

ANZMAC 2017 Conference Programme FINAL

Monday 4 December 2017

8.00am - 8.45am	Conference Registration	Venue: Storey Hall Foyer
9.00am - 10.30am	CONFERENCE OPENING KEYNOTE ADDRESS: Professor Darren Dahl (University of British Columbia)	Venue: Storey Hall Auditorium

10.30am - 11.00am	Morning Tea	Venue: Storey Hall Auditorium
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CONCURRENT SESSION 1	Venue: Swanston Academic Building
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11.00am - 12.30pm	1.01	1.02	1.03	1.04	1.05	1.06	1.07	1.08	1.09	1.10	1.11	1.12
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80.05.12	80.7.06	80.7.07	80.7.08	80.7.09	80.10.13	80.10.14	80.10.16	80.10.17	80.11.07	80.11.09	80.11.10
SPECIAL SESSION	STRATEGIC MARKETING & BRANDING	SPORTS & LEISURE MARKETING	INTERNATIONAL MARKETING	SOCIAL MARKETING	DIGITAL MARKETING & SOCIAL MEDIA	INNOVATION & DESIGN	INDUSTRIAL & BUSINESS RELATIONSHIP MARKETING	SERVICES MARKETING	SERVICES MARKETING	CONSUMER CULTURE THEORY	CONSUMER BEHAVIOUR

The 11 "Dos" for Pitching Research to a Marketing Academic Mentor <i>Chair: Robert Faff</i> This special session focuses on helping emerging and existing researchers overcome the despair of feeling totally clueless and utterly lost at the beginning of their research journey?	Brand Community <i>Chair: Phu Hai Ho</i> 'You're like me.' Children's brand community participation <i>Margurite Hook, *Stacey Baxter, Alicia Kulczynski</i>	Tourism development <i>Chair: Chris Chen</i> Booking Online: Review Quantity & Review Site Familiarity <i>Connie Poblete, *Micael-Lee Johnstone</i>	Regional and Export Markets <i>Chair: Heather Crawford</i> Cross-cultural Luxury Advertising: CLT and Functional Attitudes <i>*Yuri Seo, Yung Kyun Choi, Udo Wagner</i>	Impactful thinking, knowledge and trade-offs <i>Chair: Foula Kopanidis</i> Developing a Mobile Game with Social Impact <i>Brian McCauley, *Li Ping Thong, Mathews Nkhoma</i>	Brands on Social Media <i>Chair: Nils Wlömert</i> Social Network Sites and Human Brand Attachment <i>Yuanindita Ingardya, Urs Daellenbach, Kate Daellenbach, *Aaron Gazley</i>	Aesthetics & creativity <i>Chair: Gerda Gemser</i> A New Way of Looking at Moderate Incongruity <i>Benedikt Schnurr, *Janneke Blijlevens</i>	Value-in-Use <i>Chair: Sergio Biggemann</i> BEST PAPER IN TRACK Changes of Organizational Usage Processes <i>*Maximilian Huber, Michael Kleinaltenkamp</i>	Transformative Services and Wellbeing <i>Chair: Janet Davey</i> Transformative Service Research: A Systematic Literature Review <i>*Luke Hawley, Maria Raciti, Meredith Lawley</i>	Pricing and Internal Marketing <i>Chair: Annelies Costers</i> Drivers of Service Climate: The Moderating Role of Competitive Intensity <i>Hung Hoang</i>	Spaces & Identities <i>Chair: Emily Chung</i> Regional Identities in Latin America <i>*Natalia Alessi, Linda Brennan, Robert Crawford</i>	Strategic marketing and tactical outcomes <i>Chair: Kaleel Rahman</i> Spillover of Distrust to an Industry <i>*Shijiao Chen, Damien Mather, Hongzhi Gao, John Knight</i>
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Or to flip it around, it's about how we can we help time poor and heavily over-committed research mentors overcome the despair of feeling totally confused and mentally swamped by excessive, random and disconnected ideas created by their junior research partners?	Why do consumers identify with brands? <i>Tai Kieu, Phuong Tang, *Phu Hai Ho</i>	A multi-stakeholder perspective on heritage authenticity and authentication <i>*Ngan Phan, Bernardo Figueirido, Michael Beverland</i>	Towards a better understanding of regional markets <i>Arifiani Widjayanti, *Vipul Pare</i>	Critical Discourse Analysis of anti-human trafficking campaigns <i>*Abi Badejo, Sharyn Rundle-Thiele</i>	How Paywalls affect Human Brand Success <i>*Nils Wlömert, Christian Hotz-Behofsits, Nadia Abou Nabout</i>	Frameworks for Managing Innovation in Performing Arts <i>*Pandora Kay, Ruth Rentschler, Heather Round</i>	Resource Becoming for Value Creation <i>Mikael Gidhagen</i>	Co-designing transformative services for sensitive topics <i>Erin Hurley, *Timo Dietrich, *Jakob Trischler</i>	Being Mindful for Positive Job Performance <i>*Liem Ngo, Nguyen Nguyen</i>	Navigating intra-class cultural boundaries through space consumption <i>*Flavia Cardoso, Olivier Badot</i>	Managing Product Recalls <i>*Sascha Raithe, Stefan Hock</i>
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Come along and find out the answers to these vexing questions	The Charismatic Jokowi: A Political Brand Study <i>*Gunaro Setiawan, Peter Woods, Catherine Burns</i>	SW2C: So What Who Cares - Volunteer Tourism <i>*Uraiporn Kattiyapornpong, Xinru Yu</i>	Assessing export readiness of tourism operators' digital channels <i>*Heather Crawford, Sophia Duan</i>	Purchasing energy efficient appliances: knowledge, attitudes, inconvenience <i>*The Ninh Nguyen, Antonio Lobo, Steven Greenland</i>	Social media context's enhancement of brand image <i>Sebastian Zwicker, Michael Proksch, Marco Hardiman, *Liudmila Tarabashkina</i>	How creativity comes out of the blue <i>*Béatrice Parguel, Marine Agogue, Amélie Fromont</i>	Understanding Value-Driven Buying in Business Markets <i>Harri Terho, *Elina Jaakkola, Joona Keränen, Otto Rosendahl, Pekka Töytäri, Sanna-Katriina Asikainen, Antti Saurama</i>	Health literacy: Role practices for value enhancement/diminution <i>Janet Davey</i>	Thinking Styles and Price Evaluations of Services <i>*Thomas Robbert, André Fecher, Stefan Roth</i>	The Role of Space in Consumption Community Mobility <i>*Toni Eagar, Patrick L'Espoir Decosta</i>	Preliminary results of cross-category purchasing of extensions <i>*Alicia Grasby, Byron Sharp, John Dawes, Carl Driesener, Armando Corsi</i>
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	Psychological Underpinnings of Brand Community Image <i>*Phu Hai Ho, Sara Denize, Nicole Stegemann, Tai Kieu</i>	Self-Congruity and Word-of-Mouth Behaviour of Local Residents <i>*Ning (Chris) Chen, Tina Šegota, Tea Golja</i>		Social Marketing Program for South African Children <i>David Schmidtke, Mohammad Kadir, *Abi Badejo, Sharyn Rundle-Thiele</i>	#gottahavethis: Instagrammers' Purchase of Malay Celebrity Brand Products <i>*Jasmine Yeap, Norkhalilah Khalid, Emily Yapp</i>	Managing Customers' Creativity for Co-Creative Innovation <i>*Gauri Laud, Jodie Conduit, Ingo Karpen</i>	Refining the method to measure the intangible value of trade shows <i>*Elina Koivisto, Pekka Mattila, Anna Siren</i>	Customer-centric Productivity in Healthcare <i>*Michael Kleinaltenkamp, Ilias Danatzis, Carolin Wernicke</i>	A Meta-Analysis on Effectiveness of Pay-What-You-Want Pricing <i>*Annelies Costers, Yves Van Vaerenbergh, Anja Van den Broeck</i>	Understanding the commingled-experience of transnational diaspora <i>*Mark Buschgens, Bernardo Figueirido, Kaleel Rahman</i>	The Role of Emotions across Categories <i>*Songting Dong, John Roberts, Elaine Saunders</i>
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12.30pm - 1.30pm	Lunch	Venue: Storey Hall Auditorium (AMJ Editorial Board Meeting, Storey Hall Level 7)
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ANZMAC 2017 Conference Programme FINAL

