





# ANZMAC 2021

THE UNIVERSITY OF MELBOURNE

29 NOV - 1 DEC



		WEDNESDAY 10 DECEMBER					
		MORNING TEA & COFFEE					
		WELCOME & HOUSEKEEPING					
		KEYNOTE ADDRESS: RUSSEL HENDERSON					
		MORNING TEA					
		TRACK		MANUSCRIPT TITLE		AUTHORS	
9:30 AM - 9:45 AM	Consumer Behavior: Technology and Innovation Adoption	Human Factors that Influence Consumer Privacy Vulnerability	KS, Raymond, Chen, Shiyao (Singapore), Weaver, Doris, Potluri, Balakrishna	Regulatory Power in NZ's Emerging DER Markets	Banton, Michelle		
		Technologies in Physical Retailing: A Systematic Review of their Effects on Customers	Koussouris, Manoussaki, Steinhilber, Satcha, Koc, Rodrigo, Tuohi, George	Does CR Attitude Increase Bank Performance and Reputation?	Balaram, Shafiqur, Haque, Ambar, Sathian, Farid		
		Information Disclosing Willingness in Using Mobile Internet	Soo, Ming, Liu, Matthew, Chu, Rongwei	The Impacts of Innovation on CSR Communications	Tsunoda, Yohji, Nagan, Long, Dang-Phan, Dao, Nguyen, Dai		
		Digital Reality Adoption in Tourism: A Comprehensive Perspective	Siddiqui, Nadeem, Park, Mubshir, Siddiqui, Datta, Babak	Understanding New, A New Understanding of Vegan Ethics	Vanham-Duouchene, Rachel		
		<b>BEST PAPER:</b> Studying Career for Black Males in Live Music During COVID-19	Wheeler, Thomas, Bevan, Egan, Taylor, AJ, Pipeman	Role of Life Satisfaction on Purchase Happiness and Purchase Satisfaction with Moderation Impact of Self-Control	Faloutsos, John		
		When Market Participation in Labor with Moral Erosion	Narayan, Anur	Consumer Ethicality in Retail: A Framework for Artificial Intelligence-based Food Detection	Barth, Nadia		
		New Consumer Experience in Hostile Consumption Communities	Rodriguez, Chai, Angela Garcia B., Zappas, Efstathios	Vulnerability and Dehumanization in Health Services	Robertson, Nicholas		
		Reaching Voters in Times of Microtargeting	Samudrajaga, Amy, Michelson, Aaron, Hartnett, Nicole	Thinking or Feeling Experience for Improved Wellbeing in using Robo-Advisors	Wardman, Wale, Anindita, Nadia		
		Text Message Screen Positions in Video Advertising	Nevins, Camille, Keen, Jordan, Liu, Faye, Oppong, Herman, Trish, Eric	Combating Dark Apps for Revenue: Considerations of App Publishers to Reduce Lending Problem Solutions	Brownlow, Luke, Crouch, Roberts, Ponnasami, Nasar, De Vries, Swarna		
		Exploring the Impact of Challenges on Consumer Sentiment and Expectations	Tan, Aini, Pullian, Suresh, Johnson, Suresh	Fracking Water: How Positive Emotions Reduce Food Waste Behavior	Narthey, Gavin, Khalil, Mary-Lang, Bob, Septentius, Felix		
		Investigating Consumer Usage Intention of Conversational AI Agents	Azizkha, Ahsan, Singh, Sonika, Kocaballi, Balci, Prasad, Mubashir	<b>BEST PAPER:</b> The emerging issue framing: The Women's Suffrage Project	Russell Henderson, Russell, Eddy, Melissa, Kelly, Nick, Letherman, Kate, Parkinson, Thea, Tracy		
		What Drives Business Model Thriving for Incumbents?	Estess, Caroline	A Bibliometric Analysis about Social Class in Marketing	Wang, Shaohua, Liu, Matthew		
Value Co-Creation through Disintermediation: Disruptive Business Models in the Music Industry	Fahmy, Julia, Wieland, Helke, Monreal, Fabio, Muller, Madly, Lythberg, Ellen	Using Emerging Technologies to Improve Public Services	Stierma, Piyush, Long, Tai Van				
Facilitating Authentic Brand Authenticity and Story	Holmberg, Michael, Kay, Pender, Yang, Caroline	Antecedents And Consequences of Customer's MBIU Usage	Schomburgk, Lachlan, Hoffmann, Aviad				
