6th International Conference of Marketing, Strategy & Policy PROGRAMME OVERVIEW

8th to 11th November 2022

CONFERENCE PROCEEDINGS

PhD Colloquium

Date: 9 November 2022

Track: A

Paper A1 Title: The role of augmented reality to enhance consumer brand experience, brand attitude, brand advocacy and brand purchase intention
Authors: Umme Kalsoom, TC Melewar, Pantea Foroudi and Alexis Chapman
Abstract: The purpose of this study is to investigate the influence of augmented reality (AR) on consumer brand experience and consumer response. The study uses the perceived usefulness of AR as an antecedent of consumer brand experience and further explores its relationship with the brand attitude and consumer response i.e. purchase intentions and brand advocacy. The study also investigates the moderating effect of consumer privacy concerns in the relationship between the perceived usefulness of AR and consumer brand experience. Moreover, this study investigates the moderating effect of brand anthropomorphism in the relationship between brand attitude and consumer response. This study adopts the mixed method research design, certain themes will be developed to measure the perceived usefulness of AR. After completing this phase an exploratory research design will be used to collect preliminary data through in-depth interviews to gain insights into the utilitarian and hedonic value of augmented reality and to design a multi construct measure for the perceived usefulness of AR. The developed conceptual model will be validated via survey. This study is the first of its kind to conceptualise the utilitarian and hedonic value of augmented reality in the marketing field. This examination advances the current knowledge about the use of AR in the marketing field and its influence on consumer brand experience. The research has relevance for the marketing managers using augmented reality application for a greater consumer brand experience.

Paper A2 Title: Exploring Usability of Chatbots in Customer Services: An Expectation and Experience Perspective
Authors: Mohamed Al-Shafei, Suraksha Gupta; Qionglei Yu
Abstract: It is an era of eCommerce as when brick-and-mortar businesses are in hot water during Covid-19 outbreak the UK market earned $118 billion in revenue which is an approximate 12 percent increase from the previous year of 2020 (E-Commerce Market Analysis, 2022). Any business can create beautiful marketing campaigns and excellent products but if that business cannot fulfill the needs of the digital world, then their online visitors may switch immediately to next competitor (Jiménez et al., 2021). At present, businesses are focused to improve customer services by minimizing operational costs as the majority of these businesses are operating beyond international geographical boundaries (Trivedi, 2019; Sidaoui, et al., 2020; Følstad, & Taylor, 2021). Therefore, these businesses need for chatbots as the artificial intelligence system of chatbots

allows creating direct real-time communication with customers which can generate customer engagement and brand creditability (Chen,& Florence, 2021). One of the major benefits of chatbots is that it can provide 24/7 services to your online visitors even when customer services help is not available. The use of chatbots allows businesses to humanize their brand, offer fast support, able to give personalized recommendations, automating customer services, and help to learn and build actionable solutions for improving customer services (Sheehan, et al., 2020). However, the extensive literature revealed that most of the interactive technologies faced usability issues which are associated with interactivity, comparability, or creditability (Borsci, et al., 2022; da Silva et al., 2021; Scott, et al., 2021; Chen, et al., 2021). Therefore, the present study intends to explore how the usability of chatbots may be impacted by customer experience and expectation. As to, et al., (2021) stated that every customer has different meanings in their mind while using the chatbots therefore experiences and expectations about usability features may vary among customers. Therefore, this study opted relativism ontological position and interpretivism epistemological position is being taken that would align to explore the different user experience and expectation realities because Jang, et al., (2021) stated usability of chatbots in customer services is subjective in nature. Data will be collected through semi-structured interviews that would help to explore the subjective aspects of the customer experience and expectation in the context of usability of the chatbot. Cassell, et al., (2017) stated that the data collection from multiple sources allows the researcher to bring rich insights that can help to inductively develop researcher framework that would lead to improve the usability of chatbots in customer services. An inductive research approach will be taken to analyze the qualitative data through thematic analyses because Taylor, et al., (2015) suggested that the inductive research approach is useful to develop the framework or model through the thematic analyses of qualitative data. There are various theoretical and practical implications are discussed at the end of this study. Keywords: chatbots, artificial intelligence, usability, automatizing customer services, experiences, expectations.

Paper A3 Title: An investigation of multinational enterprises (MNEs) mental health supports for company-assigned expatriates during pre-departure and post-arrival for international assignments

Authors: Donna Derksen, Parth Patel, Syed Mohyuddin, Prikshat Verma

Abstract: There is considerable literature that has examined the pre-departure and post-arrival preparation, training and support that MNEs provide to expatriates and their families (i.e., trailing spouse and children) when preparing them for international assignments (Littrell et al. 2006; Chen & Shaffer 2016; Okpara & Kabongo 2017; Okpara, Kabongo & Lau 2021). However, within this stream of literature, an important research area that has not received adequate attention is the expatriate's psychological adjustment (Selmer 2004; Fenner & Selmer 2008; Truman, Sharar & Pompe 2012; Tausova et al. 2019; Webber & Vogel 2019; Gai, Brough & Gardiner 2022). Within the limited advancement of the literature on the topic, results indicate that being an expatriate is a challenging experience that creates higher degrees of stress, discomfort and anxiety than those for their home country counter-parts, which has an impact on individual mental well-being for both the expatriate and their trailing spouse and children (Vogel, van Vurren & Millard 2008; Truman, Sharar & Pompe 2012; Tabor & Milfont 2013; Passakonjaras 2019; Webber & Vogel 2019). Furthermore, the extant literature also indicates that MNE expatriate management is not cognizant of the impact family issues have on the expatriate's experience or subsequent self-directed early termination (Teague 2015; Chen & Shaffer 2016; Webber & Vogel 2019; Goade 2020; Shah et al. 2021). Finally, the current literature on expatriate psychological adjustment ascribes expatriates' psychological distress to cultural adjustment, rarely considering either pre-existing or non-cultural adjustment mental health stressors (Andresen, Goldmann & Volodina 2018; Tausova et al. 2019; He, An & Berry 2019). Therefore, the term 'psychological adjustment' is used when in fact what is being studied is more akin to psychological acculturation (Tausauva et al. 2019; Warinowski & Laakkonen 2020). This research will investigate the mental health support that multinational enterprises (MNEs) provide to their company-assigned expatriates and their families during pre-departure and postarrival preparation for international assignments.

1. What mental health supports are currently included in MNEs' pre-departure and postarrival preparatory framework for company-assigned expatriates, their spouses and children?
2. How do the mental health supports provided by MNEs contribute to company-assigned expatriates', their spouses' and children's psychological adjustment?
3. Why does current theory and literature on expatriate psychological adjustment not consider mental health supports as an antecedent to psychological adjustment?

The theoretical framework chosen for this research is Bader and Berg's (2014) Stress Outcome Model. The conceptual distinction between situational and psychological stressors and the focus on terrorism by Bader and Berg (2014) are important to this proposed research study, which intends to expand the concept of terrorism by considering Covid-19's influence on expatriate psychological adjustment, and serves as a novel theoretical lens through which to explore the issue of expatriate mental health supports. The research will adopt a qualitative, multiple case study, and exploratory research design to collect data from MNEs operating in Canada's service sector. It will use a purposive sampling approach to gather data via semi-structured interviews for three stakeholder groups - traditional expatriates working for Canadian MNEs that are currently or have been sent on international 4 assignments, their families (spouse and children), and HR international assignment managers. Additionally, secondary data that includes company-established policies, procedures and programs

on expatriation and global mobility will be collected as triangulation. Braun and Clark's (2016) six phase process for thematic analysis will be utilized to analyse the interview data.