Monday 4 December 2017

CONCURRENT SESSION 2
1.30pm - 3.00pm

Venue: Swanston Academic Building

80.07.01	2.01 80.7.06	2.02 80.7.07	2.03 80.7.08	2.04 80.7.09	2.05 80.10.13	2.06 80.10.14	2.07 80.10.16	2.08 80.10.17	2.09 80.11.07	2.10 80.11.09	2.11 80.11.10	2.12
SPECIAL SESSION	STRATEGIC MARKETING & BRANDING	SPORTS & LEISURE MARKETING	INTERNATIONAL MARKETING	SOCIAL MARKETING	DIGITAL MARKETING & SOCIAL MEDIA	INNOVATION & DESIGN	INDUSTRIAL & BUSINESS RELATIONSHIP MARKETING	SERVICES MARKETING	CONSUMER BEHAVIOUR	CONSUMER CULTURE THEORY	CONSUMER BEHAVIOUR	
Co-creation in Service and Customer Engagement Symposium Special Session <i>Chairs: Tom Chen, Michael Kleinaltenkamp</i>	Brand Engagement <i>Chair: Dean Wilkie</i>	Marketing Communication & Sponsorship in Sports <i>Chair: Con Stavros</i>	Consumer behaviour across the globe <i>Chair: Sean Lee</i>	Dangerous behaviours <i>Chair: Timo Dietrich</i>	eWOM <i>Chair: Angela Dobele</i>	Service and co-design <i>Chair: Gerda Gemser</i>	Innovation within Business and Industrial Markets <i>Chair: Tony Garry</i>	Co-creation <i>Chair: Kieran Tierney</i>	The consumer-brand dyad <i>Chair: Kaleel Rahman</i>	Bodies & Meanings <i>Chair: Lauren Gurrieri</i>	Find your voice: Word Of Mouth in the modern age <i>Chair: Emily Chung</i>	
This special session aims to facilitate dialogue on two pertinent topics in relation to co-creation and engagement. The session will focus on the micro-foundations of co-creation as an avenue to understand stakeholders' engagement and experiences across ecosystems and engagement platforms. Furthermore, in pursuit of academic excellence, research institutions around the world, including Australia and New Zealand, are encouraging their staff to increase the impact of their work, and to gain funding grants from external providers. The special session will also foster discussion on building impact with research in co-creation and engagement. Panelists: Byron Keating, Rebekah Russell-Bennett, Jill Sweeney	Brand Management in Social Media *Sascha Raithel, Maximilian Hausmann, Johanna Eberhardt, Manfred Schwaiger	BEST PAPER IN TRACK Functionality and Design Influence on Fitness Fashion *Derek Ong	Value Co-creation in a Shared Economy Park Thaichon, Jiraporn Surachartkumtonkun, Sara Quach, *Kittisorn Boonnark	What drives texting and driving for Australians (over 25)? *David Schmidtko, Timo Dietrich, Sharyn Rundle-Thiele	Role of eWOM on Online Purchase Behaviour *Gobinda Roy, Biplab Datta	Initiating Actor Engagement with New Service Offerings *Diana Ayi, Jodie Conduit, Carolin Plewa	Facilitating open innovation through leader-member exchange Aungkhana Atitumpong, *Björn Frank, Yuosre Badir	Brand Meaning Cocreation: a meso and macro perspective *Kieran Tierney, Kate Westberg, Ingo Karpen	You're Exactly What I'm Looking For Nick Thompson, *Janine Williams	LGBTQ Advertising: The Sexualization of Women Patrick van Esch, Allison Geisler, Lizabeth Kleintop, *Gavin Northey, Jonas Heller, Catherine Frethey-Bentham, Vicki Andonopoulos	Source Credibility, Word of Mouth, and Product Needs Chanthika Pornpitakpan, *Wei Yue	
	Secondary Brand Associations: Consumer Brand Engagement Impacts Daniel Rayne, *Alan Pomeroy, Lester Johnson	Social media value in professional sport Jessica Huddy, *Gregory Brush	BEST PAPER IN TRACK COO and Acculturation - Impacts on Migrant's Consumption *Trang Tran, Michael Polonsky, Huong Le	Schoolies anti-violence hashtag engagement: An observational study Hannah Nofz, *Sharyn Rundle-Thiele, Taylor Willmott	Identifying Triggers of Positive eWOM using Web-Analytics Sultan Amed, *Srabanti Mukherjee, Prasun Das, Biplab Datta	Integrating Service Design as an Organizational Practice Jakob Trischler	Industry Sponsored Start-up Hubs: Cultivating Innovation Ecosystems *Daniel Schepis, Sharon Purchase, Bella Butler	Co-creation experience of customers and brand loyalty Umer Mukhtar	A conceptualisation of Customer Brand Disengagement *Long Nguyen, Tai Kieu, Tu Nguyen, Thang Nguyen	Consumer Labour and Hashtagable Pornography *Lauren Gurrieri, Jenna Drenten	Creating Positive WOM Communication in Telecom Industry *S.R. Nikhashemi, Naser Valaei	
	The cyclic relationship between salience and resonance *Argo Bandyopadhyay, John Hall, Ho Yin Wong, Alvin Lee	Challenges in managing niche sports sponsorships: Equestrianism. *Sean Ennis, Michael Marck, Sara Meil	Do American Consumers Seek Authenticity or Novelty? *Sean Lee, Khushbu Rabadia, Billy Sung, Ian Phau	General Use of Mobile (GUM) while driving *David Schmidtko, Bo Pang, Sharyn Rundle-Thiele, Timo Dietrich	Self-Enhancement and Word-of-Mouth Transmission *Ashleigh Powell, Adrian Camilleri, Constantino Stavros, Angela Dobele	BEST PAPER IN TRACK Co-design of virtual reality adolescent 'Party' simulation *James Durl, Timo Dietrich, Jakob Trischler	Improving Business Sustainability through Innovation Ambidexterity *Seyed Mahdi Vesal, Vida Siahtiri, Aron O' Cass	Antecedents and Consequences of Value Co-creation Behaviour Makam Balaji, *Sanjit Roy	Self-expansion Model in Consumer-Brand Relationships Shanshan Luo	Disassembling consumer misbehaviours: the case of trolling *Maja Golf-Papez, Ekant Veer	Service Marketing Outcomes: Straight From the Horse's Mouth *Sima Sedighadel, Felix Mavondo	
	Age of acquisition effects in brand names *Peilin Phua, Rachel Kennedy, Giang Trinh, Nicole Hartnett, Bill Page				Review consensus effects on e-WOM & e-purchase satisfaction *Angelo Fattore, Patrick van Esch	Understanding customer segments in online customisation *Jessica Pallant, Ingo Karpen, Emily Chung, Sean Sands	Competitor Alliance Influence on NPD Project Performances *Sungkyu Lee, Tony Garrett, Jong-Ho Lee	Consumers' experiences of spiritual value in healthcare services *Sarah Dodds, Sandy Bulmer	A dynamic event-related analysis of brand relationships *Daniel Bruns, Tobias Langner	Unpacking Cultural Meanings behind Collaborative Consumption Marketplaces *Marian Makkar, Crystal Sheau Fen Yap, Russell Belk, Mark Glynn	Exploring Obsession Towards Brands *Emily Chung, Florian Kock, Alexander Josiassen, Ingo Karpen	
	The Two Traditional Concepts Underlying Customer-Brand Engagement *Dean Wilkie, Lester Johnson, Rebecca Dolan, Abhishek Dwivedi				Enduring and situational involvement in WOM processing *Tri Le, Angela Dobele, Linda Robinson		Co-creating digital services with vulnerable consumers for marketing impact Rebekah Russell-Bennett, *Maria Raciti	Determinants and consequences of negative customer engagement *Diem Do, Kaleel Rahman, Linda Robinson	Evolving Concept of Authenticity in Luxury Fashion *Handini Audita, Bernardo Figueiredo, Michael Beverland	Do sensory stimuli effect perceptions of owned money? *Jashim Khan, Russell Belk, Gary Rivers		

3.00pm - 3.30pm **Afternoon Tea** **Venue: Swanston Academic Building, Levels 7 & 10**
Connect over coffee: Editors of *Consumption, Markets and Culture* (A/Prof Karen Fernandez) & *Journal of Consumer Research* (Prof Darren Dahl) Venue: 80.10.20
Connect over coffee: Editor of *Sport, Business and Management: An International Journal* (A/Prof Con Stavros) Venue: 80.07.08

