PROGRAM

31st RECENT ADVANCES IN RETAILING AND CONSUMER SCIENCE CONFERENCE

JULY 7-10

Esplanade Zagreb Hotel
Ul. Antuna Mihanovića 1
10000 Zagreb
Croatia
T. +385 1 4566 666

July 7

15:00 – 17:00 Registration (*if you cannot make it – desk is open again on July 8 at 8:00 am*)

18:00 – 19:00 Welcome reception (Istanbul)

For delegates staying in the hotel, breakfast will be served in the Ballroom on July 8 and 9.

Tuesday, July 8

Concurrent sessions. 08:30 – 10:15

Room: Istanbul	Room: Paris	Room: Venice
TU1.1 Consumer behavior – I *Chair:* Pat Huddleston	**TU1.2 Retail management - I** *Chair:* Christy Crutsinger	**TU1.3 Food retailing** *Chair:* Ruzica Brecic
J. Joseph Cronin, Jr. (Florida State University), Brian L. Bourdeau (Auburn University) & Jordan Thorn (Terroir Selections) *Luxury experiences: a strategic retail option*	Tim Nicolas Nierobisch (Hochschule Hannover), Jonas Alexander (Duale Hochschule Schleswig-Holstein) & Volker Behn (Team Energie GmbH & Co. KG) *Digital signage and price tags: driving or diluting sales?*	Megan Phillips (Auckland University of Technology), Alexandra Hess (Massey University) & Euejung Hwang (University of Edinburgh) *Green shelves, poor choices: the unintended consequences of colour on wholesome food choices*
Doris Berger-Grabner & Felix Puthenveetil (IMC Krems) *Understanding consumer purchasing behavior when buying counterfeit luxury fashion items with a focus on online availability and social networks*	Lina Anggraini, Nathalie Demoulin & Helen Cocco (IESEG) *Navigating resistance: addressing novel consumer barriers to adopt augmented reality in online retail*	Jørgen Breivik, Nils Magne Larsen (UiT - The Arctic University of Norway) & Valdimar Sigurdsson (Reykjavik University) *Shopping trip type profitability in food retailing*
Camila Lee Park, Mauro Fracarolli Nunes (EDC Paris Business School), Hyunju Shin (Kennesaw State University) & Jose A.D. Machuca (Universidad de Sevilla) *Luxury management and circular business models*	Anders Parment (Stockholm Business School) *Carvana's comeback: from bold disruption to near collapse and profitable revival*	Marko Grünhagen (Eastern Illinois University) *'Ghost franchises' in the post-pandemic service space: is the separation of food production and consumption sustainable?*
Sune Donoghue, Eleni Roditis, Bertha Jacobs & Andries Masenge (University of Pretoria) *The influence of customer service well-being, perceived justice, and emotions on consumers' post-complaint behavioural intentions following online clothing retailers' complaint handling*	Chih-Hui Shieh (National Kaohsiung University of Science and Technology) *The impact of smartphone visibility and digital advertising on impulsive purchase intention*	Ulrich Jürgens (University of Kiel) *Food banks, food waste and retail: food disposal systems using Germany as an example*
	Fernanda Barzallo & Carmen Abril (Complutense Univ. of Madrid) *Unlocking the power of multiple in-store technologies: a consumer-centric framework for retail innovation*	Rusty Stough & Susan Myrden (University of Maine) *Ugliness is only skin deep: the effects of green consumption value on preference for unattractive products*
		Mark S. Rosenbaum (Citadel), Germán Contreras Ramírez (Externado University) & Mario Eduardo Giraldo Oliveros (University del Norte) *Introducing the dark servicescape: exploring consumer well-being in the age of ghost kitchens*

