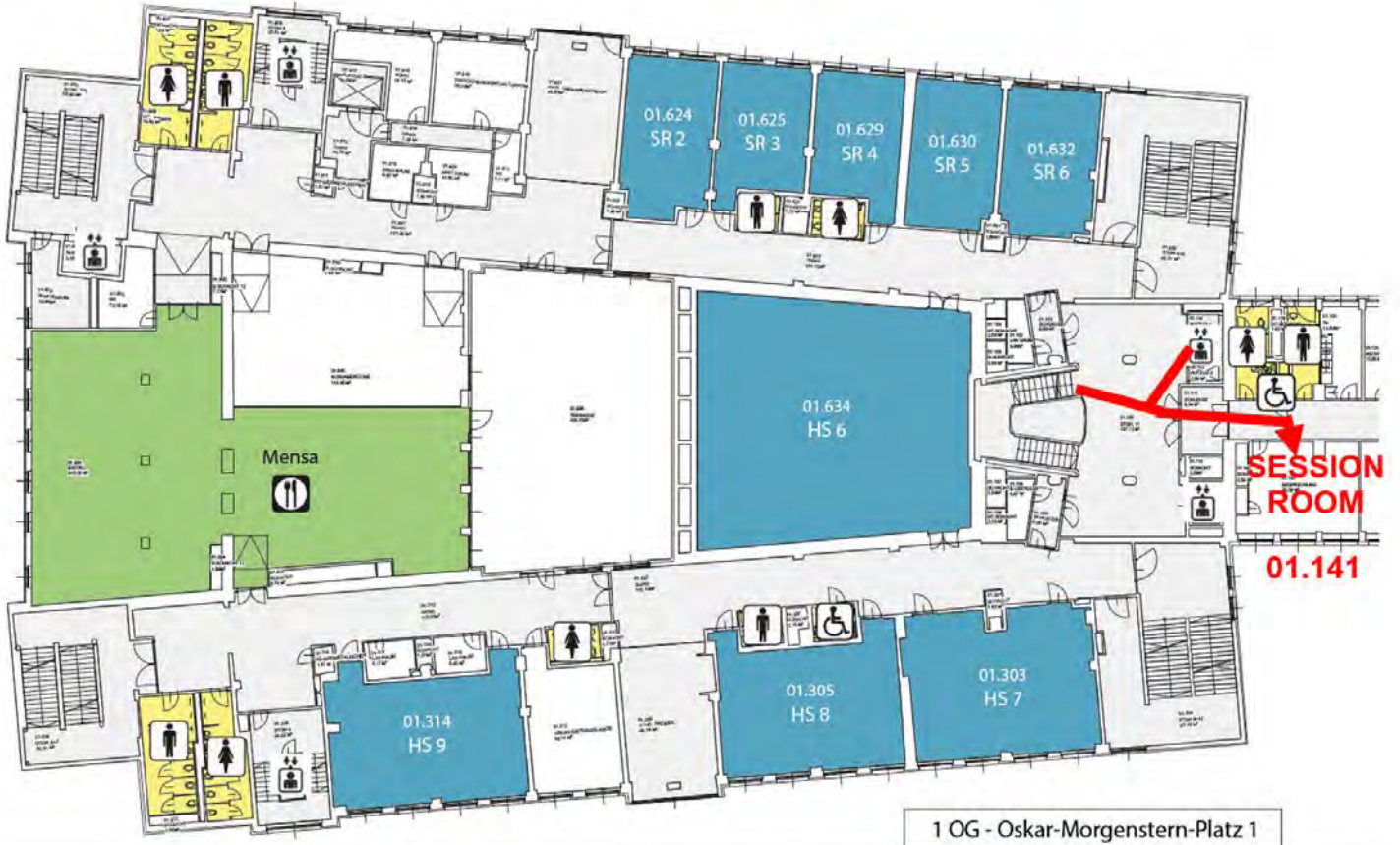
In the tower there is the Faculty of Mathematics respectively in the ground floor the library