ANZMAC 2017 Conference Programme FINAL

Monday 4 December 2017

CONCURRENT SESSION 3
3.30pm - 5.00pm

Venue: Swanston Academic Building

80.07.01	3.01 80.7.06	3.02 80.7.07	3.03 80.7.08	3.04 80.7.09	3.05 80.10.13	3.06 80.10.14	3.07 80.10.16	3.08 80.10.17	3.09 80.11.07	3.10 80.11.09	3.11 80.11.10	3.12
SPECIAL SESSION	STRATEGIC MARKETING & BRANDING	SPORTS & LEISURE MARKETING	INTERNATIONAL MARKETING	SOCIAL MARKETING	DIGITAL MARKETING & SOCIAL MEDIA	INNOVATION & DESIGN	INDUSTRIAL & BUSINESS RELATIONSHIP MARKETING	SERVICES MARKETING	CONSUMER BEHAVIOUR	CONSUMER CULTURE THEORY	CONSUMER BEHAVIOUR	
APD x ANZMAC Research Innovation Competition 2017 <i>Chair: Min Teah</i>	Brand Relationships <i>Chair: Jasmina Ilicic</i> Antecedents and Consequences of Brand Page Attachment <i>Rico Piehler, *Michael Schade, Barbara Kleine-Kalmer, Christoph Burmann</i>	Sports & Leisure consumer experience <i>Chair: Chris Chen</i> Examining Ecotourism Experiences: Chinese Tourists in Australia <i>*Fang Liu, Ting Li, Geoffrey Soutar</i>	Consumption across the globe <i>Chair: Sergej von Janda</i> GCC consumers' generation and luxury counterfeit consumption <i>Julia Pueschel, *Béatrice Parguel, Cecile Chamaret, Pierre Valette-Florence</i>	Delivering social change <i>Chair: Melanie Randle</i> Utilising Stakeholder Theory for Social Marketing Evaluation <i>*Samuel Hodgkins, Sharyn Rundle-Thiele, Kathy Knox, Jeawon Kim</i>	Digital Research Methods <i>Chair: Lars Groeger</i> Computerized Analysis of Narrativity in Online Reviews <i>*Tom van Laer, Jennifer Escalas, Stephan Ludwig, Ellis van den Hende</i>	Design entrepreneurship & innovation <i>Chair: Janneke Blijlevens</i> How designer-founders manage the innovation paradox <i>*Nico Klenner, Gerda Gemser, Ingo Karpen</i>	Sales and Supply Chains <i>Chair: David Gray</i> Gaining Supply Chain Influence through Actor Investments <i>*Gamithri Karunasena, Daniel Prior</i>	Customer Engagement <i>Chair: Sven Tuzovic</i> Customer Engagement in Special Event: Antecedents and consequences <i>*Supawat Meeprom, Aron O'Cass, Vida Siahtiri, Linda French</i>	The decision-choice nexus <i>Chair: Jashim Khan</i> Conscious and Nonconscious Influences on Consumer Decisions <i>*Irene Santoso, Roman Konopka, Daniela Rosenstreich, Malcolm Wright, Mark Avis</i>	Places & Things <i>Chair: Diane Martin</i> BEST PAPER IN TRACK The Enmeshed Paths of Consumers as Collectors <i>Daiane Scaraboto, Marcia Christina Ferreira, *Emily Chung</i>	The socially-minded consumer <i>Chair: Nitika Garg</i> How Consumers' Power States Influence Green Consumption <i>*Li Yan, Hean Tat Keh</i>	
	Turning Brand Experience into Positive Word-of-Mouth <i>Cuong Pham, Liem Ngo, Minh Nguyen, *Oanh Nguyen</i>	Exploring inbound travel barriers impeding destination competitiveness <i>*Leonie Menzies, Danie Ferreira</i>	Children adoption and perception of online shopping <i>*Nguyen Quach, Park Thaichon</i>	Styles of Beef Consumption in China <i>Jashim Khan, *Sharyn Rundle-Thiele, Gary Rivers</i>	Celebrity chefs appeal to consumers on Twitter <i>*Torgeir Aleti, Annamaria Tuan, Irene Vila Trepas, Jason Pallant</i>	Innovation Claims and Success on Kickstarter <i>Anirban Mukherjee, Cathy Yang, *Ping Xiao, Amitava Chattopadhyay</i>	Modelling Sales Forecasting Composite Bias <i>*Zazli Wisker, Piotr Kwaitek</i>	A Cross-cultural Examination of Customer Engagement Behaviour <i>*Sanjit Roy, Makam Balaji, Geoffrey Soutar</i>	Political Ideology and Intertemporal Choice <i>*Eugene Chan, Leona Tam</i>	The Material Negotiation of Home Sharing <i>*Ye (Nicole) Yang, Julie Ozanne, Angela Paladino</i>	Positive Emotions' Differential Effects on Pro-social Behaviour <i>*Nitika Garg, Janet McColl-Kennedy, Paul Patterson</i>	
	Green Brand Attachment influencing Brand Forgiveness <i>*Jialing Lin, Antonio Lobo, Civilai Leckie</i>	Collaborative research in customer experience with zoos <i>*Wendy Spinks, Florian Reidmueller</i>	Ambiguity in Brand Decision Making and Fatwa Compliance <i>*Adeel Khalid, Michael SW Lee, Catherine Frethey-Bentham, Denise Conroy</i>	Changing employer beliefs about employees with disability <i>*Melanie Randle, Samantha Reis, Sara Dolnicar</i>	Use of Image Recognition of Social Media <i>Thomas Mejtoft, *Helen Cripps, Blerand Bahtiri, Ulrik Soderstrom</i>	Balancing product design innovativeness and consumer innovativeness <i>*Obaid Gill, Tania Bucic, Liem Ngo</i>	Pricing and Selection as Project Governance Mechanisms <i>*Elham Ghazimatin, Erik Mooi, Jan Heide</i>	Moderating Role of Customer Engagement within Omnichannel Marketing <i>Tasnim M Taufique Hossain, Shahriar Akter, *Uraiporn Kattiyapornpong</i>	The Attraction Effect When Stimuli Are Pictorial <i>*Jungkeun Kim, Euejung Hwang, Harmen Oppewal, Jongwon Park</i>	Negotiating outsourcing throughout enduring consumption experiences <i>*Flavia Cardoso, Pilar Rojas Gaviria, Daiane Scaraboto</i>	Message Framing and Engagement with Environmental Charities <i>*Nursafwah Tugiman, Gary Gregory</i>	
		Binge drinking behaviour in young adults: Does the sport played matter? <i>*Patricia David, Sharyn Rundle-Thiele</i>	Exploring Heterogeneity in the BOP Consumer Market <i>*Sergej von Janda, Christina Hillebrand</i>	Trash or Treasure? Responsible consumers' clothing disposal <i>*Nina Bürklin, Claudia Henninger, Daniella Ryding</i>	The Democratization of Film: A Field Experiment <i>Lars Groeger, Francis Buttle, Daniel Wentzel</i>	Tension in the Playground: New Reframing Tool <i>*Jane Cockburn, Clementine Thurgood</i>	Communication Capability Formation in a Supply Chain <i>Christopher Medlin, *Woonho Kim</i>	Customer Engagement during Disasters: A Netnographic Case Study <i>*Sven Tuzovic, Shane Mathews, Jörg Finsterwalder</i>	Exploring consumption related mental fatigue <i>*Jashim Khan, Ioanna Anninou</i>	Baby Wear, Fashion and Consumers: A Non-Sustainable Mix? <i>*Jayne Krisjanous</i>	How Power Influence Other-Focused Actions? <i>*Kaushalya Nallaperuma, Joshua Newton, Nichola Robertson, Jimmy Wong</i>	
5.00pm - 6.00pm	ANZMAC Annual General Meeting		Venue: 80.07.01									
6.00pm - 7.30pm	Welcome Reception		Venue: Old Melbourne Gaol & Alumni Courtyard									

ANZMAC 2017 Conference Programme FINAL

Tuesday 5 December 2017

8.00 am - 9.00am ANZMAC Executive meeting Venue: 80.07.29

9.00am - 10.30am **PLENARY: Generating Impact: The Future of Publishing in Marketing** Venue: 80.07.01

Panel: Professor Linda Price (Philip H. Knight Chair; Professor of Marketing, University of Oregon; Incoming Co-Editor, Journal of Consumer Research).
 Professor Eileen Fischer (Anne & Max Tanenbaum Chair in Entrepreneurship and Family Enterprise; Professor of Marketing, Schulich School of Business at York University; Co-Editor, Journal of Consumer Research)
 Professor Darren Dahl (Senior Associate Dean, Faculty; Director of the Robert H. Lee Graduate School; BC Innovation Council Professor; Professor, Marketing and Behavioural Science Division, University of British Columbia; Editor-in-Chief, Journal of Consumer Research)

Professor Gary L. Lilien (Distinguished Professor of Marketing at University of Technology, Sydney and Distinguished Research Professor of Management Science at the Smeal College of Business at Penn State; Cofounder and Research Director of Penn State's Institute for the Study of Business Markets)

Professor Roger Marshall (Professor of Marketing, Auckland University of Technology; Editor-in-Chief, Australasian Marketing Journal)
 Associate Professor Chatura Ranaweera (Associate Professor, School of Business, Wilfrid Laurier University; Co-Editor, Journal of Service Theory and Practice)

10.30am - 11.00am **Morning Tea** Venue: Swanston Academic Building, Levels 7 & 10
Connect over coffee: Editors of *Australasian Marketing Journal* (Prof Roger Marshall) & *European Management Journal* (Dr Thomas Anker) Venue: 80.07.08

CONCURRENT SESSION 4 Venue: Swanston Academic Building

11.00am - 12.30pm

80.07.01 4.01 80.7.06 4.02 80.7.07 4.03 80.7.08 4.04 80.7.09 4.05 80.10.13 4.06 80.10.14 4.07 80.10.16 4.08 80.10.17 4.09 80.11.07 4.10 80.11.09 4.11

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SPECIAL SESSION	STRATEGIC MARKETING & BRANDING	SPORTS & LEISURE MARKETING	MARKETING COMMUNICATIONS	SOCIAL MARKETING	DIGITAL MARKETING & SOCIAL MEDIA	CONSUMER BEHAVIOUR	INDUSTRIAL & BUSINESS RELATIONSHIP MARKETING	SERVICES MARKETING	ANZMAC-GAMMA Joint Symposium	ANZMAC-GAMMA Joint Symposium