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Track: B

Paper B1 Title: Unanticipated Antecedents and Unintended Consequences of Social Media Marketing

Authors: Emily Webster

Abstract: Every day, more than 6.5 billion images are shared on social media platforms that feature brands and consumption experiences (Hartmann et al., 2021). For instance, consumers may feature their dining experience at a restaurant in a video, share pictures from their recent trips, or pin new home furnishings (Hamilton et al., 2020; Duan & Dholakia; 2018). The aforementioned consumption related content, featuring brands or consumption experiences can be referred to as consumer generated content (CGC) (Rosario et al., 2020). Nearly 80% of marketers believe that any consumer engagement with their products on social media will increase revenue and customer retention (HubSpot, 2017). Thus, many firms have established a social media strategy aimed at generating earned social media (ESM), by encouraging consumers to facilitate content and conversations around their brands on social media (Rosario et al., 2020). For example, firms provide branded hashtags to use during events, restaurants and hotels offer promotions for consumers who post about their experience, and brands offer pop-up events attracted towards social media content (Grewal et al., 2019). In addition to a firm's social media efforts, consumers themselves have their own objectives for contributing content about their consumption. Now, consumers are increasingly inspired to generate content by documenting what they are doing as their experiences unfold (Tonietto & Barasch, 2021). Moreover, consumers often anticipate sharing the experience to social media while the experience occurs (Barasch et al., 2018). Traditionally, social media content is known as an being an outcome of consumers' purchase behavior. However, there is little empirical evidence on the reverse linkage that content may motivate consumption, rather than content being an outcome of the consumption itself. Now, consumers deliberately purchase products, services or engage in activities primarily for generating social media content, this phenomenon is referred to as social media centric consumption (SMCC). Despite the pervasiveness of SMCC, it is unclear why and how it affects consumers posting. To date, research has focused on consumer generated content (CGC) as a form of earned social media (ESM) and has predominantly considered how such content influences other consumers exposed to the posts (Grewal et al., 2019; Lamberton & Stephen, 2016). Thus, while research has established how CGC benefits marketers, little is known about the consumer who originates the post. The current research examines the following research questions: (1) How does SMCC impact consumer evaluations, (2) What are the consequences of SMCC? 3) To what extent does SMCC affect the well-being of consumers? This research proposes that there are conditions in which posting CGC can paradoxically reduce a consumer's subsequent repurchase intentions. The experiments demonstrate that engaging in SMCC, framed as being externally motivated can reduce a consumers repurchase intentions, as SMCC is conditional on posting content fulfilling their needs rather than the consumption itself. Thus, if marketers encourage consumers to generate content from their offerings, consequently, undermine the desire to repurchase, marketers may want to reevaluate existing social media marketing strategies. Fortunately, the empirical findings provide managerial relevant implications for an effective earned social media strategy.

Paper B2 Title: Brand purpose and its role in millenials' brand choice

Authors: Jishnu Changkakoti and Satyabhshan Dash

Abstract: Despite the large-scale adoption of brand purpose by industry, and multiple reports on its importance to millennials and Generation Z, there are very few studies on this phenomenon. This study aims to address this gap by understanding what brand purpose means to millennials, why are they attracted to purpose-driven brands, and how they respond to brand purpose communication. Exploratory qualitative study with four focus group discussions and five depth interviews with millennial students of a premium Indian business school. Mirroring academic definitions, millennials consider brand purpose to be a goal beyond profits, ideally prosocial in nature. They identify a genuinely purpose driven brand by looking at whether the brand does three things - consistently supports the purpose over time, undertakes initiatives on the purpose beyond just advertising, and defends its purpose in the face of any backlash. We identified three possible reasons why millennials would be attracted to a purpose-driven brand - there is value congruence between the purpose and their personal values, the purpose is connected to issues they have experienced, or the purpose is connected to environmental issues. The study utilises the human values framework(Schwartz, 1994, 2012) to suggest that millennials would be more attracted to brand purposes aligned with higher order values like benevolence and universalism, than those aligned to the less important values. However, for brand purpose to be effective, there also needs to be functional congruence between the product attributes and consumer expectations. When there is both functional and value congruence, millennials respond by displaying purchase intentions, willingness to pay a premium, and willingness to recommend the brand. In line with the conspicuous compassion theory (West, 1984), these responses tend to be stronger for publicly consumed products versus those consumed privately. Given that this was an exploratory qualitative study, the findings will need to be verified through a quantitative study. The sample was of millennial students aged below thirty, and attitudes and behaviours may be different for older working millennials. Brands seeking to adopt a purpose can use the study's findings to identify the type of purpose that would appeal most to millennials, and to ensure that the brand is perceived to be genuinely purpose driven. Utilising conspicuous compassion theory, brands can increase the impact of their purpose by finding ways to enhance the social status of their

consumers, possibly through social media. This study is one of the first to identify how millennials conceptualise brand purpose and how they identify and distinguish between genuine purpose driven brands and those that are “woke-washing”. It adds to the literature by identifying value congruence as an explanation for the attractive power of brand purpose, and the role product category plays in influencing the response of millennials. It is also one of the first studies to analyse and suggest a possible reason why some brand purposes tend to be more appealing than others.

Paper B3 Title: Sell me the Blackbox! Mandating eXplainable Artificial Intelligence (XAI) May Harm Users

Authors: Behnam Mohammadi, Nikhil Malik, Kannan Srinivasan and Tim Derdenger

Abstract: Recent years have seen a surge in the adoption of Artificial Intelligence (AI) models for decision-making. But most recent AI algorithms are blackbox models whose decisions or predictions are difficult to interpret. eXplainable AI (XAI) seeks to address lack of AI interpretability, transparency, and trust by explaining AI decisions to consumers. The regulatory and policy landscape for AI, such as GDPR in the EU, is moving in the direction of mandating such XAI methods. The common wisdom is that regulating AI by increasingly transparent XAI leads to greater social welfare. This paper challenges this notion through a game theoretic model for a policy-maker who maximizes social welfare, firms in a duopoly competition that maximize profits, and heterogenous consumers. The results show that under certain conditions, there is no additional benefit from mandatory XAI policy. In fact, it follows that XAI policies that require full explanations may make firms and customers worse off. This reveals a trade-off between maximizing welfare and receiving explainable AI outputs. We identify the factors that policy-makers must consider when designing XAI policies, and we provide the managerial implications for firms.

Conference Paper Presentations

Date: 10 November 2022

Track: 1 Internal Marketing – Track Chair: Dr Pantea Foroudi

Paper 1A

Title: Workplace Spirituality: A tool to enhance employee well-being

Authors: Vriti Jain and Jyoti Sharma

Abstract: The onset of 21st century is marked with challenge of harmonizing one's professional and personal life, which is the need of an hour to lead a happy and a fulfilling life. The present generation hunts out for the job that adds meaning and purpose to their personal and professional lives. Happy and productive employees are the assets for the organizations. Absenteeism, illness, stress management, low levels of productivity and performance, chaos in the minds are some challenges encountered by all organizations in the current times. Organizations need to utilize untapped source of immense energy by awakening the spiritual side of employees and making them more productive. Employees spent a significant portion of their life at work and look for the meaning and purpose at work, develop cordial relations with the others at work and enhance their wellbeing. Thus, the organizations today are working on embracing employee wellbeing. Spirituality is looked upon as a constructive tool to solve modern day challenges and enhance employee wellbeing. Spirituality is individuals' ability to connect with complete self and the others. Different people have different connotations of spirituality. Spirituality in the context of workplace is of interest to the scholars. According to spiritual viewpoint, employees work not only with their hands, but also with their heart or spirit. Modern researchers consider workplace spirituality as a means to nourish all aspect of employee's life. The role of spirituality at the workplace brings about myriad of benefits. The concept of spirituality at workplace and employee wellbeing has grabbed the attention of scholars, researchers, practitioners in the recent times. COVID-19 posed serious threat to the wellbeing of the employees. Employees are under stress and pressure while striking a balance between work and life and are strained due to technological and structural changes. This calls for the attention of the organizations to focus on the initiatives towards enhancing employee wellbeing. In such a scenario, workplace spirituality is considered to be a potential remedy or an antecedent to employee wellbeing. Workplace spirituality has a strong relevance to the wellbeing of the employees (Sheep, 2006). Only few researches explored the association between spirituality at the workplace and employee wellbeing. This article tends to bridge the gap by analyzing the relationship between workplace spirituality and employee wellbeing

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Paper 1B

Title: Enhancing voice assistants' acceptance through the lens of trust and perceived privacy risks

Authors: Hardeep Chahal and Mehak Mahajan

Abstract: A comprehensive conceptual framework for voice assistants acceptance is developed based on research published in Scopus listed journals. Unlike the existing studies based on one or two of the drivers of trust, this study explains three key factors, namely functional intelligence, anthropomorphism, and social influence having an impact on voice assistants acceptance through trust. In addition, this framework contributes to the consumer behavior literature by providing a deeper insight into the interplay of trust and perceived privacy risks in understanding the acceptance of voice assistants by consumers. This has been considered one of the significant research gaps by a plethora of scholars in the marketing literature. This study concludes with future research directions and the theoretical and managerial implications.

