



Universität
Bremen



Conference Programme

Mind the Gap - Marketing Relevance in a Technology-Driven World

16 - 18 September 2026
University of Bremen



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Fachbereich 7
Wirtschaftswissenschaften

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Welcome to the EMAC Fall Conference 2026

Dear colleagues, dear friends, dear participants of the EMAC Fall Conference,

It is our great pleasure to welcome you to Bremen and to the EMAC Fall Conference 2026. We are delighted to have you here at the University of Bremen and to bring together scholars and researchers from across Europe and beyond to exchange ideas, challenge perspectives, and build new connections.

Bremen is a city with a strong sense of identity – as a historic Hanseatic city and a place shaped by trade, science, and international exchange, Bremen has always looked beyond its own borders. At the same time, it has remained true to values that continue to define the city today: freedom and independence, openness to the world, tolerance, and solidarity and togetherness. These are not only characteristics of Bremen as a place to visit—they are values that we believe are particularly relevant to an academic community.

Perhaps there is no better symbol of Bremen than the Town Musicians of Bremen. In the famous Brothers Grimm tale, a donkey, a dog, a cat, and a rooster set out together to seek a new life. Each of them brings different experiences, different strengths, and, quite literally, a different voice. Alone, they may have struggled to succeed. Together, however, they discover that their differences can become a source of strength. Their journey is ultimately a story about courage, cooperation, and the power of coming together.

In many ways, this spirit resonates with what we hope this conference will be about. Academic progress rarely happens in isolation. It emerges when different perspectives meet, when ideas are questioned and refined, when disciplines and generations interact, and when we are open to learning from one another. Like the four musicians, we may all arrive with our own voices—but it is through bringing these voices together that something new can emerge.

The markstones Institute of Marketing, Branding & Technology at the University of Bremen is proud to contribute to this spirit. The Institute brings together research from different perspectives and regarding diverse topics, yet working collaboratively. As part of the University of Bremen, an internationally oriented research university with a strong tradition of interdisciplinary collaboration, markstones stands for connecting rigorous academic research with relevant questions from business and society.

We hope that during your time in Bremen you will not only experience inspiring research and stimulating discussions, but also discover something of the city itself: its maritime character, its history, its openness, and perhaps even the courage and humor of its famous four musicians.

So, on behalf of the markstones Institute and the University of Bremen, welcome to Bremen, welcome to our university, and welcome to the 2026 EMAC Fall Conference. May the days ahead be filled with inspiring encounters, new ideas, unexpected connections—and, above all, the spirit of coming together.

We wish you a wonderful and inspiring conference!

Christoph Burmann, Maik Eisenbeiß, Kristina Klein and Matthias Klumpp
Conference Chairs

Site Map

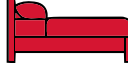


- 1 SFG Building 2 WiWi 1 Building 3 HS Lecture Hall

 Tram Line 6 Stations

 MUNTE

 Parking Lot P4*

 7 Things Hotel

*If you arrive by car, we recommend parking at the parking lot P4. There is a small one-time fee of 1€ for using the parking lot.
To reach the university, leave the A27 (Bremen–Bremerhaven direction) at the Universität/Horn-Lehe exit.
You can use the following address to navigate to the parking lot: Enrique-Schmidt-Straße 1, 28359 Bremen.

Venue Information

Early-Stage Researcher Symposium

Haus an der Allee (WiWi 1)

**Address: Enrique-Schmidt-Straße 1,
28359 Bremen**



© Universität Bremen

Conference Days

Seminar- und

Forschungsverfügungsgebäude (SFG)

**Address: Enrique-Schmidt-Straße 7, 28359
Bremen**

**During the conference, spaces for private meetings
are available in the SFG building.**

Please get in touch with the organizing team.



© Harald Rehling / Universität Bremen

Hörsaalgebäude/Lecture Hall (HS)

Address: Bibliothekstraße 1, 28359 Bremen



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Venue Information (SFG)

Seminar- und Forschungsverfügungsgebäude (SFG)
Address: Enrique-Schmidt-Straße 7, 28359 Bremen

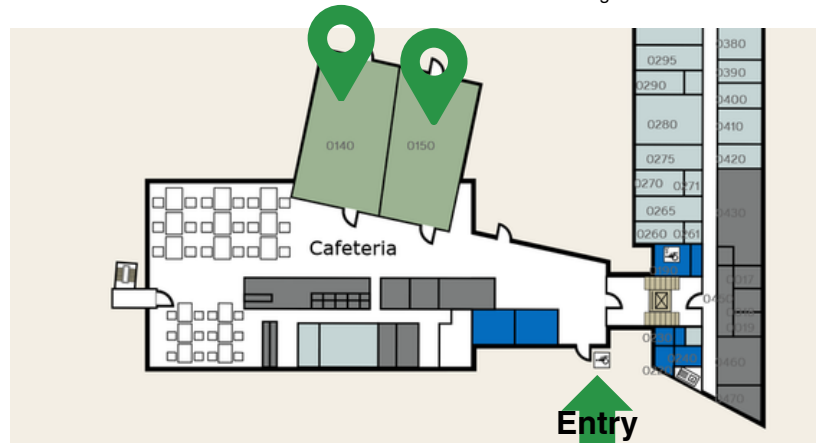


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Ground Floor

SFG 0140 - Registration Desk &
Cloakroom

SFG 0150 - Thursday: Poster Session
Cafeteria - Coffee / Lunch Break

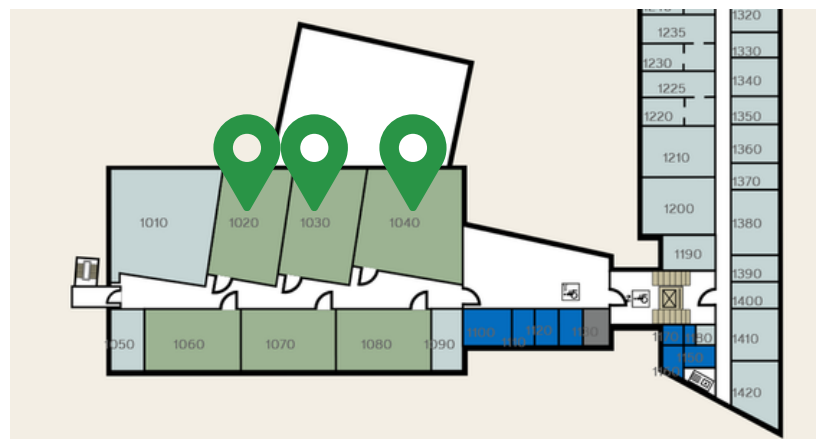


First Floor

SFG 1020

SFG 1030

SFG 1040



Second Floor

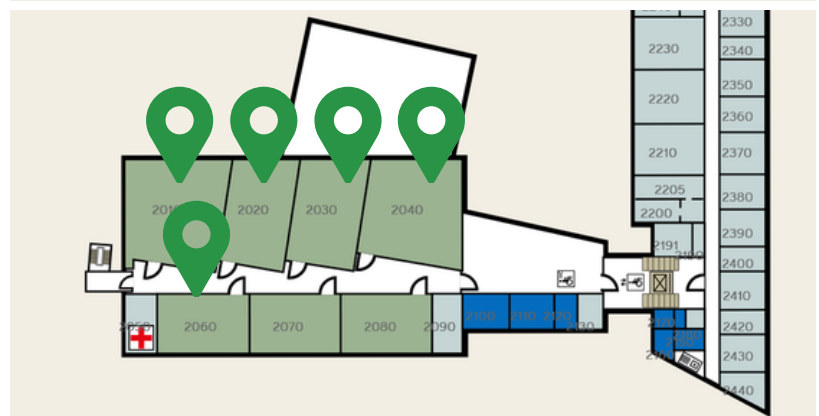
SFG 2010

SFG 2020

SFG 2030

SFG 2040

SFG 2060



Venue Information

Welcome Reception & Gala Dinner

Welcome Reception:

Übersee-Museum
Bahnhofsplatz 13, 28195 Bremen

Wednesday, September 16. 19:00 (arrival from 18:30)

We are pleased to invite all conference participants to the Welcome Reception at the Übersee-Museum Bremen, one of Germany's most renowned museums for global cultures, natural history, and trade. Attendance is included in the conference registration fee. Please wear your conference badge during the event.

The museum is located directly opposite the main station at Bahnhofsplatz.



© Henry Fried

Gala Dinner:

Restaurant Leander (GOP Varieté Theatre)
Am Weser-Terminal 4, 28217 Bremen

Thursday, September 17. 19:00 (arrival from 18:30)

Leander Restaurant is located directly within the GOP Varieté Theatre, a modern building that blends seamlessly into the up-and-coming Überseestadt district. Whilst breathtaking performances are staged in one of the GOP's ever-changing shows next door, you can enjoy international cuisine with a direct view of the River Weser.

The Restaurant Leander in the GOP Varieté Theatre is accessible by public transport and on foot. From city center take tram line 3 to Gröpelingen and get off at Eduard-Schopf-Allee. From there it is a 10 minute walk.