ANZMAC Layton Dissertation Award / APD x ANZMAC Research Innovation Awards	Social Issues in Strategic Marketing <i>Chair: Tengku Balqiah</i>	Sports & Leisure consumer behaviour <i>Chair: Girish Prayag</i>	Communication Insights <i>Chair: Roel Wijland</i>	Developing new understandings <i>Chair: Mike Reid</i>	Digital Marketing & SMEs <i>Chair: Torgeir Aleti</i>	The consumer digital matrix <i>Chair: James Martin</i>	Relational Contexts <i>Chair: David Gray</i>	Service Experience <i>Chair: Kate Westberg</i>	Technology in Marketing <i>Chair: Luke Butcher</i>	Global Culture Market Equity <i>Chair: Tony Garrett</i>
<i>Chair: Michael Polonsky</i> ANZMAC Layton Dissertation Award Winner: Davide C. Orazi (The University of Melbourne) <i>'A Structural Reductionist Investigation on the Persuasiveness of Social Marketing Communications Targeting Compulsive Consumptions'</i>	How Empathy Encourages Social Entrepreneurship *Truc Le, Liem Ngo, Quan Tran	A new sports fans repurchase decision model *David Fouvy	BEST PAPER IN TRACK Marketing the Contested Belief System of Science *Lynne Eagle, David Low	Waste Not Want Not: Reducing Food Waste *Jeawon Kim, Sharyn Rundle-Thiele, Kathy Knox, Samuel Hodgkins	SMEs' Social Media Marketing Acceptance: An Institutional Isomorphism Perspective Daniel Maduku	Exploring Online Shopping Irritation: Effects on Complaining Behaviour Nobukhosi Dlodlo	The Process of Repair in B2B Relationships *Ali Shamsollahi, Bell Simon, Danielle Chmielewski-Raimondo	Grey Nomads: Who Do they think they are? *Jill Sweeney, Anu Helkkula	Consumer Ethnocentrism, Market Mavenism and Social Network Analysis Isaac Cheah, Ian Phau, *Anwar Sadat Shimul	Feng Shui: Traditional Rituals Impacting Business *Madeleine Ogilvie, Danny Ng, Maria Ryan, Erwei Xiang, Hadrian Djajadikerta, Jaime Yong
	BEST PAPER IN TRACK Implementing Green Innovation: Strategy, Operations, and Cooperation Jirapol Jirakraisiri, Yuosre Badir, *Björn Frank	Should Independent Film Studios Use Super Stars? Yue Wang, Chong Guan, *Yu-chen Hung, Jie Wei	Assessing Effectiveness of Slogans of Tertiary Institutions Andriy Kovalenko	Content analysis of health information in popular magazines *Amy Wilson, Callum Davies, Regan Mahoney, Genevieve Pearce, Svetlana Bogomolova	The Social CRM Strategy Adoption Model for SMEs Ali Ahani, Nor Zairah Ab Rahim, Mehrbakhsh Nilashi, *Kathy Knox	How Diverging Mindsets Drive the Privacy Paradox *Joris Demmers, Alfred Zerres, Willemijn van Dolen	The nature of inter-firm trust in turbulent environments *Katayoun Zafari, Sergio Biggemann, John Knight, Tony Garry	Service experience as a sensemaking process *Tiina Kemppainen, Outi Uusitalo	Gamification and Engagement Graham Ferguson, *Luke Butcher, Quaddus Mohammed	Identify the Customer Equity Drivers in Culture Industry Huanzhang Wang, *Kyung Hoon Kim
APD x ANZMAC Research Innovation Award winners to be announced.	Market learning and social innovation-based value creation Kumudu Jayawardhana, *Jay Weerawardena, Josephine Previte	BEST PAPER IN TRACK Winning Box Office with Right Movie Synopsis - A Text Analysis Perspective *Yu-chen Hung, Ching Guan, Yue Wang, Jie Wei, Ding Ding	Political Communication at the Bottom of the Pyramid *Subhojit Sengupta, Srabanti Mukherjee	Families living with childhood diabetes *Rachel Peile, Mike Reid, Lisa Farrell	BEST PAPER IN TRACK Market Orientation in SMEs: The Role of Internet-Enabled Media *Thierry Volery, Manuel Baeuml	Extending knowledge of shopper basket size patterns. *James Martin, Magda Nenycz-Thiel, Arry Tanusondjaja, Justin Cohen, John Dawes	Buyer-Supplier Interactions During Bankruptcy *Sudha Mani, Vivek Astvansh, Kersi Antia	Consumer Powerlessness: The In-Vitro Fertilisation Service Experience *Nichola Robertson, Yelena Tsarenko, Michael Polonsky, Lisa McQuilken	Consumer Behavior of Virtual Reality Culture Marketing *Jaesuk Jung, Eunju Ko	Examining the Effectiveness of Conversational Agents Marketing Efforts on Customer Loyalty *Minjee Chung, Eunju Ko
	Does Social Responsibility Create Value in a Monopoly Company? Aretha Saud, *Tengku Balqiah		The Lyrical Planning of Idea Behaviour *Roel Wijland, Stephen Brown, Robin Canniford	Factors Influencing Dietary Compliance among Australian Diabetics *Elizabeth Andrews, Derek Ong, Jane Summers, Frances Woodside			Impact of Evolution on Interfirm Relationship Health *David Gray, Abas Mirzaei	Conceptualising Experience Collectors: Exploring Motivations and Behaviour *Donna Gallagher, Foula Kopanidis, Kate Westberg	User Diary Perspectives of Gamified Learning Apps Hannah Tompkins, *Luke Butcher, Graham Ferguson, Mohammed Quaddus	Singapore "kopitiam" menu and ethnic culture preservation *Guan Quek, Peter Ling

12.30pm - 1.30pm **Lunch & Poster Session** Venue: Storey Hall Auditorium

ANZMAC 2017 Conference Programme FINAL

Tuesday 5 December 2017

CONCURRENT SESSION 5
1.30pm - 3.00pm

Venue: Swanston Academic Building

80.07.01	5.01 80.7.06	5.02 80.7.07	5.03 80.7.08	5.04 80.7.09	5.05 80.10.13	5.06 80.10.14	5.07 80.10.16	5.08 80.10.17	5.09 80.11.07	5.10 80.11.09
SPECIAL SESSION	ANZMAC-GAMMA Joint Symposium	ANZMAC-GAMMA Joint Symposium	MARKETING COMMUNICATIONS	SOCIAL MARKETING	DIGITAL MARKETING & SOCIAL MEDIA	CONSUMER BEHAVIOUR	INDUSTRIAL & BUSINESS RELATIONSHIP MARKETING	SERVICES MARKETING	ANZMAC-GAMMA Joint Symposium	ANZMAC-GAMMA Joint Symposium
Being an Effective Reviewer a multi-stakeholder perspective	Consumer Behaviour	Innovation and Education in Marketing	Marketing Communications and the visual	Delivering health change	Digital Marketing	Customisation and co-production	Networks and Relationships	Actor Engagement and Social Media	Advances in Advertising	Sustainable Fashion Social Learning Platform
<i>Chair: Michael Polonsky</i> The session is designed to discuss the role of reviewing for journals, conferences and grants, focusing on the role, responsibilities and benefits to Reviewers; Authors (whose works are reviewed) and Journals.	<i>Chair: Sara Quach</i> Motivators of healthy eating behaviours – the case of fruit and vegetables <i>Ian Phau, *Min Teah, Billy Sung, Luke Butcher, Suk Hoo Yoon</i>	<i>Chair: Anwar Sadat Shimul</i> Understanding blended learning in marketing education <i>Angela Bowles, *Park Thaichon, Sara Quach, Scott Weaven</i>	<i>Chair: Paul Wang</i> Consumers’ affective responses towards elements of advertisements <i>*Tej Pochun, Linda Brennan, Lukas Parker</i>	<i>Chair: Kate Westberg</i> Trade-offs between medical adherence and healthful self-management <i>*Rahul Govind, Charles Ingene, Nitika Garg</i>	<i>Chair: Ping Xiao</i> Does the Opinion of the Crowd Predict Success? <i>Anirban Mukherjee, *Ping Xiao, Li Wang, Noshir Contractor</i>	<i>Chair: Triparna Gandhi</i> Effects of Anticipated Effort on Consumers’ Valuation <i>*Joris Demmers, Ravi Mehta, Willemijn van Dolen</i>	<i>Chair: Sergio Biggemann</i> Network centrality and opportunistic behavior: competing scenarios <i>*Yi Lin, Aksel Rokkan</i>	<i>Chair: Jodie Conduit</i> Identifying Typologies of Engagement Disposition <i>*Max Sim, Carolin Plewa, Jodie Conduit</i>	<i>Chair: Peter Ling</i> A Multidimensional Typology of Packaging Cues <i>Wenjun (Wayne) Wang</i>	<i>Chair: Kyung Hoon Kim</i> Exploring Sustainable Index in Fashion Industry <i>Huanzhang Wang, *Kyung Hoon Kim</i>
	Predicting purchase intention of Electric Vehicles in Hong Kong <i>Mark Ng</i>	How to make higher education institutions innovative <i>Sathana Vaikunthavasan, *Charles Jebarajakirthy</i>	The Role of Image in Tourism Advertising <i>*Fang Liu, Yong Zhang</i>	The Role of Self-Constraint on Blood Donation <i>*Denni Arli, Sharyn Rundle-Thiele</i>	To Tilt or Not-to-Tilt Interactive Mobile-Advertisements <i>*Aimee Riedel, Rory Mulcahy</i>	Customers’ Motive Attributions in Coproduction Contexts <i>*Pascal Güntürkün, Till Haumann, Laura Schons, Jan Wieseke</i>	Leveraging serendipity in trade shows <i>Elina Koivisto</i>	BEST PAPER IN TRACK Customer Connections Count: Investigating Engagement Beyond the Dyad <i>*Julia Fehrer, Herbert Woratschek, Claas Germelmann, Roderick Brodie</i>	BEST PAPER IN TRACK Ethnic Media Advertising Effectiveness, Influences and Implications <i>Hei Tong Lau</i>	Sustainable Message Appeal of Luxury Fashion Brands <i>Jihye Yu, Wei Jiang, Eunha Chun, *Eunju Ko</i>
	Expression and transformation of loyalty in a contractual service setting <i>*Sara Quach, Chandana Hewege, Heath McDonald, Viet Le</i>	Orchestrating A Renaissance in Oceania and Asia Marketing Education <i>Suresh Sood, *Hugh Pattinson</i>	Adoption of Visual Media Communication in Tourism Marketing <i>*Surej John, Rouxelle De Villiers</i>	Parents’ Technology Engagement and their Child(ren) Wellbeing <i>*Yenny Purwati, Kaleel Rahman, Emily Chung, Linda Robinson</i>	Deriving Competitive Brand Salience from Online Discussions <i>Angeline Fernando</i>	Effect of Customisation and Gender on Consumer Willingness to Pay <i>Hassan Kalantari, *Lester Johnson</i>	Time in Business Relationships <i>Sergio Biggemann</i>	Social medial engagement in a service crisis <i>*Loic Pengtao Li, Roderick Brodie, Biljana Juric</i>	Investigating Sensory Cue Responses in Luxury Retail <i>Emma Regolini, *Billy Sung, Min Teah</i>	Sustainable Value Co-Creation Advantage in Social Platform Service <i>*Chang Suk Choi, Sang Jin Kim, Kyung Hoon Kim</i>
	Fast Food Chain Stores: Marketing Strategies and Promotional Campaigns <i>Sara Quach, *Park Thaichon, Jiraporn Surachartkumtonkun</i>	Drivers of Consumer Advocacy for Luxury Brands <i>*Anwar Sadat Shimul, Michael Lwin, Ian Phau</i>	Testing the Moderating Role of Metaphoric Thinking Ability <i>*Paul Wang, Anurag Hingorani</i>	BEST PAPER IN TRACK Smokefree Pregnancy Interventions and Non-Smoking Identities <i>*Janet Hoek, Mei-Ling Blank</i>	Facebook Ecommerce: Empirical Study with Young Consumers <i>Waqar Nadeem, *Helen Cripps, Jari Salo</i>	Enhancing consumers’ perceived autonomy in co-production platforms <i>*Triparna Gandhi, Liliana Bove, Anish Nagpal</i>			Singapore advertising agencies 1900s-1940s <i>Peter Ling</i>	Consumer behavior of certification of organic cosmetics <i>Eung Jin Lee, Sang Jin Kim, *Kyung Hoon Kim</i>