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Track 2: Responsible Marketing – Track Chair: Dr Sharifah Faridah Alwi

Paper 2A

Title: Managing Dartainment Responsibility: A hauntological critique of marketised deathscapes

Authors: Sophie James, James Cronin and Anthony Patterson

Abstract: In what Korstanje (2017) conceptualises as a type of 'Thana-capitalism' (from Greek θάνατος / Thanatos, meaning 'death'), death, effectively, becomes a lucrative basis for commodity exchange. Although most closely linked to dark tourism, Thana-capitalism is not reducible to the "touristification of deathscapes" alone (Stone and Grebenar, 2021: 2; Dresler and Fuchs, 2021); rather, the commodification of historic suffering has permeated multiple spheres of consumer culture including popular books, movies, TV series, documentary film, and videogames. This morbid consumption economy has incurred critical attention concerning the ethics involved in the consumer-cultural management of market offerings that instrumentalise historic suffering (Light, 2017). To explore the nexus between the commodification of death, consumer culture, ethics, and history, our working paper critically engages with the ethical pitfalls of managing 'dartainment'; dark attractions marketized for their entertainment value (Dale and Robinson, 2011). We address the following research question:

what barriers, if any, prevent dartainment from functioning as a mode of affective engagement, learning, and moral reflection? To provide an empirical context for our work, we draw upon an interpretive analysis of the marketisation of the Lancashire witch trials of 1612, which have sustained public curiosity for over four centuries and are referred to as the "most famous and best documented of all English witch trials" (Poole, 2002: x). Our analysis is informed by secondary research and engagement with primary touristic sites and texts. To interpret the morbid cultural interest that situates and perpetuates the witch trials as dartainment, we deploy Derrida's (2006) concept of hauntology as an analytical lens. As inspired by Sterling (2021), adapting hauntology provides a novel way to detect points of tension in the heritage and culture industry. We explore how spectrality of the dead Other is key to Lancashire's heritage process. Derridean 'hauntings' (i.e. re-appearances) of 'spectres' (i.e. those effaced by some structure of power) alert us (i.e. consumers/tourists, managers, local communities) to that which has been repressed in order for the present to exist. For Derrida, we in the living present are subject to an ethical responsibility to historic repressed Others. Our analyses, however, suggest that the potential for genuine collective responsibility is obfuscated by market-mediation of the consumer-subject's desires for self-expression and self-fulfilment. Genuine commemoration of those who suffered long ago is allowed to be subordinated to market-imperatives for ornamentation of the self as expressed through commodifiable interest in witchcraft memorabilia, aesthetics, and atmosphere of location generally. Moreover, the ghosts of victims are unable to be laid to rest by market-means if the original brutalism that beset their persecution is not entirely concluded in the present but simply reconfigured into a 'sadist Authors: Sophie James, Dr James Cronin, Professor Anthony Patterson spectacle' (Korstanje, 2017: 11) – a commodifiable other-abasing experience analogous to commodity narcissism (Cluley and Dunne, 2012). By pursing a hauntological critique of dartainment, we respond to the need "to develop or apply theory in order to understand tourism at places of death and suffering" (Light, 2017: 294). We provide important insights on the ethical dimensions of Thana-capitalism and managerial implications pertaining to the moral-educational-commodification of dartainment.

Paper 2B
Title: A shift in practices of luxury service sector after COVID-19 strategies for revival
Authors: Arun Sharma and Hardeep Chahal
Abstract: The World Health Organization (WHO) proclaimed COVID-19 a pandemic in March 2020. The virus has had a global impact, affecting the world economically, socially, politically, and psychologically (Sigala, 2020). The rapid outbreak of the COVID-19 pandemic, as well as the accompanying lockdown enforced by governments around the world along with a shift in consumer behaviour to avoid public places for fear of contracting the virus, had a negative impact on many sectors. The luxury sector is not an exception and, like others, has been heavily impacted and witnessed a slowdown in sales due to the global pandemic. The sector is predicted to bounce back to growth again and will reach the level of USD362-373 billion by 2025 (Bain & Co. 2020). Though it is predicted that the sector will fully bounce back to growth, the question is, when and how? And what changes in the existing practices are required to stay in the market? Beyond the public health crisis, the virus poses severe threats to all the major sectors of the economy. There has been a massive economic disorder globally with a temporary halt in production in almost all the major primary industries. GDP (Gross Domestic Product), Employment, and Financial markets were under serious strain. There has been a severe impact of COVID- 19 on all the major sectors from airlines to railways, tourism to hospitality, entertainment to education, food to fashion, cruises to cars, and many more. It has been predicted that the least affected ones will show fast signs of recovery and will bounce back to growth at the most rapid pace. To correct the dilemma, business leaders must first comprehend the pandemic's impact on consumer preferences (Gursoy et al., 2020; Kim & Lee, 2020). Marketing managers of many industries are now under pressure to redesign the business model to boost sales. The luxury segment is a significant segment of any economy. It has shown outstanding sustainable growth and profitability (D'Arpizio et al., 2017). The global sales of luxury products and services are predicted to achieve more than USD352.84 billion by 2027, at a CAGR of 4.6% (Fortune Business Insight, 2021). This expected outstanding growth of the luxury sector worldwide has fueled the interest of many researchers (Han et al., 2017). Even in emerging markets and developing countries, the luxury market is gaining more attention than before and has grown at a stupendous pace in the last two decades (Devanathan, 2020). Among the various factors, unprecedented access to global luxury brands across the globe (because of globalisation) and increasing luxury brand purchases among middle-income consumers significantly impact the growing luxury industry in India. In India, the market for luxury has been consistently growing at a pace of 20% to 25% per annum and is expected to reach the level of US$ 180 billion by 2025 compared to the current US$30 billion. Considering the relevance of the luxury segment and its contribution to the economy, the objective of this study is to conceptually analyse the change in practices by luxury firms(i.e. from pre-covid to post-covid) and give strategic suggestions to bounce back again after COVID-19.

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Track 3: Brands and Branding – Track Chair: Dr Kaouther Kooli

Paper 3A
Title: Managerial perspective on Brand Identity Fit in Co-branding
Authors: Ediz Akcay and Kaouther Kooli
Abstract: In co-branding, partner brands decide on the partners they would form an alliance together before they engage their resources. There are several factors that influence the partner brand selection and later the outcomes of the co-branding (Paydas Turan 2021). There are few studies which studied the importance of brand identity fit in co-branding which has impact on the success of the brand alliance (Xiao and Lee 2014, Suri et al. 2011). Moreover, there are not many studies that explored the topic from the managerial perspective. The purpose of this study is to investigate the role of brand identity fit in co-branding from the perspective of marketing managers. The study builds on brand alliance literature, resource-based view to explore the utilisation of marketing resources and capabilities by brands in the context of co-branding formed by global and local brands. The topic is explored by analysing three case studies from Turkey. A multiple case-design, qualitative analysis and thematic analysis are used to collect and analyse the data of the study. The findings show that brand identity fit is a critical criterion in partner brand selection of global brands. Furthermore, brand identity fit becomes a more important criterion in the partner brand selection if the brands will have a long-term brand alliance. However, for some global brands customer segment fit plays a more important role than the brand identity fit on the outcomes of the brand alliance. Findings of the study would help marketing managers of the brands to understand the role of brand identity fit on the outcomes of the brand alliance, to prevent the risks that might occur during the brand alliances due to brand identity fit, and to make better partner brand choices in their future brand alliances. The study contributes to brand identity literature and identifies the critical brand selection criteria in co-branding.