© GOP Bremen/Restaurant Leander

Directions



The university is best reached by public transport on **tram line 6**. It connects directly with city center, central train station and airport. The EMAC Conference can be reached best by the station **Universität-Süd**, but technically also via Lisa-Meitner Straße and Universität/Zentralbereich (see the site map on page 4). From Bremen-Airport, it takes approximately 35 minutes to reach the university and approximately 15 minutes from central station. Alternatively, the university can be reached from central station via **bus lines 630 and 670**. You need to get off at the Universität-Süd stop.

Tickets can be purchased from BSAG ticket machines at stations or on board public transport. In addition to single tickets, day tickets are also available.



Use the “FahrPlaner-App” to buy tickets online

Download the “FahrPlaner”-App here



IOS:

<https://apps.apple.com/de/app/fahrplaner/id478311038>

Android:

<https://play.google.com/store/apps/details?id=de.hafas.android.vbn&pli=1>

The University of Bremen

The University of Bremen is home to more than 18,000 students, who can choose from over 100 bachelor's and master's degree programs as well as the state law exam. Teaching and research are carried out by around 2,300 academics, 43% of them women, including 270 professors, 32% of them women, working across a wide range of disciplines.



A symbol of the university is the 146-metre Drop Tower on campus, built in 1990. It is the only building of its kind in Europe and has been used for more than 10,000 experiments.

Founded in 1971, the University of Bremen became one of the younger universities in the country. Starting with just 459 students in a period of educational reform, the so called “Bremer Model” was introduced as an alternative to the traditional German chair-based universities. This model included interdisciplinary project work, a strong practical orientation and responsibility to society. The academic establishment at that time regarded these ideas as too radical, but many of these ideas have since become standard practice across German higher education. From the 1980s onward, the university paired its reformist spirit with serious research ambition. From 2012 - 2019, the University of Bremen was one of 11 German universities that held the title “University of Excellence”.



markstones Institute of Marketing, Branding & Technology

The markstones Institute currently consists of 4 working groups. We combine expertise in marketing, digital marketing, brand management, consumer behavior and logistics management. We concentrate on key issues within these areas, considering the impact of modern technological advancements like big data and artificial intelligence. Through our research projects, we collaborate closely with companies of all sizes, from start-ups to multinational corporations, to find solutions to practically relevant problems using state-of-the-art research methods.



**Prof. Dr. Christoph
Burmann**

*Innovative
Brand Management*



**Prof. Dr. Maik
Eisenbeiß**

*Digital
Marketing*



**Prof. Dr. Kristina
Klein**

*Consumer
Behavior*



**Prof. Dr. Matthias
Klumpp**

*Retail and Logistics
Management*



Social Events (Pre-booked)

Registered guests only. For more information on the individual events, please visit the EMAC Fall Conference website.



© Stadtgeschichten Bremen

Guided Tour of Bremen's Old Town

Time: Wednesday (16.09.26), 15:00

Friday (18.09.26), 18:00

Meeting Point: Roland statue at town square (Am Markt, 28195 Bremen). Please be a few minutes early!



© Carsten Heidmann

Brewery Tour at UNION Brewery

Time: Wednesday (16.09.26), 15:00

Meeting Point: 10 minutes before at the main entrance of the restaurant.

Theodorstraße 12, 28219 Bremen



© M3B GmbH Nicole Siemens

Cellar Tour at the Bremen Ratskeller

Time: Wednesday (16.09.26), 15:00

Friday (18.09.26), 18:00

Meeting Point: 10 minutes before in the back of the town hall, Schoppensteel 1, 28195 Bremen



© Daniela Buchholz

Lolly Workshop at the Bremen Bonbon Manufactory

Time: Wednesday (16.09.26), 15:00

Meeting Point: 10 minutes before at Marterburg 30, 28195 Bremen

Bremen: A City Built by the River

There's a moment, standing in Bremen's market square, when the whole story of the city clicks into place. On one side towers the Roland statue — sword drawn, shield raised, staring down anyone who might question Bremen's freedom. Behind him sits the Rathaus, a UNESCO World Heritage building whose ornate facade practically radiates centuries of hard-won independence from the archbishops and princes who once claimed authority over the city. And a few steps away, four bronze animals are stacked on top of each other, forever frozen mid-escape toward a better life. This is Bremen in a nutshell: proud, stubborn, a little eccentric, and always looking toward the horizon.



A City That Never Liked Being Told What to Do

Bremen's story begins around 787, when Charlemagne established a bishopric here on the banks of the Weser. Within a few decades, the city had grown into an archbishopric under Ansgar, later nicknamed the "Apostle of the North" for his missionary work across Scandinavia. But even in these early centuries, a pattern was already forming: Bremen wanted more control over its own affairs than its rulers were willing to give.

That tension came to a head in 1186, when the city secured the Gelnhausen Privilege — a set of rights and freedoms that gave the city real standing of its own. It marked the beginning of a long, gradual shift in power between Bremen and the church authorities who technically ruled it, and it set the tone for everything that followed. Over the next several centuries, Bremen kept building on these rights, step by step, on its way toward full independence.

You can still see that spirit in the key on Bremen's coat of arms. It represents Saint Peter, the cathedral's patron saint — but it was adopted less as a religious tribute than as a quiet declaration, born from a 14th-century power struggle with the archbishop, that Bremen intended to run its own affairs.

Riding the Hanseatic Wave

In 1358, Bremen joined the Hanseatic League, the powerful network of merchant cities that dominated trade across Northern Europe. This was the turning point that transformed Bremen from a regional player into a genuine economic powerhouse. Beer, cloth, grain, and eventually goods from around the world flowed through its harbor, and the wealth that followed is still written into the city's architecture today.

That's exactly what the Rathaus and the Roland statue represent — not just civic pride, but a very public declaration of independence and prosperity. When Bremen finally became a Free Imperial City in 1646, breaking free from the archbishop's authority for good, it was really just making official what centuries of Hanseatic trade had already made true. Today, Bremen remains one of only a handful of city-states left in Germany, alongside Hamburg and Berlin — a living relic of that old mercantile self-reliance.

Bremen: A City Built by the River

The Gateway to a New World

By the 19th century, Bremen had found a new role: it became one of Europe's great gateways to America. Millions of emigrants — dreaming of a new life, fleeing hardship, chasing opportunity — passed through Bremen and its sister port Bremerhaven (founded in 1827 once the Weser grew too shallow for larger ships) on their way across the Atlantic. Shipping lines like Norddeutscher Lloyd turned the region into a hub of transatlantic ambition, while coffee, cotton, and shipbuilding kept the city's economy humming.

It's a fitting layer of history for a city whose most famous legend is about creatures leaving home to seek their fortune.

The Town Musicians Who Never Quite Made It

Speak of the devil — no visit to Bremen is complete without meeting the Bremen Town Musicians. In the Brothers Grimm's fairy tale, a donkey, dog, cat, and rooster set off for the city hoping to become musicians, only to stumble into an adventure that ends before they ever actually reach it. The bronze statue outside the Rathaus, showing the four animals stacked nose to tail, has become one of the most photographed (and most rubbed-for-luck) spots in the city.



© WFB / Carina Iank



© Bremen

Old Streets, New Stories

Wander a little further and you'll find the Schnoor quarter, Bremen's oldest surviving neighborhood — a tangle of narrow lanes and tiny medieval houses that once belonged to fishermen and craftsmen, now filled with cafés, galleries, and artisan shops. It's the kind of place where centuries feel thin, where you can walk from a Gothic cathedral to a modern harbor development in the time it takes to finish a coffee.

Bremen was badly damaged during the Second World War and rebuilt in the decades after, emerging as its own federal state — the Free Hanseatic City of Bremen — and, notably, the only part of northern Germany placed under American rather than British occupation. That, too, feels oddly appropriate for a city that spent a thousand years insisting on doing things its own way.

Must-Sees in Bremen

City Center

The historic heart of Bremen, where the Gothic Rathaus and the Roland statue form a UNESCO World Heritage ensemble. Just around the corner, the bronze Town Musicians pose in front of St. Petri Cathedral, one of the city's most photographed spots.



© WFB / Melanka Helms-Jacobs

Böttcherstraße

A narrow street of expressionist brick architecture built in the 1920s, packed with museums, galleries, and craft shops. Its famous glockenspiel chimes several times a day, with rotating porcelain panels telling the story of transatlantic pioneers.



© WFB / Melanka Helms-Jacobs

Schnoorviertel

Bremen's oldest surviving neighborhood, a maze of tiny medieval lanes once home to fishermen and craftsmen. Today it's filled with cafés, artisan shops, and galleries, making it perfect for a slow wander.



© WFB / Carina Tank

Schlachte

A lively riverside promenade along the Weser, lined with restaurants, bars, and historic sailing ships. It's the go-to spot for a relaxed evening with a view of the water.



© WFB / Carina Tank

Must-Sees in Bremen

Bürgerpark

A large and varied city park right next to the center, ideal for walks, picnics, and boat rides on the lake. It offers a green escape without ever really leaving the city.



© WFB / Melanka Helms-Jacobs

Universum

A striking, extravagant piece of architecture covered in thousands of stainless steel scales, offering hands-on exhibits on nature, technology, and the human body. It's especially popular with families and curious minds of all ages.