3.00pm - 3.30pm **Afternoon Tea** **Venue: Swanston Academic Building, Levels 7 & 10**
Connect over coffee: *Editors of Journal of Services Marketing (Prof Rebekah Russell-Bennett) & Journal of Service Theory and Practice (A/Prof Chatura Ranaweera)* Venue: 80.10.20

CONCURRENT SESSION 6
3.30pm - 5.00pm

Venue: Swanston Academic Building

80.07.01	6.01 80.7.08	6.02 80.7.09	6.04 80.10.13	6.05 80.10.17	6.06 80.11.10	6.09 80.11.07	6.10 80.11.09
SPECIAL SESSION	SPECIAL SESSION	SPECIAL SESSION	SPECIAL SESSION	SPECIAL SESSION	SPECIAL SESSION	ANZMAC-GAMMA Joint Symposium	ANZMAC-GAMMA Joint Symposium
Business-To-Business (B2B) Relationship Marketing: New Approaches, New Perspectives <i>Chairs: Piyush Sharma, Leslie</i> This session presents diverse perspectives and approaches on ‘Business-to-business relationship marketing’	Sportswomen as Brand Ambassadors <i>Chair: Emmanuel Mogaji</i> The session highlights the absence of sportswomen in marketing campaigns unlike their male counterparts, asking if sportswomen haunt or adds value to brands. The session will be a mixture of discussion and presentations to understand the underlying issues with the aim of exploring how to efficiently and appropriately feature female sports personalities in marketing campaigns as brand ambassadors. Speakers: Abi Badejo, Gregory Brush, Kate Westberg, Sean Ennis	How promotions and emotions influence unplanned grocery shopping <i>Chairs: Harmen Oppewal, Stefan Roth</i> Much of grocery shopping is unplanned – but how do promotions, shopping lists and emotions influence unplanned shopping? Speakers: Ann-Marie Azzurro, Steven Dunn, Sonika Singh, Thomas Robbert, Harmen Oppewal	Industry to Academia: The Lego Serious Play Research Method <i>Chair: Stephan Dann</i> We’re academics. We’re very serious people, which is why we’re suited to using Lego™ Serious Play® in the classroom, methodology section and an ANZMAC Special Session. Hosted by Dr Stephen Dann, Certified Lego Serious Play Facilitator, and resident ANZMAC mad genius, participants will experience the process of using Lego for meaning making, storytelling and research planning. You will walk away knowing the fundamentals of applying the Lego Serious Play (LSP) facilitated workshop methods for focus group data collection purposes, having experienced it in person, and having played with a stack of Lego in the name of marketing science	Marketing in Entrepreneurial Ecosystems <i>Chairs: Hugh Pattison, Sussie Morrish, Michelle Renton, Andrew McAuley</i> This session is a forum for discussion and debate about “marketing” contributing to developing and delivering entrepreneurial ecosystems, and innovation associated with them through research, curriculum/ training and direct participation.	New directions in values theory, method and applications <i>Chair: Julie Lee</i> Join a discussion of recent developments in the theory, method and applications of human values, designed to develop a rich research agenda in marketing. Panellists: Julie Lee, Uwana Evers, Fang Liu, Geoff Soutar, Sheng	Service Marketing and Product Management <i>Chair: Eunjo Ko</i> Safety Service Quality and Safety Engagement <i>Hee Seok Woo, Sang Jin Kim, *Kyung Hoon Kim</i>	Branding & Marketing Strategies <i>Chair: Park Thaichon</i> Brand Sustainability factors: Service stations <i>Kittisorn Boonnark, *Park Thaichon, Mitchell Ross, Jiraporn Surachartkumtonkun</i>
						Consumer Experiential Value to Purchase Intention in Online Shopping Environment <i>*Wei Jiang, Heerim Joung, Eunju Ko</i>	Dark Marketing: the new definition, category, and its implications <i>*Park Thaichon, Sara Quach</i>
						Service innovation and firm performance <i>Kyeong Kook Jang, *Chang Suk Choi, Sang Jin Kim</i>	Fruit growers’ perspectives towards fruit quality: Study on Jujubes <i>Ian Phau, *Min Teah, Billy Sung, Isaac Cheah, Jeffrey Parker</i>