Paper 3B
Title: Disinformation in Socially Conscious Responsible Brands
Authors: Natalia Yannopoulou & Koblarp Chandrasapth
Abstract:

Track 4: Sustainability and Sustainable Development Goals – Prof Minhao Zhang

Paper 4A
Title: Multi-stakeholder partnerships and United Nations Sustainable Development Goals 2030 agenda in the post-pandemic times: an emerging market case study on the Indian pharmaceutical industry
Authors: Pinaki Dasgupta and Sampada Kumar Dash
Abstract: The post-pandemic effect and the Ukraine conflict are devastating, affecting socio-economic conditions, health, and the well-being of people in emerging, rising, developing, and developed economies. With an estimated 581 million poor in 2022 (World Bank, 2022), an increasing global hunger numbers to as high as 828 million in 2021 (FAO, 2021), challenges such as unemployment, inequality, and poor health are some of the extremities to witness in the aftermath of the pandemic crisis. The limitations of the Governments are also well felt in every country in the World. The socio-economic disruptions, and exacerbated systemic challenges, have been great difficulties in addressing the United Nations 2030 Global Agenda on Sustainable Development Goals (SDGs) on health, poverty, hunger, education, equality, climate action, partnership, etc. This further proposes innovative, widespread, systematic, and effective collaboration measures such as multi-stakeholder partnerships (MSP), to mitigate challenges in the post-pandemic times amid war for the attainment of the SDGs amid crisis. The health and well-being of people and communities is a global priority, and there is an urgent need for the interconnectedness of business, society, and the environment to achieve better health. The pharmaceutical sector is one of the important stakeholders in the Global Health Architecture, with considerable contributions to addressing health challenges aligned to sustainable development goal 3 (SDG-3). The pharmaceutical business can not only help to mitigate misinformation risks and infodemies but also can help in actively promoting economic and social wellbeing for its wider reach activities and the multiple relationships maintained across supply chains. Innovative business models and long-term engagement by the pharmaceutical industry involving stakeholders from the government, civil society, interested skilled individuals, and academia may help as key drivers for better health tackling the current global challenges. The economies are moving from the immediate crisis phase, and a robust multi-stakeholder collaboration is essential to collectively build more inclusive, resilient, sustainable, and healthy societies. Against this backdrop, the authors elucidated the role of MSP initiated by the healthcare and pharmaceutical sectors and its possible impact and effectiveness on the SDG 2030 Agenda. To the best of the author's knowledge, this is a first-of-its-kind study on MSP and the pharmaceutical industry in an emerging economy like India. The research findings may propose policy considerations for an effective multi-stakeholder partnership with the pharmaceutical industry to build and deliver the 2030 agenda on better health and associated SDGs. This may

further envisage the policy need for newer global partnership and collaboration models involving multiple stakeholders to drive better health, resilience, and prosperity across economies.

Paper 4B

Title: The sustainable consumption of SMART wearable healthcare devices for senior citizens

Authors: Mingxue Wei, Suraksha Gupta and YiChuan Wang

Abstract: Since the COVID-19 epidemic began in 2019, it has brought in a slew of changes for the entire world. Currently, some epidemiologists believed that the COVID-19 will not be eradicated but will become endemic, continuing to circulate in pockets of the world population for years to come and producing outbreaks in areas where it had previously been eradicated (Torjesen, 2021). Meanwhile, the ageing population has an exponential growth since the beginning of the 21st century (Lim et al., 2019), there is approximately 9.1 per cent of people are senior citizens (65+) at the global level in 2019, it will reach 11.7% in 2030, and increase to 19% in 2050 (United Nations, 2019). Hence, the ageing population has brought another challenge for all the countries in the post−COVID-19 era, how to provide sustainable and efficient healthcare support for citizens, especially for the senior citizens who cannot visit hospitals regularly and may have little knowledge about managing their health conditions. Adoption of online healthcare services is regarded as a beneficial method (Bokolo, 2021); however, it asks for support from several continuous health information and healthcare monitoring technology (Sneha and Varshney, 2009). Thus, the sustainable consumption of wearable healthcare devices (WHD) is an essential and beneficial method to help senior citizens to have a continuous and efficient understanding and management of their health conditions (Talukder et al., 2020). It is not only relevant to improving the life quality of senior citizens (Lee et al., 2016), but also a vital and efficient solution to the ageing population crisis in the post−COVID-19 era and the future (Dwivedi and Singha, 2021). This research focuses on the sustainable consumption of WHDs for senior citizens, based on the current situation that there is a low rate of sustainable consumption of WHDs for senior citizens and the literature are concentrate on the senior citizen's intention of accepting wearable healthcare technology (e.g., Zhang et al., 2017; Li et al., 2019; Wulfovich et al., 2019; Park, 2020; Talukder et al., 2020; Jaschinski et al., 2021). Therefore, this study aims to identify and measure the determinants that would lead to the sustainable consumption of WHDs for senior citizens. An innovation framework is created to investigate which factors associated with leadership will impact the customer experience when senior citizens adopt WHDs and how customer experience impacts the sustainable consumption of WHDs under the influences of moderating factors for senior citizens. In summary, this research works on figuring out the question that, how consumption of WHDs by senior citizens be made sustainable. A mixed research method will be utilized in this study, an exploratory qualitative study will be processed to identify and investigate the factors associated with leadership will impact the customer experience when senior citizens adopt WHDs. Quantitative research will be conducted following the qualitative study through hypothesis testing to measure the degree of different leaderships and their factors impact on customer experience and the roles which are played by different levels of moderators in the relationship between customer experience and sustainable consumption of WHDs for senior citizens. This study contributes to developing an innovative framework based on leadership and customer experience perspectives in investigating the sustainable consumption of WHD for senior citizens. Besides, this study also provides the managerial and marketing strategy to help the related organizations and corporates in developing, maintaining and supervising the wearable healthcare technology for senior citizens.

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Track 5: Innovation, Design, Technology and Ethics– Track Chair: Dr Arpita Agnihotri

Paper 5A

Title: The role of expectation gaps in decision outcomes in inter-organisational relationships

Authors: Sena Ozdemir, Konstantinos Poulis, Suraksha Gupta, Efthimios Poulis and Shijie Zhang

Abstract: Inter-organizational relationships are credited with offering benefits to participating organizations, and such value-adding partnerships often account for enhanced levels of organizational performance. Importantly, "business actors are dependent not only on one another but also on a broader contextual setting specific to each company and on temporal reality" (Halinen & Törnroos, 1998, p.188). As a result, sudden and revolutionary changes punctuate these periods of relative stability, i.e. instances when the contractual or noncontractual agreements of the relationship may need to be reconsidered. This fluidity of the external environment implies that there is no inherent prescription for a stable, ideal type of inter-organizational relationship. The empirical studies in inter-organizational relationships, however, predominantly view and examine relationships between organizations at the static level, based on a time specific design, and thus overlooking the evolving nature and state of such relationships. Most studies focus either on the role of expectations (e.g. Celuch et al., 2006) or realizations (e.g. Chung et al., 2016) in an organization's decision of its interorganizational relationships. Thus, we respond to the call for research on internal and external circumstances that drive changes in inter-organizational relationships in a cross-cultural context (Choi et al., 2019; Jap & Anderson, 2007; Zhou et al., 2015) and contribute to studies which highlight the need for organizations to adjust the nature of their inter-organizational relationships to an evolving reality (Reuer, Zollo, & Singh, 2002; Hite & Hesterly, 2001; Fleming et al., 2016).Without denying the bright side of inter-organizational relationships, this study sheds light on inter-organizational formations that become detrimental to a focal organization's

relational outcomes, thus disrupting its 'smooth' relationship life-cycle. Interorganizational relationships that generate such outcomes are examined through different types of expectations gaps, associated contextual contingencies (i.e. relational embeddedness and power – dependence relations) and organization-level decision responses to these gaps. In particular, the study aims to investigate the following research questions: What are the expectations gaps? How do they develop in an inter-organizational relationship context? How do organizations respond to them? What contextual contingencies affect these responses? These questions are addressed through a case-based design of seventeen inter-organizational relationship configurations from Chinese and Turkish textile organizations. Case studies lend themselves to a life-cycle 'story' that accounts for the negative aspects of such relationships. We caution about the negative aspects of seemingly harmonious inter-organizational relationships, while fleshing out factors that may enable their emergence. Our results show the emergence of various expectation gaps leads to diverse relational outcomes, which does not necessarily include inter-organizational relationship termination. Furthermore, our study evidences that how expectation gaps detriment inter-organizational relationships depend on power and relational embeddedness between the collaborating organizations.