Signs of Times - Shop closure communications during Covid-19 lockdown	Yolk, Zuzanna, Czerwik, Ewa, Kucharski, Michał	Supersaturated Price-Fairing Activities and Coping Strategies	Chakrabarti, Vanshraj, Markus, Wang, Tony				
<b>Special Session 8: Engagement Strategist Unleashed: How to Disseminate your Research in the Media Special Session</b>							
		LUNCH					
		TRACK		MANUSCRIPT TITLE		AUTHORS	
12:00 PM - 1:00 PM	Business to Business	Knowledge Transfer in B2B Customer Relationship Development	Shen, Stepan (Singapore), Tran, Hieu, Huang, Yimin, Yao, Jun, Xia, Raymond	Can Digital-based Promotions Help Reduce Food Waste?	Lick, Sherrill, O'Connell, Herman, Roberts, Kristian		
		Franchise Expansion: The Role of Franchise Communications	Johnson, Anne, Moore, Sarah	Food Waste: Gain Lots From Communication Message Testing	Wan, Isaac, Sze, Tony, Rueda-Peña, Shawn		
		Strategic Category Management & Insights in Driving Performance	Ivan, Rebecca	Consumer's Attention to Visual Packaging	Gain, Alexander, Coyle, Leonard, Beecher, Andre		
		Changing the Implementation of Customer Success Management	Schmalzerling, Michael, Proff, Katharina, Krenner, Joana	Do Video Reviews Influence Traveler's Trip/Hotel Satisfaction? A Cross-Country, Cross-Company Comparison	Radner, Marlene, Miller, Pradip, Laaksonen, Tommi		
		Protestant Work Ethics Influence Natural Healthcare Preference	Cheng, Yiming, Mahalingam, Arindam	The Insights Industry Towards a Performance Turn in Market Research	Chen, Rui, Carlos		
		<b>BEST PAPER:</b> Viral Influencing: Exploring Social Media Outrage	Korman, Adil, Walker, Virginia, Perkins, Andre, Fred, Armani	Navigating and Surviving the Storms of COVID-19	Pignatelli, Anna, Salsaman, Andri, Pratiwi, Ika, Susa, Gudi, Adh, Wisdhartana, I, Prati Ika		
		LOST: Theorized Advertising and Consumer Religiosity	Dowdell, Raffi, Ali, Deric, Saplantis, Felix	Knowledge Management: A Business Performance Enhancing Strategy	Luan, Sidiq, Egdemann, Sergio, Mirza, Miranda, Gary, Tony		
		Being Moral: Motivation Consumers to Work Harder	Son, Andrian, Chewahary, Raffi	Consumers AI Interactions in a Decision-Making Context	Sapin, Likith, Vignar, Bert, Sung, Billy, Sangle-Ferraro, Marlon		
		Effects Of The Timing Of Add-On Offers	Hoja, Christopher, Roth, Stefan	Human Experience - Conversational Agent Collaborative Intelligence in Customer Service: An Interdisciplinary Perspective	Lu, Xuebin, Sapin, Likith, Ferraro, Aaron		
		The Investment Payment Effect on Consumer Spending	Abbas, Hiba, U, Shari, Shaheer, Yas, Jun, Ang, Lawrence	Consumer's Ethical Attitudes to Social Cheating: A Case Study of Singapore	Arora, Jayna, Ka, Tejaswini		
		Dynamic Pricing and Price Matching Guarantees	Michael, Madeline, Thomas, Bevan, Egan, Tami, Shi, Yipeman	All-Channel - An Emerging Form of Service Agents	Cheng, Yimin, Yi, Ting		
		Biometric, Benefits and Privacy Invasion: Setting the Precedent	Poppe, Ryan, Martin, Brett, Tait, Scott, Suen, Wang, Shahe	Active Engagement Management in Chatbot Conversations	Haidt, Martin, Roussouw, Ming		
Seeking Pleasure Without Money? No Worries	Han, Taehui	Anticipated Challenges to Changing Consumer Patterns	Radner, Abigail, Gonzalez, Claudia, Svanback, Daniela, Sandberg, Jorgen				
Consumer's Use of Digital Maps: First Looks	Chen, Miao, Oppong, Herman, Pramono, Ai	Why People Consume More Household Recycling and Waste	Franzoi, Brian, Saunders, Stephen, Greenacre, Luke				
A Sense of Self in Augmented Reality	Levine, Virginia, Tufelero, Anici, Sufli, Brent, Mero, Joel	Can Game Ratings (Free) Application to Crowdfunder Ratings	Baron, Christopher, Sillan, Jari				