ANZMAC 2017 Conference Programme FINAL

Wednesday 6 December 2017

CONCURRENT SESSION 7

9.00am - 10.30am

Venue: Swanston Academic Building

80.05.12	7.01 80.7.06	7.02 80.7.07	7.03 80.7.08	7.04 80.7.09	7.05 80.10.13	7.06 80.10.14	7.07 80.10.16	7.08 80.10.17	7.09 80.11.07	7.1 80.11.09	7.11 80.11.10	7.12
SPECIAL SESSION	STRATEGIC MARKETING & BRANDING	RETAILING & DISTRIBUTION	MARKETING COMMUNICATIONS	SOCIAL MARKETING	DIGITAL MARKETING & SOCIAL MEDIA	MACRO-MARKETING & PUBLIC POLICY	MARKETING EDUCATION	SERVICES MARKETING	CONSUMER BEHAVIOUR	MARKETING THEORY AND RESEARCH	CONSUMER BEHAVIOUR	
Diversity and Inclusion in the Academy	Firm Performance	Enhancing the quality of retail channels	Marketing Communication and Brands	Empowering physical activity	Consumer Behaviour Online	Food, health and well-being	Advancing Marketing scholarship and curriculum	Service Systems and Wellbeing	Show me the money...or not! How money influences consumer perception	Markets and Marketing Mix	Food choice and consumption	
<i>Chair: Lauren Gurrieri</i>	<i>Chair: Gavin Northey</i>	<i>Chair: Charles Jebarajakirthy</i>	<i>Chair: Cathy Nguyen</i>	<i>Chair: Joy Parkinson</i>	<i>Chair: Rajat Roy</i>	<i>Chair: Christine Eckert</i>	<i>Chair: Tania von der Heidt</i>	<i>Chair: Jörg Finsterwalder</i>	<i>Chair: Harmen Oppewal</i>	<i>Chair: Rod Brodie</i>	<i>Chair: Sharon Forbes</i>	
In this session, the importance of building a culture of diversity and inclusion within ANZMAC will be discussed. Preliminary descriptive insights from a recent survey canvassing experiences and issues related to diversity and inclusion for the ANZMAC membership will be presented. Following this, an interactive panel discussion will explore the key challenges and possible solutions moving forward as an Academy.	Marketing Strategies of ICT Firms <i>Thelma Solomon, *Raja Peter</i>	Alternative Instruments for Measuring Mobile Banking Service Quality <i>Amit Shankar, *Biplab Datta</i>	Brands in Video Games: Prominence vs Plot Integration <i>Shinyi Chin</i>	Socio ecological exchange model: a co-design study <i>*Haruka Fujihira, Joy Parkinson, Sharyn Rundle-Thiele</i>	Gamification as a tool to add value to the digital customer experience <i>Elin Nilsson</i>	Anxiety and the Choice of Generic Medicines <i>Belinda Barton, Paul Burke, David Waller, *Christine Eckert</i>	BEST PAPER IN TRACK The (Comparatively) Quiet Voice of Marketing Education <i>*Elizabeth Snuggs, Colin Jevons</i>	Emergence of the Health Care Ecosystem <i>*Pennie Frow, Adrian Payne, Francesco Polese</i>	Thinking about Money Reduces Believing in God <i>*Eugene Chan, Davide Orazi</i>	Data challenges in forecasting rapidly diffusing technologies <i>*Murray MacRae, Malcolm Wright, Kesten Green</i>	The food choice process: Bread purchasing decisions <i>*Sharon Forbes, Suzanne Trafford, Emma Boase</i>	
	Economic Impact of Inter-firm Similarity in Marketing Strategy <i>*Prakash Satyavageswaran, Ashish Galande, Sudhir Voleti</i>	Customer loyalty to supermarkets via service quality <i>Achchuthan Sivabalan, *Charles Jebarajakirthy, Karunanithy Mahedevan, Kajenthiran Konalingam</i>	How Charity Ads Underperform in Effective Branding <i>Natalie Sampson, *Cathy Nguyen, Margaret Faulkner</i>	Promoting active school travel: A theoretically-grounded study <i>*Bo Pang, Krzysztof Kubacki, Sharyn Rundle-Thiele</i>	Self-Related Variables and Consumers' Social Media Behaviour <i>Fazlul Rabbane, *Rajat Roy, Rana Sobh</i>	DTCA and e-DTCA: What's in it for healthcare consumers? <i>*Janet Davey, Peter Schulz, Kate Hansen</i>	Do peer reviews improve marketing scholarship? <i>*Francis Buttle, Lawrence Ang</i>	Role of actor's motivation in value cocreation: service system perspective <i>*Donia Waseem, Sergio Biggemann, Tony Garry</i>	Unintended Consequences: Linking Microfinance and Dowries <i>*Laurel Jackson, Louise Young</i>	Introducing Knowledge Management to the Marketing Mix <i>*Alan Pomeroy, Peter Massingham</i>	Reasons Underpinning Changing Australian Seafood Consumption Patterns <i>*Dawn Birch, Kathleen Hastings, Meredith Lawley</i>	
	Valuing a Firm's Choice of Product-Market Strategies <i>*Ashish Galande, Sudhir Voleti</i>	Sales and Stock on Price-Quality Judgement <i>*Yongfu He, Harmen Oppewal, Ling Peng</i>	Potentiality of Spokes-animals <i>*Toyohiko Sugimoto, Alastair Tombs</i>	Physical activity behaviours aren't so different after-all <i>*Amy Wilson, Byron Sharp, Cathy Nguyen, Svetlana Bogomolova</i>	Online Negative Expressions: Antecedents and Choice of Features <i>*Yean Shan Beh, László Sajtos, Gavin Northey</i>	BEST PAPER IN TRACK Consumer Underestimation of Food Energy Use and Emissions <i>*Adrian Camilleri, Richard Larrick, Shajuti Hossain, Dalia Patina-Echeverri</i>	The Integrated Curriculum: Bridging Rigor and Relevance <i>*Ilkka Ojansivu, Thomas Whitford</i>	Service System Elements, Value Co-Creation and Well-Being <i>*Sandy Fitzgerald, Gauri Laud, Mike Reid, Emily Chung, Lisa Farrell, Luke Kachersky, Kaleel Rahman, Linda Robinson</i>	The effectiveness of 8-ending prices <i>Henrique Ngan</i>	Changing markets: Market shaping practices <i>Jonathan Baker, *Rod Brodie</i>	Pet humanisation and pet food purchasing behaviour <i>*Sharon Forbes, Suzanne Trafford, Maddy Surie</i>	
	Knowledge as a determinant of competitive advantage <i>Thi Nguyet Que Nguyen, *Gavin Northey, Liem Ngo, Christopher Agyapong Siaw</i>	Effects of Relational Governance on Market Insights <i>*Rebecca Rees, Margaret Matanda, Felix Mavondo, Sathesh Seenivasan</i>	The Effects of Emotional Expression on Brand <i>*Xuemei Bian, Alex Curtis, Changhong Liu</i>	Active school travel between Australia and UK <i>*Bo Pang, Samantha Gallage, Francisco Crespo Casado</i>	The death of the digital native <i>*Kerry Russo, David Low, Lynne Eagle</i>	Does Environmental Pollution Induce Green Purchasing Behaviour? <i>*Yingfei Hu, Björn Frank</i>	AoL in marketing major: A case study <i>Tania von der Heidt</i>	Service Ecosystem Disruption: Identifying Tipping Points <i>*Jörg Finsterwalder, Julia Fehrer, Linda Robinson, Jodie Conduit, Rod Brodie</i>	The Price Size Comparison Effect <i>Jun Yao, *Harmen Oppewal, Yongfu He</i>	LEGO® Serious Play™: Brick Collage Qualitative Data Collection <i>Stephen Dann</i>		
10.30am - 11.00am	Morning Tea			Venue: Storey Hall								
	Connect over coffee: Editors of Journal of Social Marketing (Prof Sharyn Rundle-Thiele) Venue: 80.07.08											