↓ This way: U4, U2, 1 and 31 station Schottening

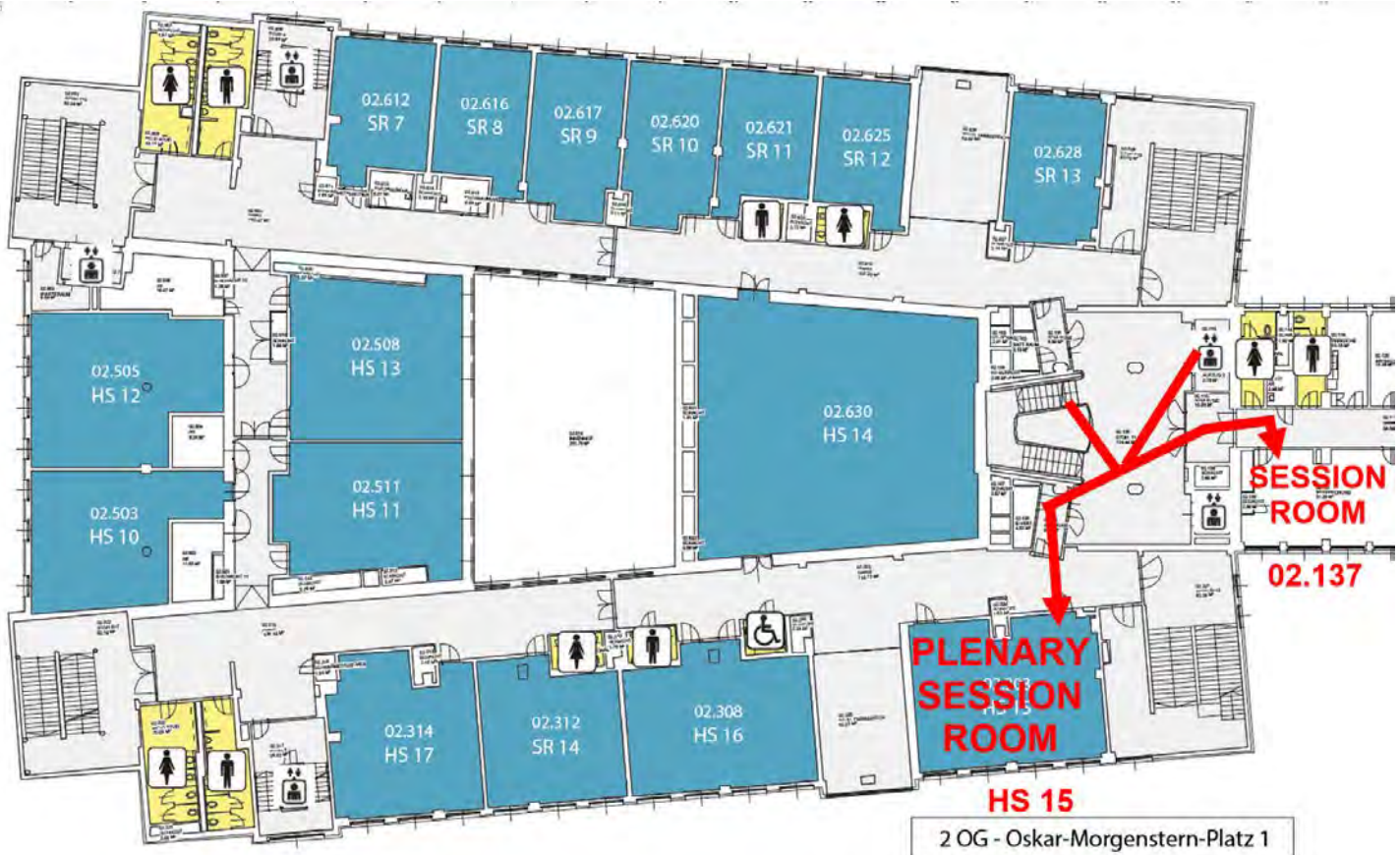
4th FLOOR



1st FLOOR



2nd FLOOR



RESEARCH CAMP PROGRAM – AN OVERVIEW

University of Vienna

Oskar-Morgenstern-Platz 1

1090 Vienna

August 31 st	September 1 st
9:00 - 10:00 Registration, Coffee 04.313 4 th Floor	9:00 - 10:00 Plenary II (HS 15, 2 nd Floor) <i>Žabkar: Academic Career Paths in Transitional Economies</i>
10:00 - 11:00 Plenary I (HS 15, 2 nd Floor) <i>Kohli: Writing for Academics</i>	10:00 - 10:30 Coffee break 04.313 4 th Floor
11:00 - 11:30 Coffee break 04.313 4 th Floor	10:30 - 12:00 Session 4 1.141 1 st Floor: Makarova / Tosun 2.137 2 nd Floor: Cunningham / Wamsler
11:30 - 13:00 Session 1 1.141 1 st Floor: Bakhtieva / Mihaiu 2.137 2 nd Floor: Berezvai / Allendorf	12:00 - 13:00 Lunch break Restaurant Porzellan
13:00 - 14:00 Lunch break Restaurant Porzellan	13:00 - 14:30 Session 5 1.141 1 st Floor: Komarac / Millemann 2.137 2 nd Floor: Gulakova / Kovač
14:00 - 15:30 Session 2 1.141 1 st Floor: Beech / Khan 2.137 2 nd Floor: Bogoviyeva / Rötzmeyer-Keuper	14:30 - 15:00 Coffee break 04.313 4 th Floor
15:30 - 16:00 Coffee break 04.313 4 th Floor	15:00 - 16:00 Plenary III (HS 15, 2 nd Floor) <i>Diamantopoulos: Having Fun with Reviewers: Some Dos and many Don'ts</i>
16:00 - 17:30 Session 3 1.141 1 st Floor: Lanzilli / Malagočka 2.137 2 nd Floor: Lin / Singh	16:00 Farewell and Refreshments 04.313 4 th Floor
17:30 - 20:00 Reception Sky Lounge 12 th Floor	

RESEARCH CAMP PROGRAM

THURSDAY, 31st August 2017

09:00 - 10:00 Registration

Room: 4.313, 4th Floor

10:00 - 11:00 PLENARY I

Room: HS 15, 2nd Floor

“Writing for Academics”

Ajay K. Kohli

11:00 - 11:30 Coffee break

Room: 4.313, 4th Floor

11:30 - 13:00 PARALLEL SESSIONS 1

1.141 1st Floor

Chairs: Gerrit van Bruggen and Vesna Žabkar

Digital Marketing Maturity Model: The Use of B2B Digital Touchpoints to Increase Customer Loyalty

Elina Bakhtieva, Tomas Bata University, Czech Republic