Paper 5B
Title: Problem solving in innovation: A systematic literature review
Authors: Keyou Feng, Minhao Zhang and Palie Smart
Abstract: The purpose of this study is to identify problem solving in the innovation context. Innovation as the core of economic, is essential for firms to maintain a competitive advantage in the market and to achieve long-term success. Problem lies at the key position of innovation task, since problem solving is a process of seeking, defining, evaluating, and implementing the solutions to transform organisational inputs into value product and service. However, problem can be viewed as a complex system that differs in structure and complexity and innovation problem can vary from the extent of complexity for instance. Understanding the problem-solving process can enhance the innovation process and facilitate the idea generation. It addresses the research question: In what context and by means of what mechanism does the implementation of problem solving have impacts on the performance of innovation? This study carries out a review of over 55 literatures from peer-reviewed journals associated with problem solving in innovation. We delineate the existing definition of problem solving and conduct systematic review to analyse the conceptualisation of problem solving identified in the literature and apply Context-Intervention-Mechanism-Outcome (CIMO) framework to synthese the findings to offer an extensive review of problem solving in the context of innovation. The review shows that current studies include empirical and theoretical/conceptual research. Using CIMO-based classification, we divided the context into micro (e.g., problem attributes and firm) and macro environment (e.g., city and national network). Intervention includes problem solver, problem seeker and other stakeholders such as supplier, competitor, and customer. Institution such as innovation lab and university can also intervene and contribute to addressing problems. Theories serve as the mechanism that is triggered by the intervention and achieving a certain outcome. Knowledge based theory builds upon and extends the resources-based view of the firm, suggesting the efficiency of hierarchy in economising on knowledge exchange. The outcome is presented by three levels: problem solver (e.g., submission speed and idea generation), product (e.g., product quality and patent citation), and firm level (e.g., turnover and governance decision). The study systematically performs an overview of the problem-solving process in the field of innovation. Through describing and synthesising the knowledge based on the extant literature, we outline the gaps and propose future research direction. Besides, this presented work provides industry practitioners with insights on the problem solving through four aspects: context, intervention, mechanism, and outcome, which can be useful to understand problem solving and to measure and evaluate their innovation performance. This paper conducts a broad and clear review of problem solving in the context of innovation. We undertake an in-depth examination of the retrieved scholarly papers using an evidence-based approach to synthesises and provides an evaluation of the status by developing a typological framework to understand the topic.

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Track 6: Business-to-Business Marketing – Track chair: Dr Sena Ozdemir

Paper 6A
Title: Barriers and facilitators of B2B degree of digital use and brand engagement: An integration of Technological and Behavioural perspective
Authors: Deviprasad Ghosh and Satyabhushan Dash
Abstract: This study aimed to investigate the determinant factors as barriers and facilitators of the B2B degree of digital use (DDU) and brand engagement (BE) in travel services. The paper integrated the technological and behavioral theories to develop the conceptual model. The study employed partial least square structural equation modeling (PLS-SEM) to examine the proposed hypotheses in the composite model with reflective and formative constructs. The study contributed to the domain of B2B Digital Usages, particularly for supplier-intermediary relationships. The study enhances the knowledge of Brand Engagement (BE) in the Digital and B2B context.

Paper 6B
Title: A framework for analysing brand equity in business markets
Author: Sanket Vatavwala
Abstract: Branding is widely applicable in business markets, and recent research has contested the otherwise traditional belief that it is not. Literature and knowledge in the public domain indicate that some of the world's strongest brands operate in business markets (Kotler & Pfoertsch, 2007). While some of these brands also cater to retail customers, these brands' major focus is on business markets (Kotler & Pfoertsch, 2007). Extant literature suggests that brand conceptualization is globally the same; however, the differences or uniqueness emerge as we change the context or offering (Leek & Christodoulides, 2011) and thus product branding and corporate branding have distinct nuances. Researchers have studied corporate branding in detail that helps understand the role of corporate - logo, image, reputation, and identity (Foroudi, Melewar, Gupta, 2014; Devereux, Melewar, Dinnie, & Lange, 2020; Ozdemir, Zhang, Gupta, & Bebek, 2020). Some researchers have focused specifically on business-tobusiness markets. For instance, studies on brand orientation in small enterprises markets (Anees-ur-Rehman, Wong, Sultan, & Merrilees, 2018) and brand value creation in reseller networks (Gupta, Foroudi, & Yen, 2018; Gupta, 2022). While the recent body of knowledge emphasizes the vitality of branding in business markets, there is the scope and need to design and test a model of brand equity in the business-to-business setup. The framework is conceptualized for the heavy industrial manufacturing sector wherein corporate branding is important and prevalent. The conceptualization of the framework is based on extant literature and established theory. The framework highlights antecedents based on business customers' perceptions about brands on various fronts and the consequence. The study will also examine relevant moderators and use structural equation modeling to test the framework. Business customers who use heavy industrial equipment will be the respondents of the survey. The study 2 will advance the understanding of branding in business markets and offer implications that will be useful to practitioners.

Paper 6C
Title: Embracing AI for B2B sales: Looking backward and forward
Author: David Fehrenbach and Carolina Herrando
Abstract: In recent times, Artificial Intelligence (AI) is arguably one of the technologies which influences marketing the most. The rapid technological development, driven by increased computing power and modern algorithm designs, e.g. neuronal networks, AI transforms all sciesntific disciplines (Dwivedi et al., 2021). In the discipline of marketing, AI opened plenty of new research lines questioning how AI changes our research discipline, impacts practitioners daily work and even how it changes the models we use in answering research questions. The following paper focuses on AI's impact in the subdiscipline of B2B sales process. Current research suggests, that B2B markets might even have a stronger impact by AI (Fotheringham and Wiles, 2022; Wang et al., 2022) and the work of a sales person is affected strongly (Dwivedi and Wang, 2022; Syam and Sharma, 2018). This is one of the reasons why the Marketing Science Institute consider AI as a "macro development" which create new challenges and opportunities, identifying AI in B2B a research priority (MSI, 2020). Further, current research found and expected, that AI brings value-add to traditional sales tasks of the stages of the B2B sales funnel (Paschen et al., 2020). Nevertheless, there is only little knowledge on a detail level about how AI impacts the B2B selling process. Most part of the research about AI in B2B are conceptual studies, what claims for further empirical research. But no previous study has comprehensively investigated the literature on how AI can be used for innovation to gain a competitive edge in B2B sales marketing. Therefore, this study aims to review the quality and efficiency of AI technologies in the field of B2B sales marketing. The systematic approach of the TCCM method (theory-context-characteristics-methodology) (Paul and Criado 2020) allows to deep dive into current state of literature on this topic in order to reveal what theories it is based on, what concepts and characteristics are commonly used as well as research methods. The work follows the steps of the sales funnel as it has been proven to benefits a clear presentation of sales literature and for being able to give profound insights into the future research agenda and managerial implications. Thereby, the work highly contributes to literature on AI in B2B sales by giving a detailed insight into current state of research on AIs' impact on the sales funnel. The following insights come from a workin progress analysis and might change after reviewing all articles.

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Track 7: Marketing and Operations – Track Chair: Dr Reza Marvi

Paper 7A
Title: Gaining insights from the complexities of customer experience: A case study on personalised product recommendations
Authors: Lanlan Cao, Muxin Ren and Jianjun Xu
Abstract: Digital technologies, social media, and smart objects have revolutionized the customer experience (CX), bringing challenges for practitioners and scholars to effectively capture new insights. The dynamic and integrative properties of CX cause such formerly unknown challenges. Relying on assemblage theory, the authors develop a novel conceptual framework that features CX complexities, thereby creating practical solutions based on the customer journey and big data analytics (BDA) perspectives. This framework highlights that BDA techniques offer a key to capturing insight on CX in automated and scalable approaches by assembling customers' symbolic activities in the journey together with the context of the activities. In a sense, capturing CX insights produces and analyzes the data capsule. Only if it contains both customers' activities and

the concerned context, can a capsule reflect the CX well. The study also develops a personalized product recommendations system based on captured CX insights to illustrate how the novel conceptual framework can be applied in practice. The authors demonstrate the usefulness and feasibility of the system with a big data set from the real business world.