© Universum Bremen

Weserstadion

Home ground of Bundesliga club Werder Bremen, right on the banks of the Weser. The club has been German champion four times, most recently in 2004.



© WFB / Carina Tank

Übersee-Museum

One of Europe's oldest ethnographic museums, combining anthropology, natural history, and trade history under one roof. Its exhibits trace Bremen's centuries-old connections to the wider world.



© Übersee-Museum Bremen

“Bremer Schnack:” Do You Speak the Bremen Dialect Yet?

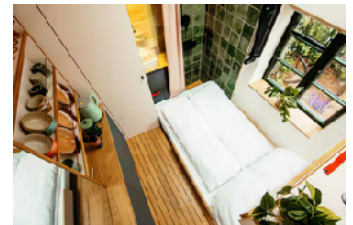
- **Moin** – Good morning, good day! (you also say this in the evening, basically at any time of day)
- **Schnacken / wir müssen mal wieder schnacken** - to speak, talk, chat / would be great to catch up again
- **Kaffeesieren** – to go for a coffee [literally: coffee-ing]
- **Nech?** – can be attached to the end of a sentence and means “doesn’t it?” or “right?”
- **Bremen und umzu** – Bremen and its immediate surrounding area
- **Butenbremer** – former Bremen resident
- **Buten un binnen** – outside and inside (based on the motto of the Bremen merchants “buten un binnen – wagen un winnen,” which translates to “out and in – dare and win”)
- **Da nich für** – You’re welcome. (No problem.)
- **Um’n Pudding gehen** – to go for a walk around the block [literally: to walk around the custard]
- **Wollen wir up’n Swutsch** – to paint the town red
- **Puschen** – slippers / **Komm in die Puschen** – Hurry up! [literally: jump into your slippers]
- **Tüdelich** – awkward, confused, clumsy / Jemanden betüdeln – to look after someone caringly
- **Das backt** – it is sticky
- **Lütsch** – little / **Nen Lüttschen heben** – to drink a shot
- **Plörre** – weak coffee that doesn’t taste good / **Ich hab geplörrt** – I spilled something
- **Bremer Babbeler** – candy stick with herbs (Bremen specialty) / **Halt den Babbel** – Shut up!
- **Büddel** – cotton or jute bag
- **Wat für’n Schmuddelwedder** – Such bad weather!
- **Frostködel** – someone who quickly feels cold
- **Lass dich knuddeln** – Let me give you a hug!



© WFB / Carina Tank

Did You Know?

- The smallest house in Germany with a floor area of 7 square meters is located in Bremen's Schnoor district. It can nowadays be booked as a vacation flat.
- Bremen is the smallest German federal state - and the only one that consists of two separated cities: Bremen & Bremerhaven (~60km away from Bremen on the North Sea coast).
- “Bremer Schnack” is the local dialect. It is influenced by Low German, which is typically spoken in Northern Germany.
- It is a tradition for new residents in Bremen to be “baptized” by drinking the “Krabbeldiewandhoch”, a special shot created by the Eisen bar located in the Viertel.
- Bremen is Germany’s space industry hub. Satellites, rocket components, and even parts for the International Space Station have all been built here.
- The anticolonial monument behind the main station has a door at the foot of the elephant that leads inside. Behind is a small dodecagonal room reminiscent of a chapel.
- The Schnoor quarter is called Schnoor because it is the low german word for string, in reference to the string-like sequence of narrow alleys.



© Airbnb



© ARL



© WFB/Lehmkühlern



© Bremen



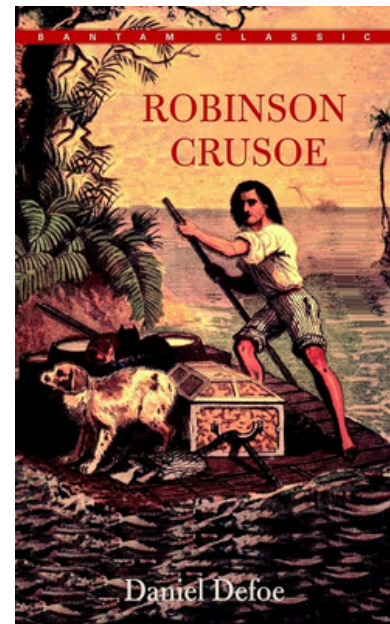
© WFB / Carina Tank

Did You Know?

- If you believe the stories, the Rollo was invented in Bremen. The Rollo is a wrap made from thin, pre-baked flatbread with a variety of fillings, which is briefly baked very hot.
- The bicycle lane was invented in Bremen in 1982 and in the 1980s Bremen was the first city in Germany to open one-way streets to two-way bicycle traffic.
- In the famous novel Robinson Crusoe by Daniel Defoe, Robinson's father originates from Bremen.
- There are a dozen towns in North America called Bremen — echoes of the German emigrants who once set sail for the New World from Bremen's harbor.
- In front of Radio Bremen headquarters sits a sofa with a bronze pug on it — a tribute to Loriot, a famous German comedian who had a soft spot for pugs.
- Bremen's signature dish is Grünkohl and Pinkel — kale served with a type of grain sausage, traditionally eaten only after the first frost of the year.
- Every third coffee bean imported into Germany passes through Bremen's harbor, making the city the country's coffee capital.



© WFB / Carina Tank



© Amazon



© WFB / Carina Tank



© Bremer Gewürzhandel

Detailed Program



Wednesday, September 16 - Early-Stage Researcher Symposium

Enrique-Schmidt-Straße 1 WiWi 1, 1st Floor

Program		Room
From 11:30	Registration	A1020
12:30-12:45	Welcome Vesna Zabkar, University of Ljubljana, ERS Co-Chair	A1070
12:45-13:45	ERS Session 1: The Future of Marketing Science is Open! Susanne Adler, Ludwig-Maximilians-University	A1070
13:45-14:45	ERS Session 2: Workshop on Reproducibility and Replication Packages Ulrike Phielers, WU Vienna and Susanne Adler, LMU Munich	A1070
14:45-15:15	Break	A1100
15:15-16:15	ERS Session 3: Expanding the Marketing Researcher's Toolbox: Opportunities Offered by Neuroscience-based Methods Marco Mandolfo, Politecnico di Milano	A1070
16:15-17:30	ERS Networking Session & Research Collaborations Vesna Zabkar, University of Ljubljana, ERS Co-Chair with presenters from the ERS	A1070
From 18:30	Welcome Reception - Übersee-Museum	

Early-Stage Researcher Symposium

Wednesday, September 16: 12:30-17:30

WiWi 1 building, Room A1070 (Enrique-Schmidt-Straße 1, 28359 Bremen)

ERS is an initiative of EMAC for early-stage researchers, including young lecturers, postdocs, PhD students as well as senior researchers who want to learn more about how to conduct research and publish. The symposium provides an opportunity to learn from experienced researchers and supports the development of professional skills for building an academic career. The ERS is an opportunity to meet like-minded people, present your research interests, exchange ideas and potentially start project collaborations and networking.

Session Leaders:

Vesna Žabkar
University of Ljubljana



Ulrike Phielers
WU Vienna



Susanne Adler
LMU Munich



Marco Mandolfo
Politecnico di Milano



Thursday, September 17

		SFG Building - 1st Floor				SFG Building - 2nd Floor				
	HS Lecture Hall Kleiner Saal	SFG 0140	SFG 1020	SFG 1030	SFG 1040	SFG 2010	SFG 2020	SFG 2030	SFG 2040	SFG 2060
From 08:30		Registration Desk								
09:00-09:30	Welcome									
09:30-10:45	Keynote Session									
10:45-11:00	Coffee Break									
11:00-12:30			Marketing & Branding (1)	Marketing Analytics (1)	Marketing Strategy (1)	Consumer Behavior (1)	Closed Session	Sustainability & CSR (1)	Consumer Behavior (2)	Digital Marketing (1)
12:30-13:30	Lunch Break									
13:30-15:00				Marketing Analytics (2)	EMAC Fellows	Consumer Behavior (3)	Digital Marketing (2)	Sustainability & CSR (2)	Consumer Behavior (4)	Digital Marketing (3)
15:00-16:00	Poster Session (SFG 0150)									
16:00-17:30	Meet the Editors 1		Marketing & Branding (2)			Consumer Behavior (5)	Digital Marketing (4)	Sustainability & CSR (3)	Consumer Behavior (6)	Digital Marketing (5)
From 18:30	Gala Dinner and Best Paper Award - Restaurant Leander									

Friday, September 18

		SFG Building - 1st Floor				SFG Building - 2nd Floor				
	HS Lecture Hall Kleiner Saal	SFG 0140	SFG 1020	SFG 1030	SFG 1040	SFG 2010	SFG 2020	SFG 2030	SFG 2040	SFG 2060
08:30-10:00	Meet the Editors 2	Registration Desk	Digital Marketing (6)	Retail 5.0 (1)	Marketing Analytics (3)		Workshop - PLS (I)	Workshop - Copula	Consumer Behavior (7)	Digital Marketing (7)
10:00-11:00	Coffee Break									
11:00-12:30			Consumer Behavior (8)	Retail 5.0 (2)	Marketing & Branding (3)	Marketing ZfP Workshop	Workshop - PLS (II)		Consumer Behavior (9)	Marketing & Branding (4)
12:30-13:30	Lunch Break									
13:30-15:00	Keynote Session Practitioner									
15:00-15:15	Coffee Break									
15:15-16:45			Consumer Behavior (10)	Retail 5.0 (3)	Marketing Strategy (2)		Marketing & Branding (5)			Digital Marketing (8)
From 17:00	Closing Ceremony									