COFFEE/TEA BREAK

Tuesday, July 8

Concurrent sessions 10:45 – 12:30

Room: Istanbul	Room: Paris	Room: Venice
TU2.1 Consumer behavior - II *Chair:* Kishokanth Jeganathan	**TU2.2 Retail management - II** *Chair:* Tim Nierobisch	**TU2.3 Creativity and Innovation in Retail Education** *Organiser and Chair:* Inci Toral
Doreén Pick (Merseburg University of Applied Sciences) *The "purpose marketing" myth – effect of "true price" campaigns on emotions and intentions in food retail*	Thomas M. Hickman & Michael Stoica (Washburn University) *Consumer experiences and perceptions: catalysts for positive word of mouth and spending at regional malls*	Christy Crutsinger & Tania Heap (University of North Texas) *Retail leadership development: an explanatory case study of active learning and student engagement*
Patricia Huddleston, Saleem Alhabash, Anastasia Kononova, Moldir Moldagaliyeva, Heijin Lee & Zheran Liu (Michigan State University) *Counterfeit threat by retail channel: a global study*	Tseng-Lung Huang (National Taipei University of Technology) & Ben S. Liu (Quinnipiac University) *The impact of AR touch experience on impulse behavior*	Inci Toral, Fatos Ozkan Erciyas, Kamilya Suleymanova & Mary Dawood (University of Birmingham) *Inclusive retailing through innovative technology: overcoming market entry barriers with Gen AI*
Anastasia Mirow (Clausthal University of Technology), Peter Kurz (BMS Marketing Research & Strategy) & Winfried Steiner (Clausthal University of Technology) *On the use of alternative-specific designs in choice-based conjoint analysis - an illustration for measuring preferences for electric vehicles in the UK*	Hyowon Hyun & Suhyoung Ahn (Hanyang University) *When AI feels too human: emotional shutdown and its effects on user experience*	Sarah Montano & Inci Toral (University of Birmingham) *Experiential learning and authentic assessment: future proofing graduate employability*
Iris Vilnai-Yavetz, Shaked Gilboa (Ruppin Academic Center) & Vince Mitchell (The University of Sydney) *Navigating by retail atmospherics: identifying attractive and irritating mall atmospherics that influence the stay decisions of shoppers with disabilities*	Ruzica Brecic (University of Zagreb), Matthew Gorton & Luca Panzone (Newcastle University) *Promoting healthy food choices: analyzing the impact of a fruit and vegetable challenge through a loyalty app*	Sarah Montano & Inci Toral (University of Birmingham) *Enhancing student job confidence and readiness through sense-making and experiential learning: a multi-level approach*
Neha Sharma (Galgotias University), Emiliano Acquila-Natale, Laura Del-Rio-Carazo & Angel Hernandez-Garcia (Universidad Politecnica de Madrid) *Consumer psychographics, product category and geographic factors in Indian showrooming and webrooming: a qualitative approach*	Ammarah Marjan & Charles Graham (London South Bank University) *Do channel reward programs build partner loyalty? an investigation using the NBD model*	Inci Toral (University of Birmingham), Ronan De Kervenoael (Rennes School of Business) & Jean-Paul de Cros Peronard (Aarhus University) *Navigating AI integration in service industries: employee perspectives on their AI co-workers*
		Sanjukta Pookulangara, Christy Crutsinger & Kelcie Slaton (University of North Texas) *Technology and AI readiness of the retail workforce: understanding creativity, innovativeness and optimism*

COCTAIL LUNCH

Tuesday, July 8

Concurrent sessions 13:30 – 15:15

Room: Istanbul	Room: Paris	Room: Venice
TU3.1 Consumer behavior – III *Chair:* Simoni F. Rohden	**TU3.2 Social media** *Chair:* Megan Phillips	**TU3.3 E-commerce** *Chair:* Hasan Gilani

Room: Istanbul — TU3.1 Consumer behavior – III

Nick Ashill (Victoria University of Wellington), Paul Williams (University of Southampton) & Rania Semaan (American University of Sharjah)
Creating sparkle and magic: development and validation of a brand charisma scale

Brandon J. Reich (Portland State University), Hong Yuan (Florida Atlantic University), Lamberto Zollo (University of Milan) & Riccardo Rialti (University of Siena)
Implicit ethical consumerism: measure development and cross-national validation

Harald Hruschka (University of Regensburg)
Multicategory choice modeling by recurrent neural nets

Melinda Knuth (North Carolina State University), Patricia Huddleston (Michigan State University), Alicia Rihn (University of Tennessee) & Bridget Behe (Michigan State University)
It's not them, it's the product: bottom-up factors influence haters' likelihood to buy

Euodia Botha (University of Pretoria) & Adele Berndt (Jönkoping University)
Zero waste: are retailers and consumers on the same page?

