ANZMAC 2017 Conference Programme FINAL

Monday 4 December 2017

8.00am - 8.45am
Conference Registration
Venue: Storley Hall Foyer

8.00am
8.45am
Conference Opening
Venue: Storley Hall Auditorium

9.00am - 10.30am

10.30am - 11.00am
Morning Tea
Venue: Storley Hall Auditorium

CONCURRENT SESSION 1
11.00am - 12.30pm
Venue: Swanton Academic Building

10.05.12
10.07.06
10.07.07
10.07.08
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12.30pm
Lunch
Venue: Storley Hall Auditorium (AAR Editorial Board Meeting, Storley Hall Level 7)
Monday 4 December 2017

VENUE: Swanson Academic Building

1.30pm – 3.00pm

SPECIAL SESSION

Co-creation in Service and Customer Engagement Symposium Special Session

Chair: Tom Chen, Michael Kleinaltenkamp

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.

Panellists: Byron Keating, Rebekah Russell-Bennett, 33 Swansway

3.00pm – 3.30pm

Afternoon Tea

VENUE: Swanson 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: 08.10.20

Connect over coffee: Editor of Sport, Business and Management: An International Journal (A/Prof Con Staness) Venue: 08.07.08
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<th>Session/Event</th>
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<tr>
<td>8.00pm</td>
<td>ANZMAC Annual General Meeting</td>
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<td>Old Melbourne Gasi &amp; Alumni Courtyard</td>
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<tr>
<td>8.00pm - 9.00pm</td>
<td>Welcome Reception</td>
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<td>9.00am - 9.00pm</td>
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<td>Strategic &amp; Marketing</td>
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Tuesday 5 December 2017

8.00 am - 9.00 am  ANZMAC Executive meeting  Venue: 80.07.29

9.00 am - 10.30 am  PLENARY: Generating Impact: The Future of Publishing in Marketing
Panel: Professor Linda Price (Phil H. Knight Chair; Professor of Marketing, University of Oregon; incoming Co-Editor, Journal of Consumer Research)
Professor Ellen Fisher (Revew & Mary Fennerbaum 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 Ranawana (Associate Professor, School of Business, WELD Lawrence University; Co-Editor, Journal of Service Theory and Practice)

10.30 am - 11.00 am  Morning Tea  Venue: Swanson 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

11.00 am - 12.30 pm  CONCURRENT SESSION 4  Venue: Swanson Academic Building

12.30 pm - 1.30 pm  Lunch & Poster Session  Venue: Storey Hall Auditorium
**ANZMAC 2017 Conference Programme - FINAL**

**Tuesday 5 December 2017**

**CONCURRENT SESSION 5**
1.30pm - 3.00pm

**Venue:** Swanson Academic Building

**SPECIAL SESSION**
Being an Effective Reviewer: a multi-stakeholder perspective

Chair: Michael Pollock

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 work are reviewed) and Journals.

**ANZMAC-GAMMA Joint Symposium**
ANZMAC Consumer Behaviour

Chair: Sareh Quash

Motivations of healthy eating behaviours – the case of fruit and vegetables
Jan Phau, "Min Thaai, Billy Sang, Luke Butcher, Suk Pak Yoon

Predicting purchase intention of Electric Vehicles in Hong Kong
Minh Ng

How to make higher education institutions innovative
Saratha Vaduthalnavaan, "Charles Abdangpajara

**Marketing Communications**

Chair: Paul Wang

Consumers’ affective responses towards elements of advertisements
Angelis Boulas, "Park Thaashin, Sake Quash, Scott Wiese

The Role of Image in Tourism Advertising
"Yong Li, Yong Zhang

The Role of Self-Contrast in Blood Donation
"Yenni Ari, Sharyn Rundle-Thiele

To Tell or Not to Tell Interactive Mobile Advertising
"Atmer Riedel, Ruthy Mulchay

Leveraging serendipity in trade shows
Eliza Kinsato

**SOCIAL MARKETING**

Chair: Kate Werheling

Trade-offs between medical adherence and healthful self-management
"Robf Gaul, Charles Ingepe, Nikita Garg