Presentation Sessions

Thursday, September 17: 11:00-12:30

Marketing & Branding Session 1: Branding in the Age of AI (SFG, 1020)

Session Chair: Alessa Daumann

ID-52: AI-Induced Combined Trust Prerequisite: How AI and Brand Trust Shape Consumer Engagement Dimensions with Brands. A Systematic Literature Review. Julien Morange (CERGAM; Toulon University; Les Roches, Switzerland)

ID-84: Building Brand Relationships Through AI Chatbots: The Psychological Ownership Perspective. Sara H. Hsieh (Department of Business Administration, Tunghai University), Crystal T. Lee (Business School, Shantou University) and Timmy H. Tseng (Department of Business Administration, Fu Jen Catholic University)

ID-188: The Role of Brands in AI. Alessa Daumann (Karlsruhe Institute of Technology (KIT)) and Prof. Dr. Martin Klarmann (Karlsruhe Institute of Technology (KIT))

Marketing Analytics Session 1: CSR and Education / Consumer Analytics, Personalization & Decision Making (SFG, 1030)

Session Chair: Arvind Kumar

ID-65: Less Is More? A Behavioral Field Experiment Testing the Effect of Educational Material and Waste Feedback on Household Plastic Recycling. Henrik Siepelmeyer (University of Agder), Tim Schroll (Leuphana University Lüneburg), Tobias Otterbring (University of Agder), Jacob Hörisch (Leuphana University Lüneburg) and Maureen Schulze (Leuphana University Lüneburg)

ID-68: Risk Shocks and Preventive Demand: Evidence from Dobbs v. Jackson. Michaela Draganska (Drexel University), Vishal Singh (NYU) and Mengzhu Chen (NYU)

ID-72: Exploring the Ethical Conundrums and Societal Impact of Neuromarketing: A Tête-à-Tête with Experts. Kawalpreet Singh (National Institute of Technology Rourkela) and Arvind Kumar (National Institute of Technology Rourkela)

Thursday, September 17: 11:00-12:30

Marketing Strategy Session 1 (SFG, 1040)

Session Chair: Bernd Skiera

ID-164: The Surprising Beneficial Effects of Customer-to-Store Transitions in B2B Sales. Marcel Keen (Ruhr University Bochum), Sascha Alavi (TU Dortmund University), Sertan Eravci (TU Dortmund University), David Ergun (Ruhr University Bochum) and Christian Schmitz (Ruhr University Bochum)

ID-191: The Role of Innovative Capabilities in the Relationship between Marketing Capability and Market Performance. Tamás Gyulavári (Corvinus University of Budapest) and Ádám Csepeli (Corvinus University of Budapest)

ID-223: How Do Firms Grow Their Revenue? Decomposing Growth Into Acquisition & Retention. Thilo Kraft (Goethe Universität Frankfurt am Main) and Bernd Skiera (Goethe Universität Frankfurt am Main)

Consumer Behavior Session 1: Green Consumption and Sustainable Behavior (SFG, 2010)

Session Chair: Maia Maziashvili

ID-140: When Costs and Benefits Do Not Mirror Each Other: Value Formation in Consumer Climate Engagement. Stefanie Wannow (Technische Hochschule Mittelhessen), Martin Haupt (Albstadt-Sigmaringen University), Wibke Heidig (Albstadt-Sigmaringen University) and Phillipp Scheller (Deutsche Bank)

ID-229: Can System Malfunctions Slow Down Sustainable Behaviour Change? - A Qualitative Examination of Spillover Effects after Introducing a National Deposit-refund System in Hungary. Eszter Jakopanecz (University of Pecs), Krisztian Szucs (University of Pecs) and Sunny Arora (S. P. Jain Institute of Management & Research)

ID-208: Citizens' Digital Engagement in City Branding: A Conceptual Framework. Maia Maziashvili (Warsaw School of Economics)

Thursday, September 17: 11:00-12:30**Sustainability and CSR Session 1: Circularity and Take-Back Systems (SFG, 2030)****Session Chair: Rafael Tietze**

ID-95: Satisfied Again? Determinants of Refurbished Purchase Satisfaction for First-Time and Repeat Buyers. Richard Dobler (University of Bremen), Maik Eisenbeiß (University of Bremen) and Robert Wilken (ESCP Business School Berlin)

ID-173: Rescued, Upcycled, or Logo? How Label Formats Shape Product Evaluations of Upcycled Foods. Ahmet Samet Ergün (University of Goettingen), Steffen Jahn (Martin Luther University Halle-Wittenberg) and Yasemin Boztug (University of Goettingen)

ID-121: Restricting Consumption for Sustainability? Consumer Responses to Personal Carbon Budgets. Katharina Klug (Ansbach University of Applied Sciences), Thomas Niemand (Clausthal University of Technology) and Marie-Sophie Bosch (Ansbach University of Applied Sciences)

ID-181: Online Take-Back Programs: How Program Design Influences Consumer Participation. Rafael Tietze (University of Bremen), Richard Dobler (University of Bremen) and Prof. Dr. Christoph Burmann (University of Bremen)

Consumer Behavior Session 2: AI Assistance (SFG, 2040)**Session Chair: Claudius Thelen**

ID-101: Gen Z meets Gen AI: Social Perception, Trust, and the Customer Journey. Susanne O'Gorman (IU Internationale Hochschule), Henrik Vogel (IU Internationale Hochschule) and Bernhard Wecke (IU Internationale Hochschule)

ID-169: AI in the Lecture Hall: Exploring Students' Affective Reactions and Behavioral Intentions through a Vignette-Based Approach. Kata Horváth (University of Miskolc) and László Molnár (University of Miskolc)

ID-194: Supporting Consumers during Financial Hardship: The Role of Self-Stigma in Debt Advice Chatbot Usage. Tim Buchbauer (Heinrich-Heine-University Düsseldorf)

ID-32: (A)I Will Do It: Identity-Linked Meaning and Loss of Control Shape Task Delegation to Artificial Intelligence. Claudius Thelen (University of Greifswald)

Thursday, September 17: 11:00-12:30

Digital Marketing Session 1: Conversational AI in Customer Service (SFG, 2060)

Session Chair: Sara Maga

ID-206: **When AI Service Agents Negotiate: Recovery, Adaptability, and Spontaneity in AI-Mediated Dispute Resolution.** Sam Vaidyan (Monash University), Dewi Tojib (Monash University) and Yongfu He (Monash University)

ID-49: **Understanding Users' Reactions to Chatbot Self-Disclosure: The Case of Capabilities Disclosure.** Jean-François Lemoine (Laboratoire PRISM Sorbonne/ ESSCA School of Management) and Meriem Ouerghi (Laboratoire PRISM Sorbonne)

ID-146: **From Motives to Outcomes: Satisfaction as a Mechanism of Chatbot Post-Adoption in B2B.** Sara Maga (Faculty of Economics and Tourism "Dr. Mijo Mirkovic", J. Dobrila University of Pula) and Mateja Bodlaj (School of Economics and Business, University of Ljubljana)



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Thursday, September 17: 13:30-15:00**Marketing Analytics Session 2: Marketing Measurement & Methodological Advances (SFG, 1030)****Session Chair: Merle Schroth**

ID-131: How to Develop Pictorial Scales: A Semiotic Approach. Markus Gahler (Ravensburg-Weingarten University of Applied Sciences), Jan F. Klein (IÉSEG School of Management) and Michael Paul (University of Augsburg)

ID-97: Development and Validation of the Multicomponent Scale of General Attitudes Toward Artificial Intelligence (MCS-GATAI). László Molnár (University of Miskolc) and Kata Horváth (University of Miskolc)

ID-104: From Specification to Regularization: A Bayesian Seasonal Modulator for Marketing Mix Models. Emanuele Fedrigolli (Politecnico di Milano)

ID-81: Physicians' Appraisal of Online Health Information Brought by Patients: Conceptualization, Scale Development, and Validation. Merle Schroth (Leibniz Universität Hannover) and Gianfranco Walsh (Leibniz Universität Hannover)

Consumer Behavior Session 3: AI & Customer Relationships (SFG, 2010)**Session Chair: Nima Taraghi**

ID-61: Who Is Speaking? Identity Negotiations in AI-Mediated Consumer–Brand Relationships. Neena Sondhi (International Management Institute)

ID-220: When Co-Creation Backfires: The Role of Co-Creation Initiation and Human–Robot Teaming in Post-Service Failure Responses. Maithily R. (Cochin University of Science and Technology), Manu Chettiparambil (Goa Institute of Management) and Irfan Shamim (Manipal Academy for Higher Education)