Room: Paris — TU3.2 Social media

Sai Vattana, Kiseol Yang & HaeJung Maria Kim (University of North Texas)
#Deinfluencing: source credibility and message effectiveness of social media influencers' deinfluencing activities

Abhilash Sugunan Nair (Queen Margaret University) & Jennifer Murray (Glasgow Caledonian University)
Destigmatising sex: the role of "sexfluencers" in deconstructing sex positivity through digital advocacy on social media

Sanjukta Pookulangara & Alicia Langlais (University of North Texas)
Macro vs. micro-influencers: shaping consumer behavior in a changing landscape

Garim Lee (Indiana University)
Do consumers rely on AU-generated review summary?

HaeJung Maria Kim (University of North Texas)
Collaborative innovation and digital identity of social influencers: the case of the "#metawear" twitter network

Maureen Lehto Brewster (University of Maryland Eastern Shore)
In our theme dressing era? an analysis of concert dress practices and social media

Room: Venice — TU3.3 E-commerce

Charlie Lindgren, Kenneth Carling (Dalarna University), Niklas Rudholm (Institute of Retail Economics) & Ross May (Dalarna University)
A heuristic for identifying algorithmic pricing in low-resolution price data from a price comparison website

Noel Corbin & Clair McClure (University of Georgia)
Omnichannel frameworks for circulatory fashion retailers

Helen Cocco & Nathalie Demoulin (IESEG - School of Management)
Persistence of customers during their shopping journey

Gunnar Oskarsson & Gudjon H. Egilsson (University of Iceland)
Turning point in e-business: the continuation of the use of e-commerce post Covid

Kenneth Carling, Charlie Lindgren & Niklas Rudholm (Institute of Retail Economics)
Market integration in Nordic online retail markets: do cross-border transaction costs still matter?

COFFEE/TEA BREAK

Tuesday, July 8

Concurrent sessions 15:45 – 18:00

Room: Istanbul	**Room:** Paris	**Room:** Venice
TU4.1 Consumer behavior – IV *Chair:* Adele Berndt	**TU4.2 Special session Retailing at a crossroads: facing uncertainty and disruption** *Organisers and Chair:* Elisa Martinelli	**TU4.3 Special session Human-Technology Interaction** *Organiser and Chair:* Yoo-Kyoung Seock

Kelcie Slaton & Sanjukta Pookulangara (University of North Texas)
Do consumers trust the use of AI in luxury marketing communications?

Sharon-Marie Gillooley & Sheilagh Resnick (NTU)
Embracing the future: evaluating time perspective and self-identity in midlife

Alet Erasmus, Khanyisa Nkuna & Johan Olivier (University of Pretoria)
Millennials' perceptions of the legitimacy of clothing brands during a widespread global crisis: surviving the odds

HaeJung Maria Kim, Christy Crutsinger & Sanjukta Pookulangara (University of North Texas)
Bridging the skills-transfer gap: the role of edu-influencers in leadership development and mentorship within twitter community dialogue

Hasan Gilani (University of Brighton)
The influence of digital gaming platforms on gen alpha's consumer preferences: a study of in-game retail and brand integration

Shaked Gilboa, Iris Vilnai-Yavetz (Ruppin Academic Center) & Vince Mitchell (The University of Sydney)
Is losing an experience the same as losing a product? applying prospect theory to the loss and regain of mall experiences

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Graziano Abrate & Valeria Faralla (Univ. of Piemonte Orientale)
Word of mouth vs. word of machine: an empirical analysis on the use of artificial intelligence in online reviews

Settimio Ziccarelli & Donata Tania Vergura (University of Parma)
Comparing text- and video-based interactions with virtual assistants in e-commerce

Generoso Branca, Sandro Castaldo (Bocconi University) & Monica Grosso (EmLyon)
Diversity and inclusion in retail: consumers' perceptions and brand outcomes

Elisa Martinelli, Francesca De Canio, Elena Sarti & Giulia Tagliazucchi (University of Modena and Reggio Emilia)
Boosting retailers' resilience to natural disasters

Gioele Zamparo (University of Udine), Francesco Massara (IULM University), Michela C. Mason & Andrea Moretti (Uni. of Udine)
Explaining employee performance during crisis situations in the retail sector through the AMO framework

Greta Siracusa, Chiara Mauri & Fausto Pacicco (LIUC)
Retail 5.0: closer to home, smart and "local"