ANZMAC 2017 Conference Programme FINAL

Wednesday 6 December 2017

CONCURRENT SESSION 8

11.00am - 12.30pm

Venue: Swanston Academic Building

80.05.12	8.01 80.7.06	8.02 80.7.07	8.03 80.7.08	8.04 80.7.09	8.05 80.10.13	8.06 80.10.14	8.07 80.10.16	8.08 80.10.17	8.09 80.11.07	8.10 80.11.09	8.11 80.11.10	8.12
SPECIAL SESSION	STRATEGIC MARKETING & BRANDING	RETAILING & DISTRIBUTION	MARKETING COMMUNICATIONS	SOCIAL MARKETING	DIGITAL MARKETING & SOCIAL MEDIA	MACRO-MARKETING & PUBLIC POLICY	MARKETING EDUCATION	CONSUMER BEHAVIOUR	CONSUMER BEHAVIOUR	MARKETING THEORY AND RESEARCH	CONSUMER BEHAVIOUR	
Co-creation in a Retail InnovationLab	Strategic Communications	Online and innovative retail platforms	Attention and Avoidance	Designing programs to impact obesity	Social Issues	Consumer responsibilities and ethics	Facilitating student enegagement	Marketers without borders: The international environment	Marketing in new and emerging contexts	Consumers	Pre-consumption food marketing and the expectation effect	
<i>Chairs: Anita Radon, Hannes Göbel</i>	<i>Chair: Marion Burford</i>	<i>Chair: Michael Marck</i>	<i>Chair: Aaron Michelon</i>	<i>Chair: Rebekah Russell-Bennett</i>	<i>Chair: Park Thaichon</i>	<i>Chair: Lucie Ozanne</i>	<i>Chair: Teagan Atschwager</i>	<i>Chair: Foula Kopanidis</i>	<i>Chair: Arvid Hoffmann</i>	<i>Chair: Vincent Mitchell</i>	<i>Chair: Nitika Garg</i>	
Supporting a dual mission: Special session talking about pitfalls and success factors for co-creation in retail research between academia and practitioners.	The Australian University Landscape: Espoused Aspirations <i>Marion Burford</i>	Utilitarian-Hedonic Value among Fashion Pure plays <i>Nobukhosi Dladlo</i>	Are we paying too much attention to "Attention"? <i>Irene Santoso, Daniela Rosenstreich, Malcom J. Wright</i>	Social media mavenism and nutrition <i>Karen Klassen, *Melissa Adamski, Linda Brennan, Mike Reid, Megan Lim, Tracy McCaffrey, Helen Truby</i>	Motives of counterfeit sellers via networking sites <i>Nguyen Quach, *Park Thaichon</i>	Consumer rights and social responsibilities: Are they linked? <i>*Ali Quazi, Mehran Nejati, Azlan Amran</i>	Student engagement and satisfaction in blended courses <i>*Angela Bowles, Park Thaichon, Nguyen Quach, Scott Weaven</i>	Consumer Decision Making Framework at the Bottom of Pyramid <i>Nanda Choudhury, Srabanti Mukherjee, *Biplab Datta</i>	Identifying the Differential Nature of Haptics <i>Achini Ranaweera</i>	Formation of Emotional Confidence <i>Wajid Rizvi</i>	Menu choice in Horizontal versus Vertical Format <i>Jungkeun Kim, *Euejung Hwang, Jacob C. Lee, Jooyoung Park</i>	
	Increasing Consumers' Intention to Use Location-Based Advertising <i>*Michael Schade, Rico Piehler, Claudius Warwitz, Christoph Burmann</i>	Motivations behind counterfeit purchase via digital platforms <i>*Kittisorn Boonnark, Sara Quach</i>	Attention to advertising: Eye-tracking and brand usage <i>*Lucy Simmonds, Steven Bellman, Rachel Kennedy, Magda Nenycz-Thiel, Svetlana Bogomolova</i>	Applying systems thinking to army equipment acquisition <i>*Cuong Pham, Sharyn Rundle-Thiele, Julia Carins, Larissa Cahill</i>	Smart Technology: Insights into Smoking and "Vaping" <i>Mei-Ling Blank, *Janet Hoek, Mark George, Phillip Gendall, Tamlin Conner, Johannes Thru, Pamela Ling, Tobias Langlotz</i>	The Influence of Self-conscious Emotions on Consumer Responsibility <i>Nina Bürklin</i>	Asynchronous Simulations Influence Student Engagement & Academic Outcomes <i>Patrick van Esch, Gavin Northey, *Jason Pallant, Tania von der Heidt</i>	BEST PAPER IN TRACK Innovating Traditional Products: "Authenticity and Purchase Intention" <i>*Bora Qesja, Roberta Crouch, Pascale Quester</i>	Can materialistic consumers have high well-being? <i>Richard Gruner, Hanako Frawley, *Uwana Evers</i>	BEST PAPER IN TRACK Consumer perception of flavour, food and consumption <i>*Usha Pappu, Neal Ashkanasy, Alastair Tombs</i>	How consumer behaviour models apply to fresh produce <i>Danielle Talbot, *Zachary Anesbury, Chanel Day, Svetlana Bogomolova</i>	
	The Effect of External Communication on Employees <i>*Rico Piehler, Michael Schade, Christoph Burmann</i>	Uncovering Electronic Cigarette Shops Retail Kinship Strategies <i>*Michael Marck, Sean Ennis, Barbara Caemmerer</i>	How television advertising avoidance differs across devices <i>*Yolanda Nguyen, Steven Bellman, Virginia Beal, Cathy Nguyen, Byron Sharp</i>	Kid's Tell All: Designing Healthy Eating Campaigns <i>*Stacey Baxter, Jasmina Illic, Alicia Kulczynski, Sonia Vilches-Montero, Erica James</i>	Brand Response to Social Media Backlash: A Typology <i>*Tony Cooper, Angela Dobe, Constantino Stavros</i>	Investigating How Religiosity Relates to Consumer Ethics <i>Rafi Chowdhury</i>	Exploring Indigenous Undergraduate Students' 'University Place' Attachment <i>*Maria Raciti, Jennifer Carter, David Hollinsworth, Kathryn Gilbey</i>	Status consumption in emerging countries <i>*Nazia Nabi, Aron O'Cass, Vida Siahtiri</i>	Exploring the Importance of Autobiographical Memories <i>*Arezo Nakhai, *Lara Stocchi, Malcolm Wright, Mark Avis</i>	Respondent Characteristics and Survey Data Bias <i>*Saku Hirvonen, Tommi Laukkanen</i>	Food Package Colour, Perception, and Decision Making <i>Chi Pham, *Nitika Garg</i>	
	Positive word-of-mouth: brand credibility and social identity <i>*Diem Do, Jake An, Liem Ngo</i>	Website social cues and customer online experience <i>*Revadee Vyravene, Fazlul Rabbane, B. Ramaseshan</i>	Benchmarks for mechanical avoidance of radio advertising <i>*Aaron Michelon, Steven Bellman, Justin Cohen, Margaret Faulkner, Johan Bruwer</i>	Playing serious health games: What matters most? <i>Afshin Tanoori, *Rebekah Russell-Bennett</i>	CSR and social media in the resources sector <i>*Daniel Schepis, *Paul Harrigan</i>	Exploring User Motivations of Peer-to-Peer Online Swapping Websites <i>Paul Ballantine, Heather Philip, *Lucie Ozanne</i>	University-Hosted Events Facilitate Social Brand Engagement <i>*Teagan Altschwager, Rebecca Dolan, Jodie Conduit</i>		Psychological Characteristics, Heterogeneity, and Consumer Savings Behaviour <i>Patrick Gerhard, Joe Gladstone, *Arvid Hoffmann</i>	Capturing codified and tacit knowledge when measuring research impact <i>Vincent Mitchell</i>	Preference for Pattern Seeking in Food Choices <i>Jungkeun Kim, *Euejung Hwang, Drew Franklin, Truong Hoang Anh Tho, Jennifer Lian, Sommer Kapitan</i>	
12.30pm - 1.30pm	Lunch											
	Venue: Storey Hall Auditorium (Institutional Members HoS Meeting, Storey Hall Level 7)											

ANZMAC 2017 Conference Programme FINAL

Wednesday 6 December 2017

CONCURRENT SESSION 9

1.30pm - 3.00pm

Venue: Swanston Academic Building

80.05.12	9.01 80.7.06	9.02 80.7.07	9.03 80.7.08	9.04 80.7.09	9.05 80.10.13	9.06 80.10.14	9.07 80.10.16	9.08 80.10.17	9.09 80.11.07	9.10 80.11.09	9.11 80.11.10	9.12
SPECIAL SESSION	STRATEGIC MARKETING & BRANDING	RETAILING & DISTRIBUTION	MARKETING COMMUNICATIONS	SOCIAL MARKETING	DIGITAL MARKETING & SOCIAL MEDIA	MACRO-MARKETING & PUBLIC POLICY	MARKETING EDUCATION	SERVICES MARKETING	CONSUMER BEHAVIOUR	MARKETING THEORY AND RESEARCH	CONSUMER BEHAVIOUR	
Bridging the knowledge gaps: A systems approach for improving consumer well-being <i>Chairs: Gauri Laud, Emily Chung</i>	Resources <i>Chair: Lara Stocchi</i>	Retail channels and customer segments <i>Chair: Makam Balaji</i>	Media and Marketing Communications <i>Chair: Julie Bilby</i>	Communities of practice and opportunity <i>Chair: Steven D'Alessandro</i>	Customer Engagement <i>Chair: Cheng Wang</i>	Sustainability <i>Chair: Rene Versteegh</i>	Student skill development through authentic learning contexts <i>Chair: Vinh Lu</i>	Service Interactions <i>Chair: Liem Ngo</i>	Tourism, online reviews, and brands <i>Chair: Yvonne Saini</i>	Advances in Research Methodology <i>Chair: Robert East</i>	The influence of identity, gender and heteronormativity in modern marketing <i>Chair: Anna Hartman</i>	
In line with the 2017 ANZMAC conference theme of 'marketing for impact' the special session will highlight the value of systems thinking research in shaping the future of marketing function as an embedded entity of broad eco-systems. Speakers: Kirstan Corben (VicHealth), Linda Brennan, Ross Gordan, Janet Hoek	Does employees' problem-solving creativity pays off in NPD? *Hailu Getnet, Aron O'Cass, Hormoz Ahmadi, Vida Siahtiri	Who Will Win Millennials' Minds? – A Competition of Retail Channels *Sathyaprakash Balaji Makam, Gopal Das, Alain Chong	Advertising industry response to the digital era *Julie Bilby, Lukas Parker	Community Support Practices: Young People's Drinking Spaces *Emma Dresler, Margaret Anderson	Online Customer Engagement throughout the Customer Journey *Joris Demmers, Jesse Weltevreden, Willemijn van Dolen	Addressing Global Warming Denialism: Explanations Changing Beliefs *Jeff Rotman, T.J. Weber, Andrew Perkins	Cultivating Critical Thinking in Multi-cultural Marketing Education *Malcolm Green, Loren Stangl, Frances Denz, Simon Cope	Robot Relationships within Communal/Exchange Service Contexts: A Working Paper *Tony Garry, Tracy Harwood	Brand performance-attachment relationship: social image mediation effect *Huma Amir, Wajid Rizvi	Modern approaches to data analysis: method triangulation John Williams	How Thoughts of God Interact with Sexual Advertising Rajat Roy, *Mark Spence	
	Does Ambidexterity in Marketing Pay Off? *Hillbun (Dixon) Ho, Oleksiy Osiyevskyy, James Agarwal, Sadat Reza	Managing Distributor Interchannel and Intrachannel Behavior *Sin Yan Tse, Danny Wang, Tracy Zhang	Effect of DTC Advertising on Inexperienced Customers Stephen Goodall, Rosalie Viney, Deborah Street, *David Waller, Fei Li Zhao	Community Carp Virus Concerns: Actively Listening to Recreational Fishers *Mehmet (Michael) Mehmet, Nicholas Pawsey, Tahmid Nayeem, Steven D'Alessandro, Peter Denver-Simmons	Engaging Customers through Social CRM *Nur Thara Zainal, Sally McKechnie, Deborah Roberts	The sustainability worldviews of the marketing academy *Joya Kemper, Paul Ballantine, Michael Hall	The value of a peer-to-peer mentoring experience *Kathleen Griffiths, Foula Kopanidis, Marion Steel	Understanding customers' perceptions of chat Marion Sangle-Ferriere, *Benjamin Voyer	Online Social Support and Sharing Negative Tourism Experience *Makam Balaji, Alain Chong, Markus Blut, Payal Kapoor	Reconsidering single-item measurement in C-OAR-SE Thomas Salzberger	Gender-representations in toy-based webisodes Renu Emile	
	Allocating Resources between Exploitation and Exploration *Setiadi Umar, Sengun Yeniurt, Nelson Oly Ndubisi, Goksel Yalcinkaya, Rayed Alotaibi	Ethnic retail marketing: A case study *Sean Ennis, Michael Marck, Anita Radon, Gavin Marley	Media User Profiles Differ – Reality or Rhetoric? *Zachary Anesbury, Michael Gallo, Bill Page	Farmer segmentation: transfer of knowledge in extension *Rachel Hay, Lynne Eagle, David Low	Impact of content features on social media engagement Qingwei Du, *Cheng Wang	Temporal orientation and self-construal effects on sustainable purchasing *Rene Versteegh, James Richard, Michelle Renton	Guest Lectures & Authentic Learning in Marketing Edwin Rajah, *Helena Knight, Aisha Boulanouar Wood	Opposite-Gender Pairing of Consumers and Service Employees Preeti Krishnan Lyndem, *Tabitha Thomas	Understanding the risk reduction behaviour of travelers Varuna Luximon, *Yin Teng (Elaine) Chew, Yunus Ali	Regression modelling strategies: Stepwise, Gold Standard, Other? John Williams	Role of Social Identity in Purchase Behaviour *Suha Salem, Sharif Omer	
	Unlocking Growth for Small Businesses *Lara Stocchi, Vipul Pare, Michelle Graves, Armando Corsi	A Multidimensional Typology of Packaging Cues *Wenjun (Wayne) Wang, Richard Lee, Susan Freeman, Song Yang, Anne Sharp	The Effectiveness of Contextually Congruent Television Advertising Joanna Caruso, Adam Gelzinis, *Lucy Simmonds, Svetlana Bogomolova	Cross-suburb Comparison of the Food Environment Ryan Storr, Julia Carins, *Sharyn Rundle-Thiele	Consumer Behavioural Response towards Plastic Bag Ban Sumesh Nair, *Charles Jebarajakirthy, Vicki Little	Work Integrated Learning in International Marketing Vinh Lu, Brett Scholz, *Long Nguyen	Employee Empathy and Customer Delight in Services Quan Tran, *Liem Ngo, Thi Nguyet Que Nguyen, Mathew Chylinski	Influence of Online Reviews on Purchase Intent in South Africa Molise Molo, *Yvonne Saini	Advance in Marketing Research *Robert East, Lawrence Ang	Eggs to Market: Consumer Experiences of Reproductive Objectification Anna Hartman		