Digital marketing changes the approach to a business strategy and customer relationship management. With the development of technology, the decision-making time has decreased extremely highlighting the role of touchpoints in a business strategy. This is especially true when it comes to B2B industrial companies, which due to their specifics are more dependent on customer loyalty and less flexible in adaption of new digital marketing trends than companies in B2C area. As a result, B2B industrial companies are missing a framework that reflects the specifics of the business and helps in selecting, implementing and measuring digital marketing activities. A digital marketing maturity model could serve as such tool. The current research aims to use primary data collected from B2B industrial companies by means of interviews and questionnaires to analyze the relationships between digital touchpoints and customer loyalty. The study introduces a digital marketing maturity model that helps to assess a company's capabilities, increase the effectiveness of the existing channels and identify future improvements. The findings could be used by business companies as an auxiliary tool in improving their digital marketing strategy and as a base for future theoretically-grounded research.

The Darker Side of User Generated Content: Consumer Scepticism towards Brands Related UGC and its Effects on Brand Attitude

Monica Ioana Mihaiu, Coventry University, UK

User Generated Content has become an important part of consumer media consumption. However, due to expanding consumer persuasion knowledge it is now under more scrutiny than ever. This study aims to uncover what consumer and content characteristics make a sceptical reaction more likely. It will analyse the consequences of triggering consumer scepticism in terms of brand attitudes. The study will focus on the behavioural component of attitude by analysing whether triggering scepticism will make consumers more likely to create negative UGC because of the experience. Through netnography the study will research a community dedicated to uncovering covert advertising posted as UGC. Based on these findings, an experimental design will be used to empirically test the initial conclusions. The results will have important implications for UGC trust theory. It will also provide guidelines for brands to implement when encouraging UGC creation, as well as segmentation information.