Valentina Mazzoli, Ilenia Confente, Benedetta Baldi & Ivan Russo (University of Verona)
Bring it back: factors influencing participation in retailer take-back programs

Beatrice Luceri, Simone Aiolfi & Giovanni Romano (Uni. Parma)
From pixels to purchases: high-involvement shopping in the metaverse

Donata Tania Vergura, Cristina Zerbini, Settimio Ziccarelli & Guido Cristini (University of Parma)
Upcycling economy: consumer perceptions of food made from surplus food

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Yoo-Kyoung Seock (The University of Georgia) & Jeongah Shin (University of Cincinnati)
Leveraging eye-tracking technology for user interface design in mobile applications

Jeongah Shin (University of Cincinnati) & Yoo-Kyoung Seock (University of Georgia)
Are consumers ready for digital twin stores? examining virtual reality shopping anxiety

Yoo-Kyoung Seock (The University of Georgia), Heeran Lee (Kumoh National Institute of Technology) & Jeongah Shin (University of Cincinnati)
Neurophysiological insights into online shopping: cognitive and emotional responses to fashion websites

Heeran Lee & Soyoung Kim (Kumoh National Institute of Technology)
Assessment of consumer comfort, wearability, and design of 3d-printed back braces by EEG-based neurophysiological and subjective measures

Heeran Lee (Kumoh National Institute of Technology) & Okkyung Lee (Kyungpook National University)
Smart workwear: evaluating material performance and cooling devices for thermal comfort and efficiency

Juha Lee & Dee Warmath (The University of Georgia)
Building service literacy to promote consumer well-being from new technology-driven retail services

Yoo-Kyoung Seock & Hye Seung Jeong (The University of Georgia)
Driving metaverse beyond the boundaries

Wednesday, July 9

Concurrent sessions 08:30 – 10:15

Room: Istanbul	Room: Paris	Room: Venice
WE1.1 Consumer behavior - V *Chair:* Helen Cocco	**WE1.2 Service management - I** *Chair:* Morana Fuduric	**WE1.3 Special session Decision Making in Digital and Responsible Retailing and Consumer Services** ***Organiser:*** Carsten Schultz *Chair:* Carsten Schultz

Kirthi Kalyanam, Raphael Thomadsen & Nan Zhao (Santa Clara University)
The impact of advertising content on customer acquisition and retention for subscriptions of physical goods: insights from a field experiment

Jeff Bray, Juliet Memery (Bournemouth University) *et al.*
The foodmapp project: supporting local food provisioning

Kathleen Cauwelier, Heleen Buldeo Rai & Koen Mommens (Vrije Universiteit Brussel)
To pay or not to pay: exploring financial and non-financial nudges to promote sustainable delivery choices in e-commerce

Yubing Lei & Joris Beckers (University of Antwerp)
The role of logistics factors in consumers' shopping channel choices

Josephine Mariquivoi, Heleen Buldeo Rai & Koen Mommens (Vrije Universiteit Brussels)
Reducing the environmental impact of parcel freight: a geographic assessment from a consumer perspective

Hye Seung Jeong & Yoo-Kyoung Seock (University of Georgia)
Exploring supply chain transparency in fiber-textile-apparel-retail (ftar) companies

Volker Kuppelwieser (NEOMA), Martin Wetzels (EDHEC) & Benedikt Schnurr (TUM)
The perspective of non-impaired customers on adapted services

Niklas Elert, Niklas Rudholm & Hans Westerberg (Institute of Retail Economics)
Employment effects of payroll tax reforms: evidence from Swedish service industries

Magnus Asgeirsson & Thorhallur Gudlaugsson (University of Iceland)
The effect of service quality, reputation, and ewom on performance variability

Kyunwon Lee (Kean University), Genevieve E. O'Connor (Fordham University) & Aron Darmody (Carleton University)
Improving service delivery in the sharing economy

Kenneth Carling, Charlie Lindgren, Ross May (Dalarna University) & Niklas Rudholm (Institute of Retail Economics)
Collusion in online retail markets: are firms using algorithmic pricing more likely to collude?

Maike Netscher, Alexander Kracklauer ((University of Applied Sciences Neu-Ulm) & Christian Schieder (Amberg-Weiden University of Applied Sciences)
Understanding service quality in smart stores: do retailers' perceptions match customers' expectations?