Paper 7B

Title: Consumers' actuation of power in markets: A taxonomy

Authors: Swapan Deep Arora

Abstract: Markets represent arenas of contestation and collaboration between their various stakeholders (Searle, 2014), the primary ones being providers and consumers. In this respect, marketing systems have significantly transformed from an unequivocal state of mighty businesses and subservient consumers to the notion of empowered buyers and subjugated sellers. Yet, many deny this shift amid the sustenance of cultural and structural forces resulting in a paradox of simultaneous empowerment and vulnerability for today's consumers (Brennan & Coppack, 2008). From a scholarly perspective, while the consumer empowerment phenomenon has been explored from various perspectives, there is still a dearth of studies that integrate consumer behaviors, reflective of their proactive effort toward actuating market power. Bachouche & Sabri (2019) illustrate this gap when they structure the study of consumer power and empowerment into three dimensions of delegation of power (by market entities other than consumers), gain of power (consumers' assuming or taking power), and subjective state (outcome of being empowered). The current work focuses on the second dimension, that lies relatively unaddressed in the management literature. While Bachouche & Sabri (2019) explore consumer-to-firm deliberate action, their assessment ignores consumer agency that transcends firm(s), e.g., consumer movements shape marketplace logics and systems (Ruiz & Makkar, 2021), their groupings contribute to state policies, etc. (Newman & Kuhlmann, 2007). Accordingly, this study synthesizes consumers' individual or collective proactive actions that add to or enhance their power in the marketplace, irrespective of instrumentality or intentionality. It is also agnostic of whether these behaviors use offline or online media while recognizing that the latter technologies have played a defining role in consumer empowerment. Toward realizing the research objectives, 221 journal articles published in various domains are systematically identified and reviewed. Three comprehensive databases - EBSCO, ProQuest and Web of Science were searched for a set of keywords combined using logical operators. The initial identification was then narrowed down to the gain of power perspective by detailed reading, which often had to be repeated iteratively to extract ideas reflected in the findings. The proposed taxonomy classifies the identified consumer acts based on four conceptual frames, relationship, information, participation, and aggregation (Denegri-Knott, 2006). In delineating the different consumers' empowering actions under each category, alternative nomenclatures, the targeted entities, involved consumer agency (individual/collective), and referent works are also identified. The taxonomy thus developed can serve as a mid-range theory in the domain (Lambert, 2015). Further, managers and policymakers stand to gain from a better understanding of the determinants of such consumer actions as empowerment improves their well-being, resulting in both micro and macro implications.

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Date: 11 November 2022

Track 8: Technology and Marketing – Track Chair: Dr Parth Patel

Paper 8A
Title: Crypto Economy: A systematic review and future research agenda
Authors: Dingli Xi and Minhao Zhang
Abstract: A new economic trend is emerging. The rapid development of cryptocurrency and the underline blockchain-based trust solutions is creating a new economic system by revolutionising the way people interact over the internet. While there is a lack of a comprehensive overview of this phenomenon, it is unclear what we know about the crypto economy, including what should be the research directions, how they relate to one another, and where are the opportunities for developing the new knowledge. Accordingly, the purpose of this paper is to provide a holistic and systematic view of the crypto economy literature, to uncover the key research themes and practical foundations underlying the field. A systematic literature review was conducted to examine the peer-reviewed articles based on a set of selection criteria in the period between 2009 and 2022. Overall, this paper reviewed and synthesised the conceptual findings from 41 articles in the broadly defined field of the crypto economy. The obtained studies are analysed based on the following themes: (1) the definitions of crypto economy, (2) crypto economy research streams, (3) goals of the crypto economy research, and (4) an agenda for future research. This paper revealed four major areas of focus regarding crypto economy research in general: (1) crypto or blockchain underlying mechanism design, (2) cryptocurrency investment as an asset, (3) cryptocurrency adoption as a medium of exchange, and (4) crypto or blockchain- enabled economic transformation. Based upon the analysis of each research theme, this paper outlines touchpoints in and around associated questions and concerns. These touchpoints were further integrated to set a research agenda to expand the scope of future research in the field of crypto economy. This paper outlines the first clear-cut map of the crypto economy by analysing its main research themes and relevant conceptual explanations of the crypto and blockchain-enabled economic phenomenon. It contributes to the understanding of the broader picture of the crypto economy and assists researchers in visibly positioning themselves within the field. Further, this paper aimed to develop a research agenda for the future, thereby facilitating further works in this domain. Ongoing crypto and blockchain-enabled innovation in the business domain leads to new unsolved practical concerns regarding the validity and rationality of the crypto economy. This paper creates an intuitive and clear understanding of the crypto economy for practitioners, which contributes to establishing the relevance and connections with the phenomenon. It may also help enable practitioners to sense relevant opportunities, hence, seizing and adapting relevant innovations along the way for the benefit of the general crypto economy transformation. The early concept of the crypto economy evolved from a technical term, and has now integrated into many aspects of the modern economy. This has provoked debates about how the phenomenon can be defined and understood. The paper fills this gap of knowledge and provides a holistic understanding of the crypto economy from a non-technical perspective. This is also the first article on reviewing and defining the crypto economy.

Paper 8B
Title: On the Metaverse (r)evolution and how it is (re)shaping Marketing
Authors: Kevin Giang Barrera and Denish Shah
Abstract: Originally coined more than three decades ago, the term ‘metaverse’ has recently gained major traction. Brands, firms, and organizations, in general, have launched investments and exploratory initiatives in an emerging digital universe so-called ‘the metaverse’. Despite its not so recent introduction and the growing interest from the marketplace, there is no clarity about what the metaverse is and encompasses. In fact, divergent meanings and perspectives are associated with its definition, and the emerging opportunities and challenges for marketing have not been systematically addressed. This research study investigates what is currently known about the metaverse, its implications for marketing practitioners, and how academics can leverage this space for future research. To achieve these goals, a systematic review of different literature streams and secondary data sources is performed to offer the following contributions. First, this study explores literature rooted on technological aspects that facilitate the creation of the metaverse. This effort helps to understand recent developments associated with the current metaverse, its technological elements and the characterization of its digital environment. Next, the authors combine related academic literature and secondary data from the marketplace to identify challenges and opportunities of the metaverse environment and assess the implications of metaverse supporting technologies for marketing purposes. The implications identified in this study intend to orient marketing practitioners regarding how the metaverse can be leveraged by firms to engage consumers in this digital space. Third, this study leverages the implications of the metaverse environment to offer plausible questions that could be addressed by future research. 2 Overall, this study seeks to offer a more profound contextualization of the metaverse through the marketing lens. Considering the diverse range of applications that the metaverse offers for marketers and the implications for firm-consumer interactions, this study aims to contribute to the marketing literature by offering a better conceptual understanding of the emergent metaverse. Further, this study offers managerial and research implications that marketers and scholars can leverage to launch effective metaverse marketing initiatives and perform future academic research, respectively.

Paper 8C
Ttile: Chatbots' effectiveness in service recovery
Authors: Arpita Agnihotri and Saurabh Bhattacharya
Abstract: Extant literature explores the effectiveness of chatbots in the information systems marketing interface, such as buying behavior or information search by consumers. However, chatbots' effectiveness in service recovery efforts is primarily unknown. Accordingly, the underlying mechanism through which chatbots influence consumer response to service recovery efforts is also unknown. In this study, leveraging the technology acceptance model, computers as social actors, and social response theories, we explore traits of artificial intelligence-based chatbots that make them perceived as trustworthy, drive consumers to forgive the firm for service failure, and reduce their propensity to spread negative word of mouth against the firm. Based on a sample of 586 UK consumers, our findings suggest that the perceived safety of chatbots enhances consumers' perceived ability and empathy, and anthropomorphism enhances the benevolence and integrity of chatbots, i.e., three traits of chatbots affect components of trustworthiness differently. Further, these traits have a positive influence on customer forgiveness and a negative influence on negative word-of-mouth.