2.137 2nd Floor

Chairs: Adamantios Diamantopoulos, Ajay K. Kohli and Udo Wagner

Innovation Activities and Geographical Diversification Patterns of FMCG Retailers and Their Performance Consequences during Economic Downturn

Zombor Berezvai, Corvinus University of Budapest, Hungary

My research aims to better understand retail innovation and how it is related to geographical diversification and firm performance. Based on an extensive collection of innovation outcomes, I classify retail innovations into homogenous subgroups. This classification will be used to measure retail innovation. As a next step, I exploit panel econometric methods to identify the performance consequences of retail innovation and the role that geographical diversification is playing in this relationship. Early results indicate positive (but decreasing) return for product and marketing innovations on operating margin. However, the expected moderation effect of geographical diversification was not supported by the data.

Sales Force Retention and Turnover: Insights from Direct-Selling Distributors

Julian Allendorf, University of Muenster, Germany

Direct selling represents a major form of distribution. Little is known about motives to stay or leave as a distributor in direct selling. We build on the literatures in sales force management and related areas to investigate motivations to stay (retention) or leave (turnover) a direct selling distributorship. We use a dataset of 13,072 distributors from 68 firms. Three major types of distributors are identified that explain their motives to stay, and we are able to explain to a large degree why distributors reveal different intentions to leave. We show that distributors are both 'born' and 'made' as their motivations for retention and turnover are characterized by stability and change at the same time. Our analysis shows that several insights from academic research paradigms are robust to the direct selling situation, while others are not supported – suggesting that direct selling has many parallels, but is not a replica of, other non-direct-selling sales channels.

13:00 - 14:00 Lunch break

Restaurant Porzellan

1.141 1st Floor

Chairs: Gerrit van Bruggen, Udo Wagner and Vesna Žabkar

Understanding the Relationship between Knowledge Sharing within Online Communities and Consumer Empowerment: Through the Lens of Ecological Citizenship

Rebecca Beech, Coventry University, UK

The significant growth of the internet, has led to the abundance of online communities becoming a central platform for consumers to share knowledge. Recent research highlights empowered consumer's within online communities, thus demonstrating the power shift from organisations to consumers. Current research and industry reports discuss the phenomena of green concerns, research further highlights the growth of consumers concerns towards the environment. Studies convey the evolution of green online communities, which provide an online platform for consumers to share knowledge about their green concerns. This study proposes to explore knowledge sharing within online communities, and the relationship with consumer empowerment. Furthermore, demonstrating an understanding of consumer's motivations to share knowledge within online communities. Also, to explore the relationship between the empowered consumer and the proposed theory, ecological citizenship. The study aims to explore if attitude and behaviour change occurs, as a result of knowledge sharing.

Facebook Empowers Muslim Women in Holiday Decision-Making in the UK

Imran Maqbool Khan, Salford Business School, UK

Muslim women play a significant role at following stages of decision-making particularly in holiday decision-making: information search, information processing, and determination of specific holiday package. Yet, researchers have neglected this segment. Increasing population, education, employment of Muslim women in the UK makes this a potential consumer segment. Therefore, researcher will specifically look at the Influence of Facebook usage in the holiday decision-making of British Muslim women. Researcher will investigate how Facebook empowers Muslim women in their holiday decision-making. Researcher will use a quantitative methodology in this research. Data is being collected through questionnaires using snow bowling and convenient sampling approach. Data will be further analysed by using different soft wares such as SPSS and Smart PLS.

2.137 2nd Floor

Chairs: Adamantios Diamantopoulos and Ajay K. Kohli

The Influence of Temporal Orientation on Travelling and Touristic Behavior

Elmira Bogoviyeva, KIMEP University, Kazakhstan

Although the perception of time is considered to be one of the most influential individual traits, limited research has been done to investigate how time perception affects consumer behavior in regard to tourism. Author explores the interplay between individual temporal orientation and travelling and preferences. Furthermore, the scholar examined the influence of temporal perception on tourism. Results

of study suggest that temporal orientation is one of the antecedents in travelling decisions and touristic behavior.

Dilemmas in Complex Service Encounters: Exploring Relationship Interdependencies

Julia Rötzmeier-Keuper, University of Paderborn, Germany

Service encounters are usually regarded as simplified dyadic relationships, ignoring the complexity inherent to their context (Andersson-Cederholm & Gyimóthy, 2010). Taking this into account, this study explores triadic relationships between provider, vulnerable-consumer and caregiving agent, who is involved in the decision making on behalf of the vulnerable-consumer (Baker et al., 2005). In such triadic service encounters the involved individuals are prone to dilemmas and moral distress (Raines, 2000). Thus, our research attempts to explore dilemmas that occur in triadic service encounters. Two qualitative interview studies were conducted and the derived data was analyzed using qualitative content analysis (Mayring, 2010). An exemplary result is the servant of two masters-dilemma which exhibits the loyalty problem of the provider. In cases, where vulnerable-consumer and caregiving agent put different demands, the provider has to balance the needs of the two other actors in the triad.