Simoni Rohden (Nova Information Management School) & Lélis Espartel (Universidade Europeia)
Understanding the impact of technology interaction on dysfunctional consumer behavior in smart retailing

Robér Rollin, Hanna Schramm-Klein, Eric Schell & Julian Schmitz (University of Siegen)
Mitigating cognitive overload through harmonious visual design

Selmar Meents, Tibert Verhagen, Stephanie van de Sande (Amsterdam University of Applied Sciences), Kim Willems & Malaika Brengman (Vrije Universiteit Brussels)
How in-store technology complements the store: a niche gratification study of interactive kiosks

Laurin Krempel & Bastian Popp (Saarland University)
Re-commerce ñ drivers for second-hand purchases in the online environment

COFFEE/TEA BREAK

Wednesday, July 9

Concurrent sessions 10:45 – 12:30

Room: Istanbul	Room: Paris	Room: Venice
WE2.1 Special session Fashion Retailing Organisers Ji Hye Kang & Hongjoo Woo *Chair:* Hongjoo Woo	**WE2.2 Service management - II** *Chair:* Niklas Rudholm	**WE2.3 Special session Decision Making in Digital and Responsible Retailing and Consumer Services** *Organiser:* Carsten Schultz *Chair:* Frederike Paetz
Ji Hye Kang (University of Rhode Island) & Haewon Ju (Framingham State University) *Exploring fashion market segments for the aging population*	Valdimar Sigurdsson, Anna Bower Richardson (Reykjavik University), Vishnu Menon (University of Southampton), Nils Magne Larsen (UiT-The Arctic University of Norway), Asle Fagerstrøm (Kristania University College), Huda Maulana (Reykjavik University) & Linda Hollebeek (Sunway University) *From legacy practices to passenger-centric recovery: understanding preferences for emerging solutions in passenger disruption management using S-D logic*	Daphne Hagen *et al.* (Amsterdam University of Applied Sciences) *Enabling healthier food choices in supermarkets using web-based augmented reality*
Elena E. Karpova, Nancy J. Hodges, Haeung Bang & Hadal Hammour (The University of North Carolina at Greensboro) *Is AI a friend or foe? a critical perspective on the opportunities and risks for the fashion industry of the future*		Pia Drechsel (TUM), Alexander. H. Kracklauer (Neu-Ulm University of Applied Sciences), Klaus Menrad & Thomas Decker (TUM) *A sustainable switch: field experiment on consumer acceptance of environmentally friendly packaging in retail*
Hanfei Xue, Jiayu Wang, Szeman Chong, Woojin Choi, Chung-Wha (Chloe) Ki, Christina Wong & Tsai-Chun Huang (Hong Kong Polytechnic University) *The influence of virtual avatar assistants' (VAAS') form on consumer fun and VAA service adoption in online retail: the moderating role of shopping motivation*	Thorhallur Gudlaugsson (University of Iceland) *Banks, trust and loyalty*	Ying Cheng Huang & Ellen van Droogenbroeck (Vrije Universiteit Brussel) *Retailer strategies and suboptimal food: a systematic literature review on the impact of food waste reduction*
	Genevieve E. O'Connor, Hoori Rafieian (Fordham University) & Nancy Wong (University of Wisconsin) *Uncovering drivers of vaccination compliance*	
Magnum M.L. Lam, Zeyu Liu & Fenfang Qiu (The Hong Kong Polytechnic University) *Brand evolutionary dynamics: a Darwinian perspective on brand identity in fashion retail*	Khadija Ali Vakeel (Depaul University), K. Sivakumar (Lehigh University) & Morana Fuduric (University of Zagreb) *Asymmetric network effects on multi-sided platforms*	Iris Hagemans *et al.* (Amsterdam University of Applied Sciences) *Age inclusive retail: leveraging in-store technologies to improve shopping experiences for older adults in Europe*
Min Jung Kim, Stacy H. Lee & Hyo Jung (Julie) Chang (Texas Tech University) *Generation Z's perception of ESG retail company's cross-functionality*		Tseng-Lung Huang (National Taipei University of Technology), Yi-Mu Chen (National Pingtung University) & Carsten D. Schultz (University of Hagen) *The role of digital twin experience in retail and brands*