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Track 9: Social Media Marketing – Track Chair: Dr Saurabh Bhattacharya

Paper 9A
Title: Visibility through clutter: How could brands cut through advertising clutter on Instagram?
Authors: Ahmed Ismail, Sharifah Faridah Alwi and Yousra Asaad
Abstract: Small businesses are heavily relying on Instagram in order to build their brand with respect to its user friendliness, low cost, and accessibility. However, in a very competitive market it is difficult to capture online attention and develop word of mouth. Instagram can be a powerful marketing tool if properly understood, hence deeper investigation on this platform is required. Providing an Instagram marketing reference for firms to follow in the pre-launch stage can assist in attaining consumer attention can potentially ease the launching phase since the brand is already recognized. This study sheds light on the Food & Beverage sector in the Middle East which is currently among the most popular sectors advertised on Instagram (Crowd Analyzer, 2020). The contribution to the current stream of marketing literature comes from introducing new independent variables that are merged with the AIDA framework in order to capture consumer attention on Instagram (i.e., Schema Incongruity Advertisements (SIA), and Dark Social). SIA are a mismatch between what consumers expect to see in advertising and what is actually presented. Dark Social are the conversations about brands that can't be traced on social media. What can small businesses in the food industry do in order to build an attractive pre-launch marketing campaign? To answer this question, we need to investigate what influences brand following behavior on Instagram. This research will carry out focus group interviews and eye tracking to identify what consumer's classify as attentive advertising.

Paper 9B
Title: Integrating text and numerical data from online and offline sources for customer satisfaction evaluatin
Authors: Anastasios Kyriakidis and Stelios Tsafarakis
Abstract: The rise and rapid growth of e-commerce, especially after COVID-19 crisis, has led companies to make significant changes in the way they deliver their services and interact with their clients [1-5]. Businesses today are required to develop Voice of Customer (VoC) programs if they want to keep up with customer expectations and remain competitive, since customers can now provide instant feedback on their experience [6]. VoC programs focus on customer feedback to gain insight into consumer preferences, concerns, and complaints, so businesses can better understand and meet customer needs and expectations [10]. VoC strategies often employ Natural Language Processing (NLP) techniques and text analytics to process customer feedback, along with traditional quantitative methods [7,8]. Nowadays, companies have an abundance of fragmented customer data from various sources, such as social media comments, customer review sites (CRS), and market surveys, in the form of free (unstructured) text and/or numerical ratings, which are often difficult to manage, due to their conflicting form [9]. In our research we propose a methodology that focuses on the analysis of customer feedback regarding the features of the product/service under consideration. Our approach is based on a multicriteria method that can manage both text and numerical data to create insights for VoC program support, and help businesses improve the quality of product/service offerings. Our goal is to integrate the proposed methodology into a system that will comprise a set of sequential mechanisms, which can also be used separately. The first process will be about data retrieval and management from various online sources regarding a service/product. Automated, real-time data collection will be undertaken, followed by the 2 appropriate preprocessing and the storage of the retrieved data in a suitable database. Text analytics techniques follow, by employing text mining procedures and the latest neural-based NLP methods to identify patterns, topics, keywords and other attributes in the data, to provide insights, and create useful KPIs, like those used in VoC programs and social media analytics [11-13]. For the problem of integrating text and numerical data found in CRS and offline surveys for customer satisfaction evaluation, the system incorporates a novel extension of the MUSA method (MUSAsent), a multicriteria decision analysis method, which will draw additional information on the features of the examined product/service from customer comments, by employing Aspect-Based Sentiment Analysis (ABSA). The result will be an enhanced satisfaction analysis approach, which could lead us to some very useful metrics (feature weights, customer satisfaction and demanding indices,

customer attitude per feature, and improvement hints). Finally, we will be able to produce rules that can support decision making and product development, by using information from the above model and employing a quantitative method called fsQCA (fuzzy-set Qualitative Comparative Analysis). The proposed system will be applied to a case study on airline customer satisfaction using both data from online sources (text and numerical data from Skytrax - https://www.airlinequality.com) and traditional experimental data from a satisfaction survey.

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Track 10: Artificial Intelligence, Machine Learning, Modelling, Analytics and Robotics

Paper 10A

Title: Sell me the Blackbox! Mandating eXplainable Artificial Intelligence (XAI) may harm users

Authors: Behnam Mohammadi, Nikhil Malik, Kannan Srinivasan and Tim Derdenger

Abstract: Recent years have seen a surge in the adoption of Artificial Intelligence (AI) models for decision-making. But most recent AI algorithms are blackbox models whose decisions or predictions are difficult to interpret. eXplainable AI (XAI) seeks to address lack of AI interpretability, transparency, and trust by explaining AI decisions to consumers. The regulatory and policy landscape for AI, such as GDPR in the EU, is moving in the direction of mandating such XAI methods. The common wisdom is that regulating AI by increasingly transparent XAI leads to greater social welfare. This paper challenges this notion through a game theoretic model for a policy-maker who maximizes social welfare, firms in a duopoly competition that maximize profits, and heterogenous consumers. The results show that under certain conditions, there is no additional benefit from mandatory XAI policy. In fact, it follows that XAI policies that require full explanations may make firms and customers worse off. This reveals a trade-off between maximizing welfare and receiving explainable AI outputs. We identify the factors that policy-makers must consider when designing XAI policies, and we provide the managerial implications for firms.

Paper 10B

Title: AI-human hybrid authorship collaboration to escape consumers' algorithm aversion

Authors: Martin Haupt, Jan Freidank and Alexander Haas

Abstract: Artificial intelligence (AI) increasingly reshapes marketing strategies, for instance in automated content creation. Despite an objectively high AI quality, many consumers were found to have an algorithm aversion – leading to a dilemma for marketers whether to disclose AI use to be ethical, or to hide it to protect the firm's image. As possible solution, this research examines effects of the use of AI-human authorship collaboration on content credibility and consumers' attitudes towards the firm. Furthermore, this paper evaluates the moderating role of consumers' perceived morality of AI use. Results of an experiment (n= 278) show that the particular labeling of hybrid AI-human collaborations is relevant, and perceived morality moderates consumer responses. Thus, marketing managers could use a specific form of hybrid author labeling to avoid negative consumer responses.

Paper 10C

Title: Exploring the impact of Big Data Analytics capabilities on the knowledge sourcing activities of the upstream oil and gas innovation value chain

Authors: Habib Abubakar, Sena Ozdemir, Maureen Meadows and Mujahid Mohiuddin Babu

Abstract: Introduction Data is regarded as the new oil that is set to power the future information economy. As such, the high operational and strategic potential of big data has become the focal point of academic and corporate inquiry (Wamba et al., 2015). Big data is being considered a breakthrough technological development in recent years (Gunther et al., 2017), which also drives disruptive innovation and increases firms' competitive advantage (Van den Broek and Veenstra, 2018). The application of big data analytics also represents revolutionary changes for organizations in terms of cost reduction (Dalenogore et al., 2018); faster and better decision-making processes; development of new products and services; product recommendation for online customers; and fraud detection (Balachandran and Prasad, 2017). Big data analytics enables the realization of greater business intelligence by storing, processing, and analyzing data that were previously ignored due to the limitations of traditional data management technologies. Gupta and George (2016) argue that firms need to create capabilities that competitors may find hard to match by identifying various resources – tangible, human, and intangible – that when combined, will build big data analytics capability. Akter et al., (2016: p114) broadly defined big data analytics capabilities as "the competence to provide business insights using big data management, infrastructure (technology) and talent (personnel) capability to transform a business into a competitive force". This definition of big data analytics capabilities highlights three important elements of achieving BDACs - management, IT infrastructure, and human resources. The successful implementation of big data analytics capability, therefore, requires the pooling of various organizational resources to achieve the desired performance outcome. The oil and gas industry has traditionally been critiqued for being slow in developing and adopting innovations, which the literature has attributed to many factors such as the shared equity structure of oil gas assets, extreme risks, and high costs in developing new technologies, the years it takes innovations to come to fruition from concept phase to commercialization, among others (Perrons, 2014). However, industry has grown into a technology-intensive industry in recent years (Nimmagadda et al., 2018). Recent studies have shown that the innovation landscape in the industry is changing. For example, some studies have examined innovation and R&D processes in upstream oil and gas by looking at the different sources of knowledge and information that different types of organizations utilize for

