



WEDNESDAY 1 DECEMBER							
8:30 AM - 8:45 AM		ARRIVAL TEA & COFFEE					
8:45 AM - 9:00 AM		WELCOME & HOUSEKEEPING					
9:00 AM - 10:00 AM		KEYNOTE ADDRESS: ROSIE HOWCROFT					
10:00 AM - 10:30 AM		MORNING TEA					
10:30 AM - 11:00 PM Track Session Seven (Concurrent Sessions)	Consumer Behaviour Technology and Innovation Adoption	System Factors that Influence Consumers' Privacy Vulnerability	Chen, Raymond, Chen, Shihao (Joseph), Williams, David, Rostler, Sabahineh	Ethics & Sustainability	Regulatory Power in NZ's Emerging 5G Markets	Stevens, Michelle	
		Technologies in Physical Retailing: A Systematic Review of their Effects on Customers	Narasimhan, Meenukshi, Sureshram, Sachin, Trankh, Mihir, Taulis, George		Does CSR Attribute Increase Bank Performance and Reputation?	Stevens, Shaughan, Yeaman, Andrew, Saldanha, Farid	
	Consumer Culture Theory	Information Disclosing Willingness in Using Mobile Internet	Sun, Ming, Liu, Matthew, Chu, Forogee	Services Marketing: Healthcare and Well-being	The Impacts of Influencers on CSR Communications	Tran, Hu, Vu, Trang, Nguyen, Long, Dang, Pham, Duc, Nguyen, Kha	
		Virtual Reality Adoption in Tourism: A Comprehensive Perspective	Intharajarnka, Paritaj, Mahabjan, Sarnarati, Datta, Sribal		Eliminating Terms: A New Understanding of Vegan Ethics	Larichev, Beatahrene, Rachel	
		BEST PAPER: Finding Space for Black Joy in Live Music During COVID-19	Michalek, Natalie, Thomas, Kevin, Cagar, Toni, Sha, Yiragran		Path of Life-Satisfaction on Purchase Happiness and Purchase Satisfaction with Moderation Impact of Self-control	Fatima, Jihra	
	Digital Marketing	When Market Participation is Linked with Moral Emotion	Hudson, Anne	Social Marketing: Fracking, Ethical Influencers	Donating Blood to a Robot: A Framework for Artificial Intelligence-based Blood Donation	Asidi, Nadia	
		New Consumer Experience in Health Consumption Communities	Hughes, Charles, Gray, Angela, Ghosh, S., Zappala, Elissa		Vulnerability and Dehumanization in Health Services	Ridderman, Nicola	
	Entrepreneurship & Innovation	Reaching Voters in Times of Misinformation	Tremblay-Lamer, Amy, Melanson, Aaron, Hartnett, Nicole	Transformation Consumer Research Consumer Practices and the Market	Combating Click Apps to the Rescue: Considerations of App Features for Help-seeking Problem Solvers	Stewart, Luke, O'Connell, Robyn, Proulx, Neer, De Van, Savelle	
		Test Message Screen Practices in Video Advertising	Nevins, Gemma, Evans, Luthy, Liu, Fang, Oppenel, Harriet, Trank, Eric		Fracking Water: How Fracking Emotions Reduce Food Waste Behaviour	Norhay, Gavan, Khalil, Maryam, Long, Bodo, Sankaranarayanan	
		Optimizing the Impact of Checkouts on Consumer Sentiment and Expectations	Troy, Andy, Redford, Jason, Johnson, Lester		BEST PAPER: Reimagining Food Framing: The Women's Authority Project	Russell, Suresh, Eshwarini, Biji, Malhotra, Emily, Noid, Luffey, Kurt, Parkerson, Jay, Zhang, Jiguan	
Consumer Behaviour: Marketing Morality	Investigating Consumer Usage Intention of Conversational AI Agents	Shankar, Vidwan, Singh, Sankar, Kesavath, Raj, Prasad, Mahesh	Services Marketing: Artificial Intelligence in Services	A Systemic Analysis about Animal Cruelty in Marketing	Wang, Shenghui, Lu, Shenghui		