15:30 - 16:00 Coffee break

Room: 4.313, 4th Floor

16:00 - 17:30 PARALLEL SESSIONS 3

1.141 1st Floor

Chairs: Adamantios Diamantopoulos and Udo Wagner

The Effect of Psychic Distance on Consumers' Preferences: Does Acquirer's Corporate Reputation Matter?

Giulia Lanzilli, University of Sannio, Italy

The aim of the study is to investigate the effect of psychic distance between an acquirer firm and a local target and of the acquirer's corporate reputation on consumers' behaviour toward a post-acquisition target. The study considers an Italian target firm and compares two foreign acquiring firms (showing large/small psychic distance from Italy). We found that distance has a negative impact on Italian consumers' repurchase intentions toward the post-acquisition target, and its effect is unaffected by the acquirer's corporate reputation. The research could be of value and interest because little has been written dealing with consumers' behaviour toward a post-acquisition target considering psychic distance. The managerial implications of this study refer to firms engaging in cross-border acquisitions. The results underscore the importance of consumers' perceived psychic distance in cross-border acquisition, playing an important role in international markets (Katsikeas et al., 2009).

The Impact of the Brand Trust and Privacy Concerns on Disclosure Individual Specific Information

Karolina Małagocka, Kozminski University, Poland

Commerce and marketing are now highly digitized. The technological capabilities of gathering, aggregating, processing and analyzing data are constantly increasing. Access to digital data about consumers is becoming not only easier, but also more cost effective. As a result, consumers are increasingly concerned

about the extent of their privacy, about who and when collects their data, how long they are kept, and how they are analyzed. Privacy in the digital age has become an important indicator for consumer-brand relationships. The lack of comprehensive legal protection and the relatively high level of uncertainty in the digital market makes trust a key part of relations on the internet. The goal is to shed more light on the extent to which consumer privacy concerns and brand trust play a role in disclosing individual-specific information important for marketing.

2.137 2nd Floor

Chairs: Gerrit van Bruggen, Ajay K. Kohli and Vesna Žabkar

Hope and Anxiety in Driving Consumer Intention to Adopt New Product Solutions: When and How?

Yuting Lin, Imperial College Business School London, UK

New products are associated with high levels of uncertainty, putting consumers in a situation where they hope innovative offerings to provide desirable possibilities. Meanwhile, they are anxious about the failure of novel solutions and/or negative repercussions from the new products. Four studies demonstrate the finding that anxiety specific to product performance/product usage could boost the positive effect of hope on adoption intention. We suggest the reason lies in the fact that consumers who have high generalized self-efficacy believe they have the abilities to perform actions to cope with potential stressors invoked by anxiety stimuli in consumption, and such actions is conceptualized by a cognitive strategy called defensive pessimism. More broadly, this research contributes to the theory of approach-avoidance conflict by showing consumers will break the conflict through cushioning the potential blow of poor outcomes and trying to overcome any challenges on the way to realize hoped for outcome.

Adoption of Healthy Food Choices among Urban Indians – A Consumer Behavior Study

Hardeep Singh, K.J. Somaiya Institute of Management Studies and Research, India

Using the Theory of Planned Behavior, this doctoral research seeks to explain the consumer behavior with respect to the adoption of healthy food choices among urban Indians. A mixed methods approach was used. Findings from qualitative methods (expert interviews, in depth interviews and focus group discussions) were used to develop a questionnaire using established scales on food choice, self-esteem, self-control, self-efficacy and self-regulation. Stratified random sampling was used to collect 2182 responses from adults across 15 urban cities of India. Multivariate analysis and structural equation modeling was carried out. The intention behavior gap for adoption of healthy food choices was explained by five significant contributors to Actual Behavioral Control. Hedonism - Sensory Appeal of Food, Food as a Mood Elevator, the extent of Self-Regulation towards Temptations, Ease of Preparation, Easy Availability, and Marketing messages of Unhealthy foods. The results can be a useful source of consumer insights for developing health responsible marketing strategies for foods.