innovation (e.g., Perrons, 2014). Similarly, the role of innovation and technology in sustaining the petroleum industry has also been examined, stressing the fundamental factors that make innovation and technology adoption necessary for the industry (e.g., Hassani, Silva and Kaabi, 2017). In the same light, Stadler (2011) examined process innovation and integration in the oil industry. However, despite the vast literature written on innovation practices, occasioned by the application of emergent digital technologies such as big data analytics in the oil and gas industry, there is a limited understanding of how the deployment of big data analytics capabilities may impact 2 knowledge sourcing activities in exploration as important elements of the upstream oil and gas innovation value chain. While there are some studies which have examined the impact of big data analytics capabilities on firm performance (e.g Akter et al., 2016; Wamba et al., 2015 and 2016; Gupta and George, 2016: Mikalef et al., 2019a; 2019b), innovation performance in terms of the novelty of innovations (e.g Mikalef et al., 2019c), performance of healthcare services (e.g., Wang et al., 2018a; 2018b; Wang and Hajli, 2017; Wang et al., 2019), and business value (e.g. Mikalef et al., 2017; Wixom 2013), few studies have examined how the complementarity of big data analytics capabilities impact innovation process and its operational and environmental outcomes. Particularly, studies examining the impact of BDAC on innovation (e.g Mikalef et al., 2019c) have focused on intra-firm capabilities without providing sufficient focus on how BDACs at the interfirm level can influence innovation process and outcome in the upstream oil and gas value chain. This study therefore addresses this literature gap by examining how different types of inter- and intra-BDACs deployed in the knowledge sourcing activities in the exploration phase of the upstream oil and gas industry complementarily affect innovation process and outcome. This study extends current research on the impact of big data analytics capabilities on innovation by examining their role in knowledge sourcing for seismic acquisition and processing in the exploration phase of the upstream oil and gas value chain (Roper, Du, and Love, 2008). Ganotakis et al. (2012) highlight five types of knowledge-sourcing activity which shape firms' innovation these constitute in-house R&D; external R&D; linkages to customers or suppliers; horizontal linkages to competitors or other sectoral firms; and linkages to universities or other public research centers. The study therefore extends current research on big data analytics capabilities by examining their deployment in internal research and development, and in different B2B collaborations in the knowledge sourcing phase of the innovation value chain. Similarly, the study provides a contextual contribution by examining the deployment of different types of big data analytics capabilities and how they improve efficiency in seismic acquisition and processing activities of the exploration phase. Firms face innovation challenges ranging from developing new products, services, or lines of business; and these challenges differ from one organization to another (Hensen and Birkinshaw, 2007). Because there is no common approach for mitigating such firm-specific challenges, organizations must consider their existing innovation processes, identify their unique challenges, and develop avenues that will provide solutions to them. It is therefore important to explore the deployment of big data analytics capabilities in internal research and development processes, and external collaborations in the knowledge-sourcing phase of the innovation value chain.

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Track 11: Enterprise, Governance and Policy – Track Chair: Parth Patel

Paper 11A
Title: Effect of Social Media on Policy Uptake of Development Research: Evidence from Altmetric
Authors: Sarvana Jaikumar, Prasanna Kumar Gurugubelli and Rishikesan Parthiban
Abstract: The social impact of research has been at the core of debates in many disciplines, including the field of development research. Different stakeholders in the development space have often found it difficult to decipher how knowledge produced by research systems has contributed to the betterment of the society at large. In the context of developing nations in particular, this issue is accentuated due to the lack of understanding about how development research is utilized by the policymakers. With the advent and growth of social media, it has become relatively easier for high impact research work to gain more visibility. However, whether this increased visibility and dissemination has resulted in effecting actual policy changes remains unexplored. In this paper, we examine the effect of social media mentions of academic research work on policy mentions in the development and poverty alleviation domain. We conduct a secondary data analysis using Altmetric- a service that tracks and captures different measures related to academic research papers including social media mentions, citations and policy mentions. Our key outcome variable is the number of mentions in policy documents (an indicator of the impact of the research work on policy). We examine the impact of various mentions in social media on policy mentions for academic research work in the development and poverty alleviation domain. We identified 101 papers in the development and poverty alleviation domain by employing five criteria for shortlisting the papers. The criteria includes: 1. Publication in an FT 50 journal; 2. Work from development research domain; 3. Work in the Indian context; 4. Recent research published in the last six years; 5. Papers with less than four authors. We extracted the citation data on these 101 research papers from Altmetric. Further, we also collected other data related to the authors of these papers (including h-index, etc…). We ran an ordered probit model with number of policy mentions as the dependent variable. The results indicate that, consistently, blog posts have a significant effect on increasing the likelihood of policy mention in a policy document. Further, contrary to our expectations, we find the twitter posts to have a negative impact on policy mention likelihood. When we examine the impact of twitter posts made by various types of users, we find that the posts made by public users and science communicators do not have a significant impact on the likelihood of a paper being cited in a policy document. However, twitter posts made by scientists have a significant positive impact on a research work being adopted in a policy document. The results indicate that social media posts (blogs and twitter posts) have a significant effect on policy uptake, specifically when the twitter posts are being made by the scientists community and not by public and science communicators. This suggests that social media

dissemination by credible source, such as the scientific community, may be positively associated with policy uptake. The scope of this study is limited to only 101 systematically identified research papers. Further step is to increase the sample of papers included in the analysis.

Paper 11B

Title: Differences in Regulatory Institutions on Climate Change and Corporate Environmental Performance: A Cross-Country Comparative Study

Authors: Xiaolong Shui, Minhao Zhang and YiChuan Wang

Abstract: Drawing on institutional theory, we shift the focus from firm-level to national-level antecedents to corporate environmental performance (EP). We theorise variations in regulatory institutions on climate change at the country level can explain the differences in the firm-level overall EP. Furthermore, we establish that the relationship between regulatory institutions on climate change and the firm-level overall EP is moderated by the extent to which firms manage their impression to enhance legitimacy (reflected in reputation risk) and the extent to which firms engage in internationalization (reflected in multi-nationality). The multi-level regression analysis using data on 1221 firms in 33 different countries/regions spanning 13 years support our theoretical predictions. The causal inference is also bolstered using a difference-indifferences design that takes advantage of an exogenous shock in the United States – Donald Trump's withdrawal from the Paris Agreement.

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Track 12: Inclusive Marketing and Consumer Well-being - Track Chair: Dr Tana Licsandru

Paper 12A

Title: Marketing and Mental Illness: A 50 year scoping review

Authors: Jane Machin, Ann Mirabito, Justine Rapp Farrell, Christina Chan Park, Natalie Ross Adkins, Jenna Drenton and Elizabeth Crosby

Abstract: A diagnosable mental illness affects approximately one in five adults worldwide. Anxiety disorders, schizophrenia, autism spectrum disorders, and substance use disorders are among the top twenty causes of global disability. The estimated economic costs of mental disorders, from treatment expenses to lost productivity, exceed $2.5 trillion globally. Marketing has been implicated in fostering a consumer culture that aggravates mental illness conditions and the accompanying stigma. At the same time, marketing researchers have much to contribute in understanding not only the treatment journey of these highly prevalent health issues, but also how these vulnerable consumers cope with daily marketplace interactions. This scoping review maps, for the first time, the landscape of 50 years of scholarship at the intersection of marketing and mental disorders. Over 900 articles from the two most popular academic business databases (ABI Inform and Business Source Complete) were coded by journal topic, study design and demographics, mental illness type, and marketing activity, including consumer behavior, the marketing mix, marketing strategy and social marketing. Please see Table for a brief overview of the data to be discussed in the presentation. We find a rapidly growing literature using marketing frameworks to address mental illness. Some of the research, especially with respect to behavioral addictions, has been spearheaded by marketing scholars and placed in marketing journals. Much of the research, however, has been conducted by scholars in allied disciplines, using marketing frameworks less systematically than marketing academics would do so. We identify five promising paths for marketing and public policy scholars to engage in rigorous scholarship at the intersection of mental health and marketing: (1) Destigmatizing through Branding, Labeling, and Positioning; (2) Access to Treatment; (3) Prevention and Education; (4) Marketplace Inclusion, Exclusion, and Discrimination; and (5) Macro Research Opportunities.

Paper 12B

Title: An examination of the happiness concept and its major antecedents and consequences: A qualitative approach

Authors: Waleed Yousef

Abstract: This study aims to distinguish the concept of happiness in the marketing literature to other similar concepts i. e. attachment, likeability, or belongingness. In addition, a deep investigation of the happiness construct through a qualitative research method in order to verify the scale used in the current literature, to make sure that all measurement items reflect the happiness construct. Nine interviews and four focus groups were conducted with academic, professionals, and customer. The findings, provide an insight on the happiness construct and refines the scales used to measure all constructs.

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