ID-58: Generative AI and Customer Value Creation Across the Fashion Customer Journey. Nima Taraghi (University of Padova), Enrico Scarso (University of Padova), Kathrin Kirchner (Technical University of Denmark) and Mehrdad Samimi (West Texas A&M University)

Thursday, September 17: 13:30-15:00**Digital Marketing Session 2: AI Adoption and Usage (SFG, 2020)****Session Chair: Saravana Jaikumar**

ID-70: Who Adopts Marketing Technology? TMT Composition and Data Governance in MarTech Portfolios. Clara May (Institute for Entrepreneurship, University of Muenster) and Jonathan Hoke (Institute for Entrepreneurship, University of Muenster)

ID-159: Understanding Employee Adoption and Perceived Benefits of Generative AI in Organizations. Norrawit Towanabut (College of Management Mahidol University), Sirisuhk Rakthin (College of Management Mahidol University), Nay Chi Khin Khin Oo (College of Management Mahidol University) and Suthep Nimsai (College of Management Mahidol University)

ID-57: Mind the Gap: Self-Perceived AI Competence Does Not Predict Actual AI Recommendation Judgment in Analytical Decision-Making. Karla Menezes (Instituto Politécnico de Setúbal, Escola Superior de Ciências Empresariais, 2914-503 Setúbal, Portugal) and Silvio Menezes (IPAM Lisboa)

ID-136: Reliance Without Relationship: How Consumers Stop Governing AI Outputs. Saravana Jaikumar (Indian Institute of Management (IIM) Calcutta) and Bibek Guha Sarkar (IIM Calcutta)

Sustainability and CSR Session 2: Sustainable Consumption and Buying Behavior (SFG, 2030)**Session Chair: Ahmet Usakli**

ID-100: Sustainable Consumption Across the Consumer Journey: A Two-Stage Experiment on the Attitude–Behavior Gap and Rebound Effects from Pre- to Post-Purchase. Martin Jobin (ESCP Business School) and Robert Wilken (ESCP Business School)

ID-134: Consumer Responses to Male Same-Sex Couples in Advertising: The Influence of Gender Role Attitudes and Perceived Ad Intrusiveness. Marion Garaus (Sigmund Freud Private University), Sandra Holub (University of Applied Sciences Wiener Neustadt) and Elisabeth Wolfsteiner (University of Applied Sciences Wiener Neustadt)

ID-141: Emotional Nudging for Sustainable Consumption: A Bibliometric Systematic Review of Affective Mechanisms. Marie-Christien Behr (HHL Leipzig Graduate School of Management) and Evelyn Kästner (Macromedia University of Applied Sciences)

ID-151: Factors Influencing Air Travelers' Intention to Purchase Voluntary Carbon Offsets: Extending the Theory of Planned Behavior with Personal Norms and Airline Trust. Hande Durmus (Turkish Airlines) and Ahmet Usakli (Bogazici University)

Thursday, September 17: 13:30-15:00**Consumer Behavior Session 4: Technology and the Self (SFG, 2040)****Session Chair: Sandra Miranda**

ID-56: Self-Expansion and Trust in Wellness Live Streaming: How Wellness Streamers Shape Hedonic and Eudaimonic Behavioral Response. Xinran Li (Cardiff Business School, Cardiff University), Saloomeh Tabari (Cardiff Business School, Cardiff University) and Nazan Colmekcioglu (Cardiff Business School, Cardiff University)

ID-123: Influencer Marketing, Self-Discrepancy, and Consumer Behavior Across Virtual and Offline Spaces. Shehzala Shehzala (BITS School of Management, Mumbai)

ID-156: How Generations Interpret Technology-Mediated Brand Experiences: A Consumer Culture Theory Perspective. Eraj Lodhi

ID-165: From Self-Tracking to Well-Being: The Role of Goal Progress in Wearable Technology Use. Sandra Miranda (ADVANCE/ISEG Research, University of Lisbon), Carolina Afonso (ADVANCE/ISEG Research, University of Lisbon) and Maria Ralo Barreiros (ADVANCE/ISEG Research, University of Lisbon)

Digital Marketing Session 3: Digital Advertising (SFG, 2060)**Session Chair: Andor Darvas**

ID-139: The Effects of Expanding Advertising Categories: The Case of a Mobile Game Publisher. Keyvan Karimipour (Bocconi), Marton Varga (Bocconi) and Andrea Ordanini (Bocconi)

ID-170: The Hidden Cost of Boosting Brand Posts: Why Minimizing Disengagement Matters More Than Maximizing Engagement. Welf H. Weiger (Alfaisal University) and Tobias Krämer (Saarland University)

ID-204: The Economics of Reward Advertising. Yu-Jen Chuang (Goethe University Frankfurt), Nils Breitmar (Goethe University Frankfurt) and Bernd Skiera (Goethe University Frankfurt)

ID-198: Consumer Responses to Advertising in AI Chatbots. Andor Darvas (UBB CLUJ, FSEGA)

Thursday, September 17: 16:00-17:30

Marketing & Branding Session 2: Sustainable Communication and Branding / CEO and Employer Branding (SFG, 1020)

Session Chair: Philip Wölki

ID-51: Brave but Protected: How Senior Leaders Design Sociopolitical CSR Communication Under Polarization. Erika Schuller (University of Bremen), Christoph Burmann (University of Bremen) and Michael Schade (University of Bremen)

ID-91: Luxury-sustainability Paradox: A Thematic Analysis of Digital Communication in Leather Products. Chooi Ling Chong (Monash University Malaysia), Soo Yeong Ewe (Monash University Malaysia) and Yee Qin Lee (Monash University Malaysia)

ID-80: The Double-Edged Founder Brand: How Sincerity Transforms Personal Equity into Corporate Resilience. Xiaoyan Wang (Brunel University)

ID-177: Minding the Reality-Ambition Gap: The Employer Brand Transformation Funnel for Behavioral Employer Branding. Philip Wölki (Hochschule Fresenius, Hamburg)

Consumer Behavior Session 5: Ambient and Situational Factors in Consumption Behavior (SFG, 2010)

Session Chair: Mohammad Shadab Khalil

ID-174: A Systematic Review of How Form Cues Shape Consumer Judgments and Choice. Miroslav Mandić (Faculty of Economics and Business University of Zagreb), Ruzica Brecic (Faculty of Economics and Business - University of Zagreb), Rob Angell (University of Stirling) and Matthew Gorton (Newcastle University)

ID-209: From Muted to Vibrant: Clothing as a Culturally and Gendered Cue of Aging. Tetiana Artemova (Doctoral School of Social Sciences (SDNS), University of Lodz, Poland) and Mag Karpinska-Krakowiak (University of Lodz)

ID-213: Ambient Light Directionality and Indulgent Consumption: The Moderating Role of Ambient Light Intensity. Mohammad Shadab Khalil (National Dong HWA University) and Pubali Chatterjee (National Dong HWA University)

Thursday, September 17: 16:00-17:30

Digital Marketing Session 4: Digital Customer Experiences (SFG, 2020)

Session Chair: Maik Dulle

ID-37: **From Keywords to Capital – Search Engine Visibility and Firm Value.** David Alexander Matz (University of Coimbra, CeBER, Faculty of Economics), Filipe J. Coelho (University of Coimbra, CeBER, Faculty of Economics) and Pedro André Cerqueira (University of Coimbra, CeBER, Faculty of Economics)

ID-222: **Beyond Possession: How NFT Attributes Shape Consumers' Ownership Experience.** Jiahui Ji (The University of Newcastle, Australia) and Sonia Vilches-Montero (The University of Newcastle, Australia)

ID-89: **Clicks That Convert: How In-Session Module Interactions Shape Consumer Progression Across the Digital Purchase Journey.** Maik Dulle (TUI Cruises GmbH), Richard Dobler (University Bremen) and Özgür Turhan (TUI Cruises GmbH)

Sustainability and CSR Session 3: Sustainability and AI (SFG, 2030)

Session Chair: Manu Chettiparambil

ID-64: **Leading for Sustainability: An Empirical Multilevel SEM Analysis.** Vassiliki Grougiou (University of Macedonia), Anastasia Katou (University of Macedonia) and Maria Gianni (University of Macedonia)

ID-112: **Mind the Invisible Gap: A Conceptual Framework for Moral Decoupling and the Ecological Invisibility of Generative AI.** Semra Dogan (Kutahya Dumlupinar University)

ID-219: **Human Inspiration or AI Compliance? Ethical Voice Congruence in Sustainability Influencer Marketing.** Manu Chettiparambil (Goa Institute of Management), Aman Kumar (Indian Institute of Management Visakhapatnam) and Maithily R (Cochin University of Science and Technology)

Thursday, September 17: 16:00-17:30

Consumer Behavior Session 6: Present Challenges and Consumer Behavior (SFG, 2040)

Session Chair: Amir Zaib Abbasi

ID-214: **Rethinking Loyalty Program Rewards: The Limitations of Current Reward Formats and the Value Potential of NFT-Based Rewards.** Jing Chai (Paris-Panthéon-Assas University), Virginie Pez (Paris-Panthéon-Assas University) and Laurent Flores (Paris-Panthéon-Assas University)