17:30 - 20:00 RECEPTION

Room: Sky Lounge, 12th Floor

- Jean-Robert Tyran, Dean of the Faculty of Economics, Business and Statistics, University of Vienna
- Udo Wagner, University of Vienna
- Adamantios Diamantopoulos, University of Vienna

09:00 - 10:00 PLENARY II

Room: HS 15, 2nd Floor

“Academic Career Paths in Transitional Economies”

Vesna Žabkar

10:00 - 10:30 Coffee break

Room: 4.313, 4th Floor

10:30 - 12:00 PARALLEL SESSIONS 4

1.141 1st Floor

Chairs: Gerrit van Bruggen, Adamantios Diamantopoulos and Vesna Žabkar

Customer Lifetime Value: Comparative Analysis of Marketing Models and Applications by the Example of Russian Market

Yana Viktorovna Makarova, National Research University, Russia

For most firms customer equity is one of the most important factors of the long-term value of the firm. Customer equity is the total of discounted lifetime values of all of the firms' customers. Many researchers have proposed different types of models for calculating customer lifetime value (CLV). This research presents a study that examine three customer lifetime models for Russian company. According to the research results it was found out that Gupta, Lehmann, Stuart [4] CLV-model most accurately estimates customer lifetime value. Thus, it is applicable for customer lifetime value estimation for the examined company. It was revealed that for a more accurate assessment of the customer equity of the company Gupta, Lehmann, Stuart CLV-model can be supplemented by a seasonality factor.

Mood and Perceived Risk in Complaining Behavior

Petek Tosun, Istanbul Bilgi University, Turkey

Consumer complaining behavior (CCB) is a complex phenomenon, which has been studied extensively. There is a substantial amount of research on the factors that lead to CCB. However, there is a gap in the literature regarding the effect of the consumers' mood on CCB. This study positions assertive and aggressive personality traits and situational factors of mood, perceived risk and perceived brand value as antecedents of CCB and tests the proposed research model by a between subjects factorial design. The findings will extend our understanding about the influence of emotional and situational factors on consumer complaining behavior.

2.137 2nd Floor

Chairs: Ajay K. Kohli and Udo Wagner

Investigating Purchase Intention Variations among Emerging and Established Middle Class when Purchasing Luxury Apparel

Nicole Cunningham, Gordon's Institute of Business Science, South Africa

More consumers are purchasing luxury products as these are used to communicate a message to their social network. An abundance of research has been conducted on the black middle class in South Africa however, there is a lack of research investigating the overall middle class and their purchase behaviour. The study therefore aims to use the Theory of Planned Behaviour and combine Lee's model to test whether differences in purchase intention exist, culturally, among the two middle class groups in South Africa when purchasing luxury products.

Cross-Product Signaling Effects: The Risk-Revealing Role of Price among Complementary Insurance Products

Julia Wamsler, University of Zurich, Switzerland

The authors investigate the risk-revealing role of price in the context of complementary products, such as short-term insurances, product insurances or extended warranties. Based on cue utilization theory, we extend previous research on the dual role of price and investigate the existence and the properties of the proposed risk signal. The results from a choice-based conjoint study with almost 400 respondents show that: (1) the price of a complementary insurance serves as a risk signal with respect to the core product, (2) the strength of the risk signal depends on the consistency of the inferred risk information, and (3) the price of the insurance negatively affects the purchase likelihood of the core product. Our findings emphasize the role of cross-product risk signals and their impact on pricing strategies for both products to be insured and complementary insurances.

12:00 - 13:00 Lunch break

Restaurant Porzellan

13:00 - 14:30 PARALLEL SESSIONS 5

1.141 1st Floor

Chairs: Ajay K. Kohli, Udo Wagner and Vesna Žabkar

The Impact of Edutainment on Perceived Authenticity of Museum Experience

Tanja Komarac, University of Zagreb, Croatia

The purpose of this research is develop a framework to understand better authenticity as integral and complex marketing construct in the context of the cultural organizations, museums. The research aims to discover and understand how edutainment (one of the most significant trends) influences the three components of museums' authenticity. Past studies did not focus on this important variable which could be a crucial in creating museum experience. So, this research will provide and empirically test a structural model of the impact of edutainment on authenticity. Also, it will provide a new framework for managing

customer perceptions of authenticity as the number one challenge for museums. The research will be divided into two parts, first the qualitative (pre-study) and then quantitative. The qualitative study will be carried out on the sample of museum professionals, and quantitative on the sample of museum visitors. The data will be analyzed with appropriate software programs.