COCKTAIL LUNCH

Wednesday, July 9

Concurrent sessions 13:30 – 15:15

Room: Istanbul	Room: Paris	Room: Venice
WE3.1 Special session Fashion Retailing Organisers Ji Hye Kang & Hongjoo Woo *Chair:* Ji Hye Kang	**WE3.2 Tourism** *Chair:* Thorhallur Gudlaugsson	**WE3.3 Special session Decision Making in Digital and Responsible Retailing and Consumer Services** *Organiser:* Carsten Schultz *Chair:* Stephanie Jordan

Sojin Jung (Kyung Hee University), Stacy H. Lee (Texas Tech University) & Xiaoyong Wei (BNU-HKBU United International College)
Support for working conditions: a corporation's perfect obligation that remains unchanged over time

Hongjoo Woo (Yonsei University), Daeun Chloe Shin (University of Houston), Naeun Lauren Kim (University of Minnesota), Sumin Lee (Yonsei University) & Hyejin Chang (Yonsei University)
Fake hunger: who consumes fashion for desired versus actual needs and what are their characteristics?

Jeong Eun Yoon, Chen Jinzhi & Sumin Koo (Yonsei University)
Development and evaluation of a back strength aid for reducing musculoskeletal disorders

Ji Hye Kang (University of Rhode Island) & Sungha Jang (San Francisco State University)
The impact of social media promotions on a small-sized online start-up

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Magnus Haukur Asgeirsson & Thorhallur Gudlaugsson (University of Iceland)
Linking service orientation and performance in hospitality

Per Kristian Alnes, Iveta Malaseveska & Erik Haugom (Inland Norway University of Applies Sciences)
A structural equation modeling (SEM) analysis of fairness perceptions and responses to early-bird pricing among alpine skiers in Scandinavia

Helen Cocco & Jan Klein (IESEG – School of Management)
Harmonising travel and tourism experience measurement across varied contexts

Lloyd C Harris & Pietro Frigeni (University of Manchester)
Anti-tourist customer services: three studies on forms and impacts

Ana Rita Medina & Margarida Cardoso (ISCTE)
Cruise passenger satisfaction and the role of past experience: analysis of user-generated content

Ruggero Sainaghi (IULM University)
Marketing capabilities for short-term rentals

Daniel Baier, Alexandra Rese (University of Bayreuth) & Danilo Randazzo (Liebherr Hausgerate)
Idea generation and concept development using ChatGPT: a sample application for fridge/ freezer combinations

Anne Fota & Hanna Schramm-Klein (University of Siegen)
AI across ages: how emotional intelligence and anthropomorphism shape consumer interactions with ChatGPT

Alexandra Rese & Daniela Weber (University of Bayreuth)
Secondhand fashion subscription boxes: a necessary condition analysis

Tseng-Lung Huang (National Taipei University of Technology), Yi-Mu Chen (National Pingtung University) & Carsten D. Schultz (University of Hagen)
The impact of AI-based service robots on immersive service encounters

Lieve Doucé, Jarne Thys, Stephanie van de Sanden (Hasselt University), Kim Willems (VUB), Davy Vanacken & Gustavo Rovelo Ruiz (Hasselt University)
The effect of VR and haptic feedback devices on online consumer decision-making

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COFFEE/TEA BREAK

Wednesday, July 9

Concurrent sessions 15:45 – 18:00

Room: Istanbul	Room: Paris	Room: Venice
WE4.1 Special session (Lights, Camera, Action!) Exploring the Influence of Screening on Retailing and Consumer Services. *Organisers/Chairs:* Jesús Cambra-Fierro & Maria Fuentes-Blasco	**WE4.2 Special session Japanese retailing studies** *Organiser & Chair:* Changju Kim	**WE4.3 Special session Decision Making in Digital and Responsible Retailing and Consumer Services** *Organiser:* Carsten Schultz *Chair:* Iris Hagemans

Edgar Centeno (EGADE Tecnológico de Monterrey), Mª Eugenia López-Pérez (Universidad CEU-Fernando III) & María Lucila Osorio (EGADE Tecnológico de Monterrey)
From screen to retailing: how film celebrities shape brand authenticity

Lily Gao (Stockholm School of Economics), Qiong Tang (University of Groningen) & Xiangnan Zhang (Temple Uni.)
Why some content stands out in the digital age? the role of interestingness in shaping success