ID-103: **The Anatomy of Non-Adoption: Unmasking the “Vicious Triangle” of B2B Resistance.** Fynn Maahs (Faculty of Law and Economics, Chair of Marketing & Consumer Behavior, University of Bayreuth, Bayreuth, Germany), Guido Ellert (Faculty of Business Design and Technology, Business Psychology, Macromedia University, Munich, Germany) and Claas Christian Germelmann (Faculty of Law and Economics, Chair of Marketing & Consumer Behavior, University of Bayreuth, Bayreuth, Germany)

ID-231: **Mapping the Esports Tourism and Hospitality Literature: A Hybrid TCCM and Bibliometric Review.** Amir Zaib Abbasi (KFUPM Business School), Farhan Mirza (Universiti Teknologi Petronas), Haider Ali Abbasi (KFUPM Business School) and Ahmed Ali (University of Petroleum and Minerals)

Digital Marketing Session 5: Virtual Influencers and Virtual Reality (SFG, 2060)

Session Chair: Konstantin Müller

ID-120: **Beyond the Human: The Role of Congruence in Predicting Purchase Intention for Virtual Influencers.** Carmen Horn (IU Internationale Hochschule), Nele Hansen (IU Internationale Hochschule) and Annika Gronbach (IU Internationale Hochschule)

ID-192: **Virtual Influencers: Toward a Redefinition of Credibility and Authenticity in Influence Marketing.** Bechtel Soki (Université Marie et Louis Pasteur)

ID-186: **When AI Influencers Mislead: The AI Penalty in Consumer Evaluation and Sponsor-Brand Spillover.** Shengnan Ren (School of Business & Economics, University of Galway) and Lorraine Morgan (School of Business & Economics, University of Galway)

ID-234: **Customer Education in Space: How Spatial Media Drive Effectiveness and Appeal in Training.** Thorsten Hennig-Thurau (University of Münster), Hanna Pott (University of Münster) and Konstantin Müller (University of Münster)

Friday, September 18: 08:30-10:00**Retail 5.0 Session 1: Human-Centered Retail Technologies (SFG, 1030)****Session Chair: Maria Keil**

ID-128: The Strategic Relevance of Independent Grocers for Grocery Networks: Evidence from Austria. Linda Anna Mörrath (University of Graz), Lukas Stoppacher (University of Graz) and Thomas Foscht (University of Graz)

ID-195: Mechanized and Still Social? Consumers' Experience of Human-Robot Service Teams in Food Sampling. Tina Neureiter (Vienna University of Economics and Business), Nils Wlömert (Vienna University of Economics and Business) and Robert Zivica (Vienna University of Economics and Business)

ID-226: Understanding the Intention-Behavior Gap in Smart Shopping Cart Adoption. Stephanie Jordan (Neu-Ulm University of Applied Sciences and University of Bayreuth), Noè Perniola (Neu-Ulm University of Applied Sciences), Amin Kistrane (Neu-Ulm University of Applied Sciences), Maike Netscher (Neu-Ulm University of Applied Sciences), Carsten D. Schultz (Corvinus University of Budapest and FernUniversität in Hagen) and Alexander H. Kracklauer (Neu-Ulm University of Applied Sciences)

Marketing Analytics Session 3: Digital Analytics & Predictive Modeling (SFG, 1040)**Session Chair: Maximilian Althaus**

ID-96: Data-Driven Determinants of Direct Booking Conversion Rates in European Hotels. Luis Nobre Pereira (CinTurs & School of Management, Hospitality and Tourism - University of Algarve), Luciano Viverit (Hotelnet & Travelbrain), Piero Luchi (Hotelnet & Travelbrain), Daniele Contessi (Hotelnet & Travelbrain) and Cindy Yoonjoung Heo (EHL Hospitality Business School, HES-SO/ University of Applied Sciences and Art Western Switzerland)

ID-148: Understanding Free-trial Conversion and Churn in Software as a Service: A Comparative Study of Influencing Factors. Nina Lehmann-Zschunke (University of Hagen) and Linda Siegmund-Schultze (University of Hagen)

ID-182: Language–Content Fit in Global UGC: Rethinking Entropy and Engagement in Multilingual Comment Spaces. Metin Kozak (Kadir Has University), Tuğba Şen Küpeli (Başkent University), Mehmet Aydın (Boğaziçi University), Yeliz Yücel (Kadir Has University) and Z. Selin Oruç (Kadir Has University)

ID-172: Estimating Consumers' Risk Preference from Histories of Search Queries. Maximilian Althaus (Goethe University Frankfurt), Kevin Bauer (Goethe University Frankfurt) and Bernd Skiera (Goethe University Frankfurt)

Friday, September 18: 08:30-10:00

Digital Marketing Session 6: Influencer Marketing and the Creator Economy (SFG, 1020)

Session Chair: Lennert Schleßelmann

ID-124: Credibility through Passion? The Role of Enthusiasm in Corporate Influencer Communication.

Neele Sophie Kuhlmann (Chair of Marketing and Innovation, Carl von Ossietzky University Oldenburg) and Sascha Alavi (Chair of Marketing, TU Dortmund)

ID-193: Engagement Through Self-Presentation: Identity and Commercial Signaling in Influencer Partnerships. Aigin Karimzadeh (ESCP Business School)

ID-225: From Engagement to Bond and Back Again: A Dynamic Spiral Model of Parasocial Relationships in the Creator Economy. Johann N. Giertz (Alfaisal University) and Welf H. Weiger (Alfaisal University)

ID-129: Fact-Checking versus Community Notes: A Cross-Cultural Experimental Study on Consumer Purchase Intention towards Social Media Influencer-Endorsed Brands. Lennert Schleßelmann (University of Bremen), Jonas Küpker (University of Bremen) and Christoph Burmann (University of Bremen)

Digital Marketing Session 7: AI & Transparency (SFG, 2060)

Session Chair: Sandra Habil

ID-217: When AI Labeling Helps or Hurts: Consumer Responses to AI-Powered Product Feature Disclosures. Pubali Chatterjee (National Dong HWA University) and Mohammad Shadab Khalil (National Dong HWA University)

ID-132: The Attention–Transparency Gap: Visual Processing of AI Disclosure Labels on Instagram. Julia Thalmann (Ruhr West University of Applied Sciences), Maike Hübner (Ruhr West University of Applied Sciences), Sophie Eberle (Ruhr West University of Applied Sciences) and Daniel Ruhland (Ruhr West University of Applied Sciences)

ID-152: Artificial Empathy or Authentic Connection? Consumer Responses to AI-Generated Charitable Advertising. Sandra Habil (German International University) and Rawan Algafi (German International University)

Friday, September 18: 08:30-10:00**Consumer Behavior Session 7: Consumers and Digital Worlds (SFG, 2040)****Session Chair: Dina-Marie Tammen**

ID-163: When Mobile Convenience Backfires: Mindful Engagement as a Boundary Condition for Consumer Well-Being in m-Commerce. Mirjam Hauser (FHNW School of Applied Psychology) and Olivia Herzog (FHNW School of Applied Psychology)

ID-187: Within and Beyond VR: Emotional Dynamics in Immersive Shopping Experiences. Katja Döbel (Kiel University) and Stefan Hoffmann (Kiel University)

ID-40: When the Dead Endorse: Deepfake Advertising, Deceased Endorsers, and the Dual-Process Route to Purchase Intention. Ser Zian Tan (Sunway University) and Fandy Tjiptono (Victoria University of Wellington)

ID-119: The Impact of Gamification on Return Behavior: A Study of Generation Z in the Online Fashion Industry. Vanessa Haselhoff (Hochschule für angewandtes Management) and Dina-Marie Tammen (Hochschule für angewandtes Management)



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Friday, September 18: 11:00-12:30**Consumer Behavior Session 8: Consumer Interactions with Digital Platforms (SFG, 1020)****Session Chair: Haider Ali Abbasi**

ID-116: **Product Sneaking: How Platforms' Dark Patterns Spill Over Onto Brand Trust.** Léana Mannshardt (School of Management Geneva, University of Applied Sciences Western Switzerland), Yvan Norotte (Institute of Management, University of Neuchâtel) and Valéry Bezençon (Institute of Management, University of Neuchâtel)

ID-82: **Multi-Service Platform Adoption: A Sequential Mixed-methods Inquiry based on UTAUT2.** Clara Wawrina (University of Applied Sciences, Josef Ressel Centre for Platforms and Digital Ecosystems), René Hubert Kerschbaumer (University of Applied Sciences, Josef Ressel Centre for Platforms and Digital Ecosystems) and Lisa Eckstein (University of Applied Sciences, Josef Ressel Centre for Platforms and Digital Ecosystems)

ID-167: **Bridging Disciplinary Silos: Towards a Cross-Disciplinary Framework of Consumer Interactions on Digital Platforms.** Selina Salow (Hochschule Mainz)

ID-232: **From Digital Trust to Consumer Disengagement: Understanding Failure Experiences in Neo-Banking App Reviews.** Haider Ali Abbasi (Center of Finance and Digital Economy, KFUPM) and Ahmed Ali (KFUPM Business School)