Consumer's Online Engagement: Designer, Instagram & Luxury Brand	Walt, Sarah, David, Steiner, Anwar, Sadeq, Pina, Jon	Well-being: Telling Case of Caregiver Well-being	Chakrabarti, Vanshraj, Markus, Wang, Tony, Lisa, Nadine, Chuan, Lucia, Dora, Hilary, Delgado, Lisa, Hibbert, Sally				
The Effect of Email on Consumer Engagement	Wang, Ruiwei, Cheng, Mingming, Li, Shuang, Jung, Ruben	<b>Special Session 9: Special Interest Group: Market Shaping and Innovation</b>					
<b>Special Session 10: Co-creating Customer Vulnerability Research Strategy-Based Team In Action</b>							
		AFTERNOON TEA					
		TRACK		MANUSCRIPT TITLE		AUTHORS	
3:30 PM - 4:30 PM	Business to Business	Early Life Experience and Business Decision-Making Bias	Shi, Junghwan, Franklin, Drew, Park, Suk-Young, Park, Jooyoung	Influencing Product Competition Through Shelf Design	Giannini, Francesco, Chatterjee, Wang, Montgomery, Alan		
		<b>BEST PAPER:</b> Unlabeled Solutions in Business Markets	Eggle, Lucas, Kretschmer, Michael	The Effect of Network Externalities in the Product Diffusion Process	Sun, Li, Fang, Shaojie, Kati, Heon Tat		
		Ownership or Embeddedness: What Activates Absorptive Capacities?	Hira, Harshini, Chai, Tongshan	Consumer and Stable Pricing: Can the Market Coverage? Developing and Estimating Price Promotion Model for Every Day Low Pricing (EDLP) Retailers	Agarwal, Lakshmi, Warrandana, Jay, Rajan, Kumar		
		Negotiating Value-in-Use Goals in B2B Exchange	Djavanmardi, Blake	Marketplace's Initiatives of Alternative Access Strength	Shen, Ruyi, Heide, Nicole, Drieschner, Carl, Fiedler, Margaret		
		Flexibility: A Matter of Culture? A Cross-Cultural Study Exploring Consumer's Cognitive Flexibility	Seemang, Nadine, Robben, Julia	Regulatory Focus and Attitude towards Covid-19 Lockdown	Sam, Anshul		
		How/Not/Where Country Image and Consumer Identity	Shi, Feliicia, Crouch, Roberts, Ponnasami, Naveen, Steach, Lara	Consumer Reliability of Media During Organizational Crisis	Allen, Mohammed, Crouch, Roberts, Mendenhall, Ashokan		
		Three Distance Belief and Team Tourism	Shen, Sijun, Liu, Sijun (Jenny), Wen, Peiran	Engaging Brand Communities for Sponsorship Effectiveness	Pai, Debasree, Pradhan, Debika, Mahapatra, Tapas Ranjan		
		Overcoming Denial: Making Sense of Loss in Bereavement	Rago, Tom, Bettina, Deane	Gender Transformation Advertising Pedagogies	Carroll, Lauren, Tim, Pope		
		City, Consumption, and Identification	Jeyothi, Suresh	Environmental Message Framing Effects and the Role of Environmental Knowledge on Students' Pro-Environmental Behavior	Ng, Peggy, Cheung, Cheryl		
		Investigating the Effect of Status Changes in Review Platforms: A Co-Creation Perspective	Emmadieni, Ali, Senarwan, Sofiahani, Pallant, Anura, Monica, Bernd	The Value of Marketing in Creative Writing Education	Burgess, Jacqueline, Williams, Paul		
		Endurance of Digital Marketing with Artificial Intelligence	Chan, Hebin, Yang, Morgan X, Yang, Ding, Kevin J.	<b>BEST PAPER:</b> Students' Intentions to Work in B2B Sales	Patten, Titas, Esposito, Isma, Tufaniani, Anil		
		Analyzing Loyalty in Digital Media Consumption	Chan, Kaye, Lincoln, Mark	The Impacts of Taste in Consumer Services	Wang, Sabrina, Harley, Nicole, Wallin, Ann		
How viral perception influences virtual shopping experience?	Hollmann, Heik	Enhancing the Service Experience Through Intelligent Technologies	Hsu, Hsiao, Pailsh, Stefanie				
<b>Special Session 11: ANZMAC - In Honor, the State of the Academy, and its Future</b>							
		GALA DINNER - THE FORUM					

Program Release Date: Tuesday 16 November  
\*Program subject to change