Maria Fuentes-Blasco (Uni. Pablo de Olavide), Francesca Di Canio (Uni. Modena and Reggio Emilia), Juan A. Mondéjar-Jiménez (Uni. Castilla-La Mancha) & Joan B. Garau-Vadell (University of les Illes Balears)
Authentic vs fictitious destination placement in tv-series: the authenticity and self-congruence on consumer decision process

Rafael Bravo-Gil (University of Zaragoza), Jesús Cambra-Fierro (University Pablo de Olavide), Maria Román-Ojeda (University CEU-Fernando III) & Rosario Vázquez-Carrasco (University Pablo de Olavide)
The effects of films on place branding: a study of generation Z segment

Andreea Trifu *et al.* (Cunef University)
Lights, camera, chaos: the dark side of media-induced tourism in newly famous vs. established destinations

Carmen Camarero (University of Valladolid) & Ángel Herrero-Crespo (University of Cantabria)
Attracting visitors and generating emotional experiences around iconic film locations

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Changju Kim (Ritsumeikan University), Sangmin Kang (Aomori Chuo Gakuin University), Jiaqi Xie (Ritsumeikan University) & Shinya Nakami (Kanagawa University)
Does goal congruence enhance commitment to joint activities within retail buying groups?

Ping Zhong, Changju Kim, Zhihan Lyu & Marina Kim (Ritsumeikan University)
Does a consumer boycott against unethical companies affect travel intentions?

Xuanke Lin, Changju Kim (Ritsumeikan University), Jungkeun Kim (Auckland University of Technology) & Hanxi Chen (Ritsumeikan University)
Relationships among credibility, technology threat, and personality traits in ChatGPT use

Hikaru Makino (Kanazawa Seiryo University) & Kenji Sera (Kindai University)
An exploratory investigation into the development of a bodily attitude scale: item collection and factor analysis

Shoji Tanaka (Setsunan University), Hiroyuki Takahasi (Doshisha University) & Changju Kim (Ritsumeikan University)
The influence of aesthetics on tourist inspiration: investigating moderating effects

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Anne Fota, Robér Rollin & Hanna Schramm-Klein (University of Siegen)
Social media trends: unraveling the phenomenon?

Kishokanth Jeganathan & Andrzej Szymkowiak (Poznan University of Economics)
Enhancing service advertising: the role of webAR agents in driving personalized consumer communication

Stephanie Jordan (Neu-Ulm University of Applied Sciences; University of Bayreuth), Maike Netscher (Neu-Ulm University of Applied Sciences), Diana Sanchez (Universidad de Chile), Latifa Mednini (University of Sfax), Alexander H. Kracklauer (Neu-Ulm University of Applied Sciences) & Claas Christian Germelmann (University of Bayreuth)
Navigating ethical, legal and cultural challenges in AI-supported retail promotions: a cross-continents' research

Lena Epperlein (FOM University of Applied Sciences) & Carsten D. Schultz (University of Hagen)
The impact of corporate influencers on the corporate brand

Friederike Paetz (Anhalt University of Applied Sciences) & Mahmood Pedram (Grenoble Ecole de Management)
A comparison of e-sports tournament organizers' reward structures: which one to favor to attract audience and sponsors?

Alicia Rihn (University of Tennessee), Melinda Knuth (North Carolina State University), Patricia Huddleston & Bridget Behe (Michigan State University)
Repurchase intent – online vs. instore satisfaction for live goods

19:00 CONFERENCE DINNER (BALLROOM)

Thursday, July 10

Concurrent sessions 08:30 – 10:00

Room: Istanbul	Room: Paris	Room: Venice
TH1.1 Consumer behavior - VI *Chair:* Fatiha Fort	**TH1.2 Technology - I** *Chair:* Ann-Catrin Pristl	**TH1.3 Special session Decision Making in Digital and Responsible Retailing and Consumer Services** *Organiser:* Carsten Schultz *Chair:* Lea Galle

Robert J Fisher (University of Alberta), Oliver Rutz (University of Washington), Jennifer Argo, Eleni Stroulia & Victor Fernandez Cervantes (University of Alberta)
When brands collide: effects of automobile brand perceptions on driver aggression

Huda K Maulana, Valdimar Sigurdsson (Reykjavik University), Nils Magne Larsen (UiT- The Arctic University of Norway) & M. Folwarczny (University of Galway)
Retail brand in driving sustainable shopping behavior: a signaling perspective

Andrzej Szymkowiak & Kishokanth Jeganathan (Poznan University of Economics)
Anchors in disguise: how descriptive and injunctively framed external pricing cues shape pay-what-you-want decisions for digital products

Milos Bujisic & Vanja Bogicevic (NYU)
AI talks: unveiling the digital customer experience revolution in everyday services

Suhyoung Ahn, Yuhsuan Chen & Minsoo Kim (Hanyang University)
Anthropomorphic AI in retail: machine, assistant or co-worker?