Marketing & Branding Session 3: Cultural Value Branding (SFG, 1040)**Session Chair: Thejas C. Nair**

ID-33: **From Performance to Meaning: Cultural Value Awareness and the Credibility of Churches as Value-Based Brands.** Evelyn Kästner (Macromedia University of Applied Sciences) and Peter Morée (Charles University Prague)

ID-36: **Beyond Science: Mapping the Credibility Ecosystem and Its Value-Based Foundations.** Evelyn Kästner (Macromedia University of Applied Sciences) and Andrea Kloss (Macromedia University of Applied Sciences)

ID-118: **Reframing Beauty Standards: Consumer Reactions to Body-Positive Brand Campaigns.** Debashree Roy (XLRI-Xavier School of Management, Jamshedpur, India) and Tapas Ranjan Moharana (XLRI-Xavier School of Management, Jamshedpur, India)

ID-176: **When Inclusion Backfires: LGBTQ+ Brand Signals, the Authenticity Gap, and Consumer Backlash in the Digital Environment.** Thejas C. Nair (Indian Institute of Management Lucknow), Krishnan Jeesha (Indian Institute of Management Lucknow) and Rahul Goswami (FLAME University)

Friday, September 18: 11:00-12:30**Marketing & Branding Session 4: Online and Line Extension Branding (SFG, 2060)****Session Chair: Linda Siegmund-Schultze**

ID-196: **From TV to Search: The Effect of Advertising on Online Brand Search Interest.** Meltem Eser (Koç University), Ayşegül Özsoy (Koç University) and Zeynep Müge Güzel (Özyeğin University)

ID-108: **Customer Experience Management in High-Complexity Leisure Environments: A Case Study of Disney World® Dining Experience.** Dannica Eirren Batoon (King's College London)

ID-79: **Line Extensions and Brand Success in Retail Markets: A Comparative Analysis of Price Segments.** Linda Siegmund-Schultze (University of Hagen) and Nina Lehmann-Zschunke (University of Hagen)

Consumer Behavior Session 9: Financial Decision Making (SFG, 2040)**Session Chair: Taifuq Nur**

ID-221: **Paying Without Pain: How Credit Card Reward Points Enable Hedonic Self-Gifting.** Sunny Arora (S. P. Jain Institute of Management and Research) and Tulsi Jayakumar (S. P. Jain Institute of Management and Research)

ID-142: **Too Generous to Convert? Feature Quantity and Quality Differences in Freemium Business Models.** Vanessa Rockendorf (Bielefeld School of Business), Tobias Schaefer (Copenhagen Business School) and Lena Steinhoff (Paderborn University)

ID-202: **Autonomy over Ownership? Examining Psychological Drivers of Everyday Fashion Rental.** Rebecca Beech (Oxford Brookes University), Carmela Bosangit (Cardiff University) and Nicole Koenig-Lewis (Cardiff University)

ID-227: **Concealed Spending in Relationships: Understanding Situational Financial Infidelity in Everyday Consumer Decisions.** Taifuq Nur (University of Birmingham), Louise Hassan (University of Birmingham), Achilleas Boukis (University of Birmingham) and Grigorios Lamprinakos (University of Birmingham)

Friday, September 18: 11:00-12:30**Retail 5.0 Session 2: AI, Analytics and the Future of Retail Systems (SFG, 1030)****Session Chair: Maik Hammerschmidt**

ID-53: The Future of Shopping: Drivers and Barriers of Varying Types of Cashless Systems. Friederike Paetz (Anhalt University of Applied Sciences: Hochschule Anhalt) and Carsten D. Schultz (Fern Universität in Hagen)

ID-143: Gap Closure by Design: A Systematic Mapping of Technology-Driven Approaches in Agentic Interaction Across Retail and Logistics. Celine Riedel (University of Bremen), Matthias Klumpp (University of Bremen) and Christoph Burmann (University of Bremen)

ID-157: From Algorithms to Allies: How Perceived Personalization Fosters Human–AI Collaboration, Well-Being, and Loyalty in Smart Retail. Sinu Thirukketheeswaran (Duale Hochschule Baden Wuerttemberg), Lars Meyer-Waarden (Universite Toulouse Capitole), Marc Kuhn (Baden-Wuerttemberg Cooperative State University Stuttgart) and Julien Cloarec (Université Jean Moulin Lyon 3)

ID-190: Trooping the Colors of Performance – Multi-Criteria Efficiency Evaluation of Retail Warehouse Locations with Data Envelopment Analysis. Dmytro Savchuk (University of Bremen), Lennart Kunze (Technical University of Darmstadt), Alexander Grimm (REWE Markt GmbH) and Matthias Klumpp (University of Bremen)



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Friday, September 18: 15:15-16:45**Consumer Behavior Session 10: From Intention to Green Action (SFG, 1020)****Session Chair: Marjan Kiani**

ID-114: From Mindfulness to Meal Management: A Meta-Analysis of Household Food Waste Reduction Behavior. Jay Thakur (Indian Institute of Management Lucknow) and Sushant Kumar (Indian Institute of Management Lucknow)

ID-74: Factors Influencing Consumer Behavior towards Plastic Bags Purchase and Consumption: A Systematic Review. Minh Quang Nguyen (Universitat Rovira i Virgili), Eleni Papaoikonomou (Universitat Rovira i Virgili) and Tu Anh Ha (Universitat Rovira i Virgili)

ID-102: Gamification as a Moral Buffer? Cognitive Dissonance, Self-Conscious Emotions, and Brand Image in Fast-Fashion Consumption. Gloria Germroth (Markstones Institute), Michael Schade (Markstones Institute) and Christoph Burmann (Markstones Institute)

ID-44: Beyond Lived Experience: The Dual Nature of Consumer Behavior and Its Contextual Negotiation in Second-Hand Clothing Consumption. Marjan Kiani (Oulu University), Akram Hatami (Oulu University) and Pauliina Ulkuniemi (Oulu University)

Retail 5.0 Session 3: Immersive Retail Technologies and Consumer Experience (SFG, 1030)**Session Chair: Marco Mandolfo**

ID-31: Adoption of Facial Pattern Recognition Applications by Fashion Retailers. Amir Heiman (Hebrew University of Jerusalem) and Udo Wagner (University of Vienna and Modul University)

ID-115: The Impact of Augmented Reality on Consumer Decision-Making in Retail Shopping. Elif Esiyok Barut (Atılım Univ.), Gizem Zedelenmez (TRT) and Sevilay Ulaş (Çankaya University)

ID-155: When the Consumer Takes on New Roles in a Phygital Store: What Happens to his Relationship with the Salesperson? Hafida Boudkouss (Hauts-de-France Polytechnic University)

ID-211: Does Immersion Shape How Consumers Move? A Spatial Tracking Study in AR and VR Retail. Giovanni Romano (Università degli Studi di Parma) and Beatrice Luceri (Università degli Studi di Parma)

Friday, September 18: 15:15-16:45**Marketing Strategy Session 2 (SFG, 1040)****Session Chair: Leyla Bracke**

ID-43: **The Layered Logic of AI Value Creation: Integrating Customer Journey and Service Blueprint Perspectives.** Philipp Behringer (University of St.Gallen), Marcus Schögel (University of St.Gallen), Timo Schreiner (Nuremberg Institute for Market Decisions) and Fabian Buder (Nuremberg Institute for Market Decisions)

ID-175: **Fast and Slow: Temporal Adjustment in Global and Local Brand Advertising During Crisis.** Zeynep Müge Güzel (Özyeğin University) and Ayşegül Özsoy (Koç University)

ID-230: **Designing Promotional Offer for Favourable Shopper Outcomes.** Ritu Mehta (Indian Institute of Management Calcutta) and Vishal Madishetti (Indian Institute of Management Calcutta)

ID-149: **The Marketing-Sales Interface: A CIMO-Based Synthesis of the Literature.** Leyla Bracke (University of Bremen), Maik Eisenbeiß (University of Bremen) and Faridoddin Rezaei (University of Bremen)

Marketing & Branding Session 5: Selected Marketing and Branding Topics (SFG, 2020)**Session Chair: Beatrice Ermer**

ID-41: **One Man's Meat, Another Man's Poison: Effects Of Established Brands' Imitation Of Distinctive Packaging Designs.** Martin Ohlwein (ISM International School of Management) and Pascal Bruno (Hochschule Worms University of Applied Sciences)

ID-66: **Understanding Early-stage Market Emergence through Discursive Legitimation: Insights from Nordic Wine-growing.** Anna Granstedt (Åbo Akademi), Jan Bodin (Umeå University) and Martin Nordell (Åbo Akademi University)

ID-75: **Mind the Gap: How Experience Recalibrates University Brand-Image Attributes across Study Modes.** Evelyn Kaestner (Macromedia University of Applied Sciences) and Beatrice Ermer (Macromedia University of Applied Sciences)

Friday, September 18: 15:15-16:45**Digital Marketing Session 8: Avatars, Agents and Immersive Experiences (SFG, 2060)****Session Chair: Agnish Ghatak**

ID-54: Too Human for Comfort? AI Anthropomorphism, Emotional Tension, and Perceived Diagnosticity in Sensitive Human–AI Chatbot Interactions. Ye Zhang (Koç University) and Fakhri Baghirov (Istanbul Atlas University)