Does the Opinion of the Crowd Predict Success?
"Anshu Mahajan, "Ping Xiao, Li Wang, Akhil Kolank

Chair: Trang Gaudio

Effects of Anticipated Effort on Consumers’ Valuation
"Soni Demmers, Razi Mahdi, Wollempink van Dolen

Chair: Zuile Bigemen

Network centrality and opportunistic behavior: competing scenarios
"Ti Lin, Carolin Pines, "Jodie Condlit

**DIGITAL MARKETING & SOCIAL MEDIA**

Chair: Jodie Condlit

Networking and Relationships

Chair: Peter Ling

Identifying Typologies of Packaging Cues
"Wenjing (Wen) Wang

Chair: Fang Ho Nien Kim

Exploring Sustainable Index in Fashion Industry
"Luenhang Wang, "Fung Ho Nien Kim

**CONSUMER BEHAVIOUR**

Chair: John Jennings

Marketing and co-production

Chair: Rakesh Pandey

Impact of Housewives’ Involvement on Consumer Response
"Sujata Das, Athanasia Sari

Chair: Alex Rikalin

Social Influence in the Adoption of Eco-friendly Clothing
"Juang Niu, "Fang Ho Nien Kim

**SPECIAL SESSION**

ANZMAC-GAMMA Joint Symposium

Sustainable Fashion Social Learning Platform

ANZMAC-GAMMA Joint Symposium

Sustainable Value Co-Creation in Strategic Partnership

ANZMAC-GAMMA Joint Symposium

Sustainable Value Co-Creation in Strategic Partnership

**MEDIA CONSUMER COMMUNICATIONS**

Chair: Joanne Voest

Communications delivering social impact
"Aksa Yoon, "Min Thaai, Billy Sang, Joanne Chaw, "Jeffrey Parker

**INDUSTRIAL & BUSINESS RELATIONSHIP MARKETING**

Chair: John Jennings

Networks and Relationships

Chair:PRECATED

Managing and co-production

Chair: Alex Rikalin

Social influence in the adoption of Eco-friendly Clothing
"Juang Niu, "Fang Ho Nien Kim

**SERVICES MARKETING**

Chair: Fang Ho Nien Kim

Acting towards Social Media

Chair: John Jennings

Networking and Relationships

Chair: Rakesh Pandey

Impact of Housewives’ Involvement on Consumer Response
"Sujata Das, Athanasia Sari

Chair: Alex Rikalin

Social Influence in the Adoption of Eco-friendly Clothing
"Juang Niu, "Fang Ho Nien Kim

**ANZMAC-GAMMA Joint Symposium**

Advances in Advertising

Chair: John Jennings

Networking and Relationships

Chair: Rakesh Pandey

Impact of Housewives’ Involvement on Consumer Response
"Sujata Das, Athanasia Sari

Chair: Alex Rikalin

Social Influence in the Adoption of Eco-friendly Clothing
"Juang Niu, "Fang Ho Nien Kim

**ANZMAC-GAMMA Joint Symposium**

Sustainable Fashion Social Learning Platform

ANZMAC-GAMMA Joint Symposium

Sustainable Value Co-Creation in Strategic Partnership

ANZMAC-GAMMA Joint Symposium

Sustainable Value Co-Creation in Strategic Partnership

3.00pm - 3.30pm

**Afternoon Tea**

Connect over coffee: Editors of Journal of Services Marketing (Prof Rebekah Russell-Bennett) & Journal of Service Theory and Practice (A/Prof Chatana Rawanee) Venue: 8.10.20

**CONCURRENT SESSION 6**
3.30pm - 5.00pm

**Venue:** Swanson Academic Building

**SPECIAL SESSION**


Chair: Priyang Darma, "Leslie

This session presents diverse perspectives and approaches on ‘business-to-business relationship marketing’