Stephanie Meek (Edith Cowan University), Jing Ren (Singapore University of Social Sciences) & Lester Johnson (Swinburne University of Technology)
Member perceptions of chatbot integration in online brand communities

Yuhsuan Chen & Jungkun Park (Hanyang University)
AI service at the crossroads: how customer perceptions of AI capabilities drive service frustration and satisfaction

Nadine Schröder (Vienna University of Economics and Business), Carsten D. Schultz (University of Hagen) & Friederike Paetz (Anhalt University of Applied Sciences)
The role of cues in healthy and sustainable food choices: a comparative study of online and offline grocery shopping

Jonas Falk & Bastian Popp (Saarland University)
Subscription models in retail: an analysis of the motives for using predefined subscriptions

Florian Weyerhaeuser & Bastian Popp (Saarland University)
A dark side of online marketplaces? negative effects of sales via online marketplaces on the brand of brick-and-mortar retailers

Arno Kinzinger (Salzburg University of Applied Sciences) & Winfried Steiner (Clausthal University of Technology)
The role of AI-generated avatars in online product presentations

COFFEE/TEA BREAK

Thursday, July 10

Concurrent sessions 10:15 – 12:00

Room: Istanbul	Room: Paris	Room: Venice
TH2.1 Consumer behavior - VII *Chair:* Robert J Fisher	**TH2.2 Technology - II** *Chair:* Stephanie Meek	**TH2.3 Special session Decision Making in Digital and Responsible Retailing and Consumer Services** *Organiser:* Carsten Schultz *Chair:* Carsten D. Schultz

Kamel El Hedhli, Ibrahim Alnawas (Qatar University), Haithem Zourrig (Kent State University), Imene Becheur & Allam K. Abu Farha (Qatar University)
Shopping well-being through mobile apps: a congruence theory perspective

Kim Janssens, Wim Lambrechts & Marjolein Caniëls (Open University of the Netherlands)
Insects on the menu: how changing food consumption behavior can enhance sustainability

Hong Yu & Osmud Rahman (Toronto Metropolitan University)
Baby boomers shop as caregivers: implications for apparel designers, retailers and community care providers

Fatiha Fort (Institut Agro), Solenn Latour (University Paul Valery) & Florent Saucède (Institut Agro)
Balancing pleasure and purpose: how consumers navigate the hedonic and eudaimonic dimensions of food consumption

Ann-Catrin Pristl & Andreas Mann (University of Kassel)
Management of product expectations in electronic retailing: a mental imagery approach

Mohamed Souka & Reinhold Decker (Bielefeld University)
Consumer reactions to AI vs. human agents in advertising videos: does disclosure matter?

Thomas Van den Bossche, Katja Verbeeck, Karel Deneckere & Saskia Vanden Eede (Odisee University College)
Content: personalized content creation by marketer and AI

Jungkun Park & Suhyoung Ahn (Hanyang University)
Empathic AI or rational ai: which better supports employees in high-stress service environments?

Stefan Stumpp & Tobias Knopf (Anhalt Uni. Applied Sciences)
Artificial intelligence in music recommendation systems: an examination of user perception and satisfaction

Andreas Karasenko & Stella Franca Rösch (University of Bayreuth)
Are human participants still needed today? - the potential of large language models in consumer survey research

Lea Galle & Stefan Roth (University of Kaiserslautern-Landau)
Exploring the challenges of gamification in retail

Wibke Heidig (Albstadt-Sigmaringen University), Stefanie W. Kühn (Stellenbosch University) & Thomas Dobbelstein (Durban University of Technology & Baden-Wurttemberg Cooperative State University)
The human vs AI dilemma: impact of chatbot identity on customer aggression and retention during service failures

THE END