3.00pm - 3.30pm

Afternoon Tea

Venue: Swanston Academic Building, Levels 7 & 10

ANZMAC 2017 Conference Programme FINAL

Wednesday 6 December 2017

CONCURRENT SESSION 10
3.30pm - 5.00pm

Venue: Swanston Academic Building

80.7.06	10.02 80.7.07	10.03 80.7.08	10.04 80.7.09	10.05 80.10.13	10.06 80.10.14	10.07 80.10.16	10.08 80.10.17	10.09 80.11.07	10.10 80.11.09	10.11 80.11.10	10.12
STRATEGIC MARKETING & BRANDING	RETAILING & DISTRIBUTION	MARKETING COMMUNICATIONS	SOCIAL MARKETING	DIGITAL MARKETING & SOCIAL MEDIA	MACRO-MARKETING & PUBLIC POLICY	MARKETING EDUCATION	SERVICES MARKETING	CONSUMER BEHAVIOUR	SPECIAL SESSION	CONSUMER BEHAVIOUR	
Value Creation	Instore customer behaviour	Promotion Mix Insights	Delivering insights	Direct & Content Marketing	Corporate social responsibility	Digital learning environment	Word of Mouth and Service Recovery	The luxury consumer	Modern Data Analysis: What is it, and how do I do it?	Emotions and moral identities	
<i>Chair: Reza Kachouie</i>	<i>Chair: Paul Ballantine</i>	<i>Chair: Rod McColl</i>	<i>Chair: Krzysztof Kubacki</i>	<i>Chair: Jimmy Wong</i>	<i>Chair: Catherine Demangeot</i>	<i>Chair: Hugh Pattinson</i>	<i>Chair: Chatura Ranaweera</i>	<i>Chair: Tania von der Heidt</i>	<i>Chair: John Williams</i>	<i>Chair: Paula Arbouw</i>	
A Classification of Actor Participation *Hedieh Hatami, Anish Nagpal, Ujwal Kayande	Instore Smart Retail Technology: The MOA Theory Perspective *Makam Balaji, *Sanjit Roy	Leveraging Sponsorships with Advertising: Affiliation or Contribution? *Reinhard Grohs, Sabine Schneider	Innovating energy markets: a hybrid persona/segment approach Rebekah Russell-Bennett, Rory Mulcahy, *Kate Letheren, Ryan McAndrew, Tim Swinton, Neil Horrocks, Reid Ossington	Content Marketing Response: Background and Influencing Factors *Benedikt Hirschfelder, Joel Chigada	Contribution of Social Licence Theory in CSR *Fuseini Inusah, Parves Sultan, Delwar Akbar, John Rolfe	Digital Divide: The Student Skill Gap *Mehmet (Michael) Mehmet, Felicity Small	Examining antecedents of reconciliation following service recovery Alex Radu, Jiraporn Surachartkumtonkun, *Angela Bowles, Scott Weaven, Park Thaichon	Exploring Consumer Preferences for (In)Conspicuous Luxury Goods Karolina Dovgialo, *Benjamin Voyer	Modern data analysis: why p-values and other stuff invented 100 years ago don't cut it no more for today's marketer. "Deep learning"? WTF? Panellists: Andre Bonfer, Chris Dubelaar, Jason Pallant	Positive Emotion Effects on Consumer Ethical Judgment *Felix Septianto, Nitika Garg, Nidhi Agrawal	
A Systemic and Institutional Approach to Business Model Design Heiko Wieland, *Julia Fehrer	BEST PAPER IN TRACK How do shoppers react to in-store music? Bertil Hultén	Measuring cannibalization effects during sales promotions *Rod McColl, Renaud Macgilchrist, Shuddha Rafiq	Social Media in Social Marketing Campaigns Sameer Deshpande, *Krzysztof Kubacki, Denni Arli, Heini Taiminen	Expectations and Sponsored Content on YouTube *Hanna Reinikainen, Andra Aldea-Löppönen, *Matias Lievonen, Jana Bowden, *Vilma Luoma-aho	Unlocking drivers and barriers for circular business Nina Tura	Creating impact via student research translators Vincent Mitchell	Management Responses to Negative Online Customer Reviews *Rico Piehler, Michael Schade, Ines Nee, Christoph Burmann	Envy and Social Superiority in Luxury Marketing *Billy Sung, Ian Phau		Physical Cleansing on Moral Judgments and Behaviors *Jungkeun Kim, Jongwon Park	
Elite Universities: A future luxury goods sector? Marion Burford	Aesthetic labor and visible diversity in retailing *Sara Quach, Park Thaichon	Advertising Account Planning: Reflections for the Future Park Beede	Reducing pet-wildlife interaction: a systematic review Bo Pang, Sharyn Rundle-Thiele, Kathy Knox, Joy Parkinson, *Patricia David, Felix Hussenoeder	The benefits of allowing consumers to choose their online advertisements *Jimmy Wong, Joshua Newton, Yelena Tsarenko, Fiona Newton	Green Hotel Practices and the Authentic Self *Vimala Kunchambo, Christina Kwai Choi Lee, Puspavathy Rassiah, Marzieh Fallah	Effectiveness of Blended Learning through Flipped Class Fazlul Rabbanee, Rajat Roy, *Revadee Vyrvane	Audiences for Post Service Sharing of Information Kalyani Menon, *Chatura Ranaweera	A Customer-grounded Understanding of Luxury Experiences *Sally McKechnie, Rodriguez Valdez Adriana		Moral Wrong-doing in Digital Media Consumption Jeremy Ainsworth, *Paula Arbouw	
A Dynamic Capabilities View on Opportunity Creation *Reza Kachouie, Felix Mavondo, Sean Sands	Product packaging language for bilingual Muslim consumers *Abou Bakar, Richard Lee	Making Green Innovation/Advertising Profitable across B2B contexts August Grupp, Björn Frank, *Yingfei Hu	Improving Volunteer Longevity through Internal Marketing *Emily Webster, Felicity Small		Social innovation across multicultural contexts: Unravelling institutional logics *Catherine Demangeot, Stephanie Slater	Marketing Education Renaissance Through Big Data Curriculum *Hugh Pattinson, Suresh Sood	Factors Influencing Buying Behaviour of Organic Food Products *Gurmeet Matharu, Tania von der Heidt, Golam Sorwar				

7.00pm - 11.00pm ANZMAC Gala Award Dinner

Venue: ZINC @ Federation Square