**ANZMAC-GAMMA Joint Symposium**

Sportswomen as Brand Ambassadors

Chair: Emmaual Maggi

The session highlights the absence of sportswomen in marketing campaigns unlike their male counterparts, asking if sportswomen have or add 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: Ali Badjes, Gregory Bruce, Kate Westberg, Sean Erms

**ANZMAC-GAMMA Joint Symposium**

How promotions and emotions influence unprepared grocery shopping

Chair: Harmen Oppewal, "Stephan Deere

Much of grocery shopping is unplanned – but how do promotions, shopping lists and emotions influence unplanned shopping? Speakers: Anne-Marie Azzurro, Steven Dunn, Sonika Singh, Thomas Robbiet, Harmen Oppewal

Industry to Academia: The Lego Serious Play Research Method Ecosystems

Chair: Stephan Dunn

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 Dunn, Certified Lego Serious Play Facilitator, and resident ANZMAC mad genius, participants will experience the process of using Lego for making meaning, storytelling and research planning. You will walk away from the fundamentals of applying 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

**ANZMAC-GAMMA Joint Symposium**

New directions in theories, methods and applications

Chair: Julie Lin

Join a discussion of recent developments in the theory, methodology and applications of human values, designed to develop a rich research agenda in marketing.

Panellists: "Eunju Lee, "Linaa Rose, "Anshu Rikalin

**ANZMAC-GAMMA Joint Symposium**

Service Marketing and Product Management

Chair: Eunju Lee

Branding & Marketing Strategies

Chair: John Jennings

Social Influence in the Adoption of Eco-friendly Clothing
"Juang Niu, "Fang Ho Nien Kim

**ANZMAC-GAMMA Joint Symposium**

Sustainable Fashion Social Learning Platform

ANZMAC-GAMMA Joint Symposium

Sustainable Value Co-Creation in Strategic Partnership

ANZMAC-GAMMA Joint Symposium

Sustainable Value Co-Creation in Strategic Partnership

**ANZMAC-GAMMA Joint Symposium**

Sustainable Fashion Social Learning Platform

ANZMAC-GAMMA Joint Symposium

Sustainable Value Co-Creation in Strategic Partnership

ANZMAC-GAMMA Joint Symposium

Sustainable Value Co-Creation in Strategic Partnership
Wednesday 6 December 2017

**ANZMAC 2017 Conference Programme**

**FINAL**

**VENUE: Swanson Academy Building**

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<tr>
<td><strong>Morning Tea</strong></td>
<td><strong>Lunch and Panel Discussion</strong></td>
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<td>Connect over coffee: Editors of Journal of Social Marketing (Prof Sharyn Rundle-Thiele)</td>
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### Wednesday 6 December 2017

**ANZMAC 2017 Conference Programme**

**CONCURRENT SESSION B**

**Venue: Swanson Academic Building**

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<th>Chair(s)</th>
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<td><strong>SPECIAL SESSION</strong></td>
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<td>8.07.06</td>
<td><strong>STRATEGIC MARKETING &amp; BRANDING</strong></td>
<td>Co-creation in a Retail InnovationLab</td>
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<tr>
<td>8.07.07</td>
<td><strong>RETAILING &amp; DISTRIBUTION</strong></td>
<td>Strategic Communications Online and innovative retail platforms</td>
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<tr>
<td>8.07.08</td>
<td><strong>MARKETING COMMUNICATIONS</strong></td>
<td>Attention and Avoidance</td>
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<tr>
<td>8.07.09</td>
<td><strong>SOCIAL MARKETING</strong></td>
<td>Designing programs to impact obesity</td>
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<td>8.07.10</td>
<td><strong>DIGITAL MARKETING &amp; SOCIAL MEDIA</strong></td>
<td>Social issues</td>
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<td>8.07.11</td>
<td><strong>MACRO-MARKETING &amp; PUBLIC POLICY</strong></td>
<td>Consumer responsibilities and ethics</td>
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<td>8.07.12</td>
<td><strong>MARKETING EDUCATION</strong></td>
<td>Facilitating student engagement</td>
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<td>8.07.13</td>
<td><strong>CONSUMER BEHAVIOUR</strong></td>
<td>Marketers without barriers</td>
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<td>8.07.14</td>
<td><strong>CONSUMER BEHAVIOUR</strong></td>
<td>The international environment</td>
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<tr>
<td>8.07.15</td>
<td><strong>MARKETING THEORY AND RESEARCH</strong></td>
<td>Marketing in new and emerging contexts</td>
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<td>8.07.16</td>
<td><strong>CONSUMER BEHAVIOUR</strong></td>
<td>Consumers</td>
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<td>8.07.17</td>
<td><strong>SPEAKERS</strong></td>
<td>Pre-consumption food marketing and the expectation effect</td>
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<td>Menu choice in Horizontal versus Vertical Format</td>
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<tr>
<td>8.07.09</td>
<td><strong>TRACK 2</strong></td>
<td>Students and practitioners.</td>
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<td>8.07.10</td>
<td><strong>TRACK 3</strong></td>
<td>The effect of external communication on employees</td>
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**Wednesday 6 December 2017**