	What Does Business Model "Thinking Fit" Intend?	Yildirim, Caroline		Using Emerging Technologies to Improve Public Services	Shaw, Piyaah, Liang, Tai Yan		
	View Co-Creation through Co-creation: Organizational Business Models in the Music Industry	Palmer, Julia, Wiskand, Heiko, Monaldi, Fabio, Mullin, Mihir, Lythberg, Brita		Antecedents and Consequences of Consumers' B2B Usage	Scherbatsky, Leifhan, Larsson, Arvid		
Consumer Behaviour: Marketing Morality	No Sheldon: Story Sustainable Born Global firms	Naravita, Chaturani, Mironovi, Mileni, Heri, Mani, Angeli, Alia	Services Marketing: Artificial Intelligence in Services	Sustained Price-Framing Activities and Coping Strategies	Wang, Phoebe, Varghese, Markus, Wang, Tony		
	Forecasting Advanced Brand Authority and Story	Petrovic, Michael, Kay, Peckler, Young, Caroline		Creating Market Subjects through Marketingization	Cardoso, Flavia, Rajan, George, Pinar, Sankaran, Dhanu		
	Special Session 7: Navigating Inter-Cultural Experiences (NICE) in Australian Community Services Environments						
Special Session 8: Engagement Strategies Unleashed: How to Disseminate your Research in the Media Special Session							
LUNCH							
11:00 PM - 1:00 PM Track Session Eight (Concurrent Sessions)	Business to Business	Knowledge Transfer in B2B Customer Relationship Development	Chen, Shijiao (Joseph), Tran, Khai, Huang, Yimin, Yao, Jun, Xia, Raymond	Ethics & Sustainability	Can Equity-based Promotions Help Reduce Food Waste?	Leta, Bharati, Oppenel, Harriet, Retana, Kristian	
		Franchise Expansion: The Role of Franchisor Communications	Alkhamari, Areeq, Mark, Sudha		Food Waste: Gain-Loss Framed Communication Message Testing	Wang, Jie, Wang, Shuang, Sun, Binbin, Zhou, Shanyun	
	Consumer Behaviour: Marketing Morality	Strategic Category Management & Insights in Dining Performance	Reis, Rebecca	International Marketing & Strategy	Consumer's Adoption to Wasteful Packaging	Qian, Alexandra, Cook, Leonard, Boofee, Andre	
		Shaping the Implementation of Customer Success Management	Srinivasakumar, Michael, Pugh, Katherine, Serwan, Isma		A Value Attribute-Behaviour Study in Singapore Waterbottle: A Cross-Cultural Study	Hijnen, Marianne, Halder, Pradyota, Lakshman, Yogeni	
		Restaurant Work Ethic Influences Natural Healthspan Performance	Cheng, Yimin, Mahalingam, Arindam		The English Industry: Towards a performance turn in market research	Star, Ruth, Curtis	
	Consumer Behaviour: Marketing Morality	BEST PAPER: Moral Processing: Defining Social Media Cheats	Roberts, Jeff, Walker, Virginia, Fortson, Andrew, Reed, Alessandro	Services Marketing: Artificial Intelligence in Services	Managing and Surviving the Stigma of COVID-19	Dippen, Frady, Setyanew, Andy, Hermanto, Ho, Rago, Gede, Ad, Wibisono, L, Pita, Rita	
		ESG Trend Assessment and Consumer's Sentiments	Dowling, Paul, Ali, David, Sankaran, Veera		Knowledge Management: A Business Performance Enhancing Strategy	Lu, Rui, Degen, Engemann, Sergio, Wilms, Monika, Gerny, Tera	