Resistance, Indifference and Rejection in Innovation Adoption Research

Jan Andre Millemann, Saarland University, Germany

Companies continuously make high investments in innovations and new technologies. Yet, in many cases, these high investments in new products fail to reach the ultimate goal of successful market introduction, as high innovation failure rates around 50% exemplify. However, even innovations that got adopted by a significant number of consumers in the first place might still fail in the long run if some consumers decide to reject them after first usage. Especially for service innovations, such discontinuous adoption represents a severe problem as the revenues are constantly generated by a continuous usage of the respective service. Thus, to investigate factors that inhibit the adoption and usage of innovations throughout the innovation-decision process, we apply a (balanced) panel over 4 waves (8 weeks; n=352) to gain insights into why consumers either reject service innovations from the beginning or after initial usage and late usage.

2.137 2nd Floor

Chairs: Gerrit van Bruggen and Adamantios Diamantopoulos

Customer Orientation Scale Adaptation to Russian Market Specifics

Olga Gulakova, National Research University, Russia

Specifics of emerging markets raise many questions about the applicability of well-established approaches in marketing. Most of concepts and tools are widely used on the developed markets but haven't tested for suitability for emerging markets. In frame of this work, the complex scale adapted to the Russian market specifics was developed to evaluate the level of customer orientation. Due to the mixed quantitative and qualitative design of the empirical research, it was possible both to test the existing instruments and also to develop an adapted scale with new indicators. At the first stage of the empirical study a quantitative survey with representatives of 239 companies was conducted, at the second — 62 in-depth interviews. As a result the four factorial scale model consisting of 14 indicators was obtained. Drawing on in-depth interviews analysis, the scale was supplemented by the indicators expressing the specifics of customer orientation on the Russian market.

Impact of Social Media Engagement and Email Communication Exposure on Subscription Services

Customer: The Moderating Role of Perceived Commoditization

Matej Kovač, University of Ljubljana, Slovenia

For marketing practitioners in on-line subscription services, it is important to prioritize their trust and loyalty enhancement activities. We apply relationship marketing (RM) effectiveness model to explain vendor-customer relationships in on-line subscription services and focus on social media engagement and email communication exposure as relevant antecedents of trust and loyalty. The two antecedents refer to digital media and marketing tools that are so far not adequately represented in the RM literature. Additional contribution of the thesis is an inclusion of perceived commoditization as a moderator in trust enhancing relationships. When services face more intensive competition, guidelines on how to cope with increased commoditization of services are important. The research will include customer perceptions and

behavior from three markets of on-line subscription service that differ in perceived level of commoditization for the same service. Variance model with trust as a focal mediator will be developed and hypothesized relationships tested by multigroup SEM.

14:30 - 15:00 Coffee break

Room: 4.313, 4th Floor

15:00 - 16:00 PLENARY III

Room: HS 15, 2nd Floor

“Having Fun with Reviewers: Some Dos and many Don'ts”

Adamantios Diamantopoulos

16:00 FAREWELL AND REFRESHMENTS

Room: 4.313, 4th Floor

- Udo Wagner, University of Vienna
- Adamantios Diamantopoulos, University of Vienna

RESEARCH CAMP PARTICIPANTS

Last name	First name	Country	Affiliation
Allendorf	Julian	Germany	University of Muenster
Bakhtieva	Elina	Czech Republic	Tomas Bata University
Beech	Rebecca	UK	Coventry University
Berezvai	Zombor	Hungary	Corvinus University of Budapest
Bogoviyeva	Elmira	Kazakhstan	KIMEP University
Cunningham	Nicole	South Africa	Gordon's Institute of Business Science
Diamantopoulos	Adamantios	Austria	University of Vienna
Gulakova	Olga	Russia	National Research University
Khan	Imran Maqbool	UK	Salford Business School
Kohli	Ajay K.	USA	Georgia Institute of Technology
Komarac	Tanja	Croatia	University of Zagreb
Kovač	Matej	Slovenia	University of Ljubljana
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