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<tr>
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<th>SPECIAL SESSION</th>
<th>STRATEGIC MARKETING &amp; BRANDING</th>
<th>RETAILING &amp; DISTRIBUTION</th>
<th>MARKETING COMMUNICATIONS</th>
<th>SOCIAL MARKETING</th>
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<th>SERVICES MARKETING</th>
<th>CONSUMER BEHAVIOUR</th>
<th>MARKETING THEORY AND RESEARCH</th>
<th>CONSUMER BEHAVIOUR</th>
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<tr>
<td>08.07.06</td>
<td>Bridging the knowledge gap: A systems approach for improving consumer well-being</td>
<td>Resources</td>
<td>Retail channels and customer segments</td>
<td>Media and Marketing Communications</td>
<td>Customer Engagement</td>
<td>Sustainability</td>
<td>Student choice development through authentic learning contexts</td>
<td>Service Interactions</td>
<td>Tourism, online reviews, and brands</td>
<td>Advancing in Research Methodology</td>
<td>The influence of identity, gender and heteronormativity in modern marketing</td>
<td>Chair: Ana Hartman</td>
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<tr>
<td>08.07.07</td>
<td>Does employees' problem-solving creativity pay off in NPD?</td>
<td>Chair: Gauri Lavu, Emily Cheng</td>
<td>Chair: Lara Stocchi</td>
<td>Chair: Steven D'Alessandro</td>
<td>Chair: Cheng Wang</td>
<td>Chair: Rene Vervloegh</td>
<td>Chair: Vih Lui</td>
<td>Chair: Lien Ngo</td>
<td>Chair: Yvonne Saini</td>
<td>Chair: Robert East</td>
<td>How Thoughts of God Interact with Sexual Advertising</td>
<td>*Mark Spence</td>
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**Venue:** Swanston Academic Building

**Day 1 – 6 December 2017**

11.30am – 12.30pm | Managing Distributor Interchannel and Interchannel Behavior | *Stin Yan Tue, Danny Wang, Tracy Zhang | Community Carp Virus Concerns: Activating Interactions to Recreational Fishers | *Mohsen (Majid) Mirtaheri, Nicholas Power, Tahmid Nazeem, Steven D'Alessandro, Peter Steven Simmons | The sustainability worldwide of the marketing academy | *Joya Kempo, Paul Ballantine, Michael Hall | The value of a peer-to-peer mentoring experience | *Kathleen Griffiths, Paula Kipanakis, Marion Jiles | Understanding customers' perceptions of chat | *Benjamin Voyer | Online Social Support and Sharing Negative Tourism Experience | *Makem Balaj, Alain Cheng, Markus Blut, Payal Kapur |