	Consumer Behaviour: Marketing Morality	Being Moral: Millennial Consumers to Work Harder	Sun, Arshad, Choudhury, Rafi	Transformative Consumer Research Wants, Practices and Well-being	Delusional AI Interactions in a Decision-Making Context	Saifullah, Laila, Viper, Boris, Jung, Billy, Sangeetha, Martin	
		Effects of the Timing of Add-on Offers	Yan, Christopher, Rafiq, Stefan		Active Expectation Management in Chatbot Conversations	Huang, Mervin, Kourambaki, Anne	
		The Treatment Payment Effect on Consumer Spending	Mahdy, Rifa, Li, Yi, Shariq, Shaheen, Yas, Jun, Ang, Lawrence		Business Strategies - Computational Agents Collaborative Intelligence in Customer Services: An Interdisciplinary Perspective	Chen, Kheah, Saitoh, Lavinia, Fernandez, Karen	
Digital Marketing	Dynamic Pricing and Price Matching Guarantees	Pravner, Anne, Roth, Stefan	Services Marketing: Artificial Intelligence in Services	Personal Firms of Developing Attachment to Social Chatbots: A Case Study of Australia	Ponemon, Yaniv, Yu, Teaming		
	Biometrics, Benefits and Privacy Invention Setting the Price	Payne, Ryan, Martin, Brett, Tuzovic, Sven, Wang, Shaoh		"AI-Chatbots - An Emerging Form of Service Agents"	Cheng, Tannian, Yu, Ting		
	Consumer's Use of Digital Maps: First Looks	Chen, Marc, Oppenel, Harriet, Preston, Ari		Anticipated Challenges to Changing Consumer Practices	Jordan, Alison, Gonzalez, Claudio, Sankaran, Deane, Sandberg, Jiguan		
Consumer Behaviour: Marketing Morality	A Sense of Self in Augmented Reality	Jainyo, Virginia, Tashman, Anis, Siglini, James, Meiri, Joel	Transformative Consumer Research Wants, Practices and Well-being	Why People Contaminate Household Recycling and Waste	Brooker, Elaine, Saunders, Stephen, Gonzalez, Luke		
	Consumer's Online Engagement: Designer, Instagram & Luxury Brand	Hughes, David, Shmida, Anwar, Sadiq, Phai, Ian		Are Coarse Ratings Fine? Application to Cruiseworthiness Ratings	Rahjan, Bhoomika, Shifer, Benjamin		
	The Effect of Error on Consumer Engagement	Wang, Kwanyi, Cheng, Mengming, Li, Shanyi, Jiang, Ruschan		Well-being: Taking Care of Consumer Well-being	Shin, Rube, Herbert, Nicole, Drennon, Carl, Faulber, Margaret		
Special Session 9: Special Interest Group- Market Shaping and Innovation							
Special Session 10: Co-creating Customer Vulnerability Research: Strengths-Based Theory-in-Action							
AFTERNOON TEA							
1:00 PM - 4:30 PM Track Session Nine (Concurrent Sessions)	Business to Business	Self-Life Experience and Business-Making Sites	Chen, Songshan, Franklin, Dore, Park, Suh-Young, Park, Jeongyeon	Marketing Analytics	Influencing Product Competition Through Shelf Design	Chiriac, Francisco, Chinnakong, Wai, Manjivana, Ann	
		BEST PAPER: Levered Volatility in Business Markets	Egert, Lucas, Gassenknecht, Michael		The Effect of Network Externalities in the Product Diffusion Process	Chen, Li-Ling, Shen, Shaofei, Shi, Huan-Tai	
	Consumer Behaviour: Marketing Morality	Security or Ambivalence: When Accidents Incur Responsibility?	Yim, Yanshi, Cho, Yonghwan	Judgement & Decision Making	Consistent and Stable Pricing: Can the MAGE Concept? Developing and Comparing Price Promotion Model for Every Day Low Pricing (EDLP) Paradigm	Ho, David, Saitoh, Arthur, Corneil, Ashraf, Singh, Sankar	