12.30pm – 1.30pm | Effect of OTC Advertising on Irresponsible Consumers: Stephen Goodall, Rosalie Viner, Deborah Strelow, *David Walker, Fei Li Zhao | Community Carp Virus Concerns: Activating Interactions to Recreational Fishers | *Mohsen (Majid) Mirtaheri, Nicholas Power, Tahmid Nazeem, Steven D'Alessandro, Peter Steven Simmons | The sustainability worldwide of the marketing academy | *Joya Kempo, Paul Ballantine, Michael Hall | The value of a peer-to-peer mentoring experience | *Kathleen Griffiths, Paula Kipanakis, Marion Jiles | Understanding customers' perceptions of chat | *Benjamin Voyer | Online Social Support and Sharing Negative Tourism Experience | *Makem Balaj, Alain Cheng, Markus Blut, Payal Kapur |

1.30pm – 3.00pm | Allocating Resources Between Exploitation and Exploration | *Tariq Alotaibi | Allocating Resources Between Exploitation and Exploration | *Tariq Alotaibi | Allocating Resources Between Exploitation and Exploration | *Tariq Alotaibi | Allocating Resources Between Exploitation and Exploration | *Tariq Alotaibi | Allocating Resources Between Exploitation and Exploration | *Tariq Alotaibi | Allocating Resources Between Exploitation and Exploration | *Tariq Alotaibi |

3.00pm – 4.30pm | Reducing the knowledge gap: A systems approach for improving consumer well-being | Resources | Retail channels and customer segments | Media and Marketing Communications | Customer Engagement | Sustainability | Student choice development through authentic learning contexts | Service Interactions | Tourism, online reviews, and brands | Advancing in Research Methodology | The influence of identity, gender and heteronormativity in modern marketing | Chair: Ana Hartman |

4.30pm – 5.30pm | Does employees' problem-solving creativity pay off in NPD? | Chair: Gauri Lavu, Emily Cheng | Chair: Lara Stocchi | Chair: Steven D'Alessandro | Chair: Cheng Wang | Chair: Rene Vervloegh | Chair: Vih Lui | Chair: Lien Ngo | Chair: Yvonne Saini | Chair: Robert East | How Thoughts of God Interact with Sexual Advertising | *Mark Spence |

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# ANZMAC 2017 Conference Programme

**Venue:** Swanson Academic Building

**Wednesday 6 December 2017**

### Concurrent Session 10

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<th>Panellists</th>
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<td>10.07</td>
<td>STRATEGIC MARKETING &amp; BRANDING</td>
<td>Value Creation</td>
<td>Reza Rakhshani</td>
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<td>Modern Data Analysis: What is it, and how do I do it?</td>
<td>John Williams</td>
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<td>Emotions and moral identity</td>
<td>Paula Arbouw</td>
<td>Sharyn Wieland, Neelam Malhotra, Neelam Malhotra, Neelam Malhotra</td>
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### Other Sessions

- **A Classification of Actor Participation**
  - Chair: Paul Ballentine

- **A Systematic and Institutional Approach to Business Model Design**
  - Neel Malhotra, *Gulu Feiner*

- **Best Paper in Track: How do shoppers react to in-store music?**
  - Berit Holmd

- **Elites Universities: A Future Luxury Goods Sector?**
  - Marion Buxford

- **A Dynamic Capability View on Opportunity Creation**
  - Neel Malhotra, Felix Mauzshun, Sean Sands

- **Product packaging language for bilingual Muslim consumers**
  - Ali Ali, Bakar, Richard Lee

- **Making Green Innovation/Advising Profitable across B2B contexts**
  - August Grupp, Bjorn Frank, *Finglei Wu*

- **Improving Volunteer Longevity through Internal Marketing**
  - Emily Webster, Felix Small

- **Social Innovation across Multicultural contexts: Unraveling Institutional Logic**
  - Catherine Demangeot, Stephanie Slater

- **Marketing Education Renaissance Through Big Data Curriculum**
  - Hugh Pettinson, Sreeleela Sood

- **Factors Influencing Buying Behaviour of Organic Food Products**
  - Gurmeet Matharu, Tanvi van der Heidt, Gokhan Sarwar

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