		Regulatory or Voluntary? Ethical B2B Disruption	Sanjiva, Nita		Comparing Marketing Analytics and Innovation Based Competitive Advantage	Rajagopalan, Leela, Weerawarne, Jay, Ranjita, Kumar	
		Identity & Modern of Gender's View-Crowd-Push-Pull-Engage, Consumer's Cognitive Flexibility	Beninger, Nadine, Rossini, Julia		Marketing's Intention of Distinctive Asset Strength	Shin, Rube, Herbert, Nicole, Drennon, Carl, Faulber, Margaret	
	Consumer Behaviour: Marketing Morality	Home/Host Country Image and Consumer Identity	Yim, Felicia, Crockett, Roberts, Proulx, Neer, Steffy, Lara	Marketing Education	Regulatory Focus and Attribute Value Gains in Losses	Sam, Anshul	
		Factors Affecting Non-Motivator Incentive Research: Applying Incentive-Earning Systems	Mohammed, Ihsan, Qureshi, Farzana		Consumer Reliability of Media During Organisational Crisis	Abidi, Muhammad, Crockett, Roberts, Manoharan, AnshulKumar	
	Consumer Culture Theory	Understanding Commercial Nationalism in Indian Advertising	Yim, Guyyuan, Rawat, Sandeep	Services Marketing: Service Experience and Design	Engaging Brand Communities for Sponsorship Effectiveness	Ray, Debashree, Pradhan, Debasis, Moharana, Tapas Ranjan	
		Power Distance Belief and Store Tourism	Sun, Toshiro, Liu, Mayan (Jenny), Ben, Prazan		Gender Transformation Advertising Pedagogy	Gurteen, Lauren, Finn, Fiona	
		Tourism Shifting: Making Sense from Inequality	Egert, Toni, Bettany, Shane		Environmental Message Framing Effects and the Role of Environmental Knowledge in Students' Pro-Environmental Behavior	Ng, Peggy, Cheung, Cheryl	
Digital Marketing	City Consumption, and Intercultural	Sajadi, Soroush	Services Marketing: Service Experience and Design	The Value of Marketing in Creative Writing Education	Burgess, Jacqueline, Williams, Paul		
	Investigating The Effect of Status Changes in Review Platforms	Tanahill, Ali, Seneeskaran, Sarabhai, Pallant, Jansen, Sierra, Bernd		Reflections of Teaching Design Thinking: Empowering Higher Learning Institutions	Dotson, Angela, Molinar, Marisa		
	Managing Buyer Generated Reviews on Multi-Sided Platforms: A Co-Creation Perspective	Chen, Haiyan, Yang, Mengxin, Yang, Zeng, Kevin		BEST PAPER: Students' Intentions to Work in B2B Sales	Heman, Taha, Kogut, James, Teakman, Anil		
Digital Marketing	Insurgence of Digital Marketing with Artificial Intelligence	Saldaña, Felix, Chendrakumar, Ranjan, Hassan, Kuttaman	Services Marketing: Service Experience and Design	The Impacts of Trade in Credence Services	Wang, Sabrina, Bentley, Nadia, Wallis, Ann		
	Empowering Inquiry in Digital Media Consumption	Chen, Kaye, Shihua, Mark		Enhancing the Service Experience through Intelligent Technologies	Hita, Helena, Palaki, Stefanie		
	Service Design: How Different? Witness of Six Virtual Simulations			COVID-19: A Multi-Dimensional Scale for Measuring Customer Satisfaction and Loyalty	Phillips, Suzanne, Kumar, Anand, Arvind Kumar		
Special Session 11: ANZMAC - Its Roots, the State of the Academy, and its Future							
Special Session 12: ANZMAC - Its Roots, the State of the Academy, and its Future							
6:00 PM - 12:00 AM GALA DINNER - THE FORUM							