ID-153: Beyond Realism – A Dual Anchoring Framework of Marketing Avatars in Brand-Mediated Customer Interactions. Linda Marquardt (Technische Hochschule Mittelhessen), Stefanie Wannow (Technische Hochschule Mittelhessen) and Monika Schuhmacher (Justus-Liebig-University Gießen)

ID-197: You Are AI, Too? Communicative Patterns in Natural Language AI-to-AI Sales Calls: An Empirics-First Approach. Christian Winter (Friedrich Schiller University Jena), Johannes Habel (University of Houston) and Nicolas Zacharias (Friedrich Schiller University Jena)

ID-203: A Disclosure-Based Approach for Measuring Exposure to Non-Events with Evidence from Apple's App Tracking Transparency. Agnish Ghatak (Goethe University Frankfurt) and Bernd Skiera (Goethe University Frankfurt)



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Poster Session SFG 0150

Thursday, September 17: 15:00-16:00

ID-35: The Effects of Privacy Policy Presentation and Length on Trust in Recommender Systems: an Online Experiment. Marc Schewe

ID-42: Mind the Gap: When Anthropomorphic Chatbots Backfire—Interactive Effects of Communication Style, Anthropomorphism, and Consumer Values. Min-Chih Miao, Chuan-Feng Shih, Yi-Jou Lin and Jing-Kai Tang

ID-45: Social Media Video Marketing for Employer Branding: What Drives Employer Attractiveness in Hospital Recruitment? Ariane-Tabea Schueller and Claudius Thelen

ID-50: From Beliefs to Consumption: How Health Focus of Control and Health Literacy Shape Preventive Supplement Intentions in Two European Markets. Konstantinos Vasileiou, Isabell Koinig and Ourania Dalamitrou

ID-83: Between Cost Burden and Sustainability: Understanding the Food Choices of Price-Sensitive Consumers Across Four European Countries. Nina Hesel and Corinna Hempel

ID-85: Sales Without Salespeople: How AI Sales Agents Reshape Customer Engagement and Purchase Intentions in Technology Markets. Maximilian Bader

ID-88: Human–AI Conflicts: A Large-Scale Examination of AI Constraint Mechanisms. Rodrigo Moutinho, Simoni Rohden and Diego Pinto

ID-94: Buy-Now-Pay-Later and Compulsive Buying: Revisiting their Relationship in Online Shopping Contexts. Hasan Gilani and Joern Redler

ID-98: Mind the Gap: 'Wang Hong' Influencers as Boundary Spanners in China's Digital Ecosystem. Jessica Lichy and Yuan Zhai

ID-99: Religious Framing and Household Food Waste Intention: Experimental Evidence Between Abrahamic and Dharmic Traditions. Rila Anggraeni, Hendrik Slabbinck and Anneleen Van Kerckhove

Poster Session SFG 0150

Thursday, September 17: 15:00-16:00

ID-107: Attachment Under Siege: Seasonal Tourism, Second-Home Market Proliferation, and Quality of Life Among Year-Round Residents of Cape Cod. Elif Ulker, Engin Demirel and Muzaffer Uysal

ID-122: Value-Based Media Planning in Sustainable Marketing: Adapting the Theory of Consumption Values for Sustainability Communication. Nina Erdmann, Lisa-Charlotte Wolter, Peter Kenning and Elizaveta Lukinykh

ID-130: When Nudges Backfire: How Behavioral Nudges Shape Price Acceptance of In-Game Microtransactions Among Online Multiplayer Gamers. Doarka Das, Juha Munnukka and Outi Niininen

ID-135: How Air Travelers Engage with Environmental Contributions in Airline Booking: A Qualitative Process Model of Green Fares and Voluntary Carbon Offsets. Kejiang Chen, Robert Wilken and Baptiste Hoarau

ID-158: The Effect of Different CSR Initiatives in Sports Sponsorship: The Mediating Role of Consumer Identification with the CSR Initiative and the Moderating Roles of Brand Love for the Sports Club and Personal Political Orientation. Pablo Farías

ID-166: Customizing AI as a Signal of Human Creativity: How Effort and Identity Shape the Evaluation of AI Creative Products. Zihan Xu and Wenxin Xie

ID-168: Beyond Adoption: Emotional Attachment Formation in Customer-Service Robot Interactions. Veenus Tiwari and M Sajid Khan

ID-171: The Impact of AI-Generated Content on Consumer Purchasing Behavior in E-Commerce: Evidence from Amazon. Steffen Schmidt, Carolin Egger and Bernhard Wecke

ID-183: The Influential Factors of Auto Auction Industry. Chih-Huang Lin and Ruo-Mei Fu

ID-185: From Metaverse Play to Brand Engagement Beyond the Platform: The Role of Gamification Affordances. Huidong Liu and Sonia Vilches-Montero

ID-205: Beyond the Label: How Interpretative and Comparative Environmental Information Formats Influence Consumer Cognitive Processing and Pro-Environmental Behavior. Charlotte Pietschmann

Keynote Speaker Academia

Thursday, September 17: 9:30 - 10:45

HS Lecture Hall
Kleiner Saal

Prof. Dr. Michael Haenlein

Michael Haenlein is a Professor of Marketing at ESCP in Paris and holds the Chair of Responsible Research in Marketing at the University of Liverpool Management School. He is among the top 25 most cited marketing researchers worldwide and has been included in the Clarivate Highly Cited Researchers Ranking — a distinction recognizing scholars whose work consistently ranks in the top 1% of citations globally. His research focuses on how digital technologies reshape firms and consumer relationships, spanning social media, influencer marketing, artificial intelligence, and digital platform dynamics. Prof. Haenlein has published over 75 articles in leading academic and practitioner journals, received the Jan-Benedict Steenkamp Award for long-term impact, and currently serves as Vice President of Publications at the European Marketing Academy (EMAC) and on the Academic Council of the American Marketing Association. As a consultant, he has advised international companies across telecommunications, financial services, and technology — making his academic depth genuinely actionable for practitioners.



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Prof. Dr. Marc Fischer

Marc Fischer holds the Chair of Marketing Science and Analytics at University of Cologne, one of Europe's leading research institutions. His research sits at the vital intersection of marketing rigor and real-world applicability — encompassing marketing performance measurement, brand management, and marketing mix optimization — with publications in the field's most prestigious outlets, including the Journal of Marketing, Journal of Marketing Research, Marketing Science, and Management Science. Prof. Fischer has been appointed co-editor of the Journal of Marketing in 2025. His work has earned him multiple major international awards, including the Gary L. Lilien ISMS-MSI Practice Prize, the INFORMS Franz Edelman Award, and the VHB Best Paper Award. Beyond academia, he founded and chairs the Schmalenbach Working Committee "Marketing Performance Analytics," a unique initiative bringing leading scholars together with senior marketing executives to tackle cutting-edge applied challenges.



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Keynote Speaker Practitioner

Friday, September 18: 13:30 - 15:00

HS Lecture Hall
Kleiner Saal

Dr. Stephan Wöllenstein

As former CEO of Volkswagen Group China — the company's single most important market globally — Dr. Wöllenstein navigated the extraordinary complexities of leading a multinational operation through rapid market transformation, electrification, and intensifying competitive dynamics from homegrown Chinese brands. Simultaneously holding the position of Member of the Board of Management of the Volkswagen Passenger Cars brand, Dr. Wöllenstein was not only a senior corporate decision-maker but the strategic architect of Volkswagen's China positioning at a pivotal inflection point for the global automotive industry. His unique vantage point — shaped by over a decade of on-the-ground experience across three joint ventures including SAIC Volkswagen and FAW-Volkswagen — offers our audience a valuable perspective on large-scale brand management, cross-cultural strategy, and the challenges of sustaining market leadership in one of the world's most competitive environments.



Andreas Persigehl

As Chairman of the Executive Board of REWE Region North, Mr. Persigehl is responsible for one of Germany's largest regional retail organizations, overseeing a business that serves millions of customers across Northern Germany. With more than two decades of leadership experience in the retail and consumer goods industry, he has held senior executive positions spanning logistics, operations, sales, and general management at companies including REWE, BIPA, tegut, and Baumax. His career reflects a rare combination of operational excellence, marketing and sales as well as strategic leadership, having successfully managed large-scale transformation initiatives, complex supply chains, and regional growth strategies across multiple European markets. Drawing on this extensive experience, Mr. Persigehl offers valuable insights into the future of food retail, organizational leadership, customer-centric transformation, and the operational challenges of managing large, decentralized retail networks in an increasingly dynamic market environment.



EMAC Fellows Session

Thursday, September 17: 13:30 - 15:00

SFG Room 1040

Session Chairs: Bernd Skiera, Udo Wagner & Michael Haenlein (pictures from left to right)

The EMAC Fall Conference offers a unique setting for interactive academic exchange. Building on this spirit, we are delighted to introduce the **EMAC Fellows Research Feedback Workshop**—an exclusive opportunity to receive in-depth feedback from distinguished EMAC Fellows in a small, constructive discussion format.

Conferences often leave little room for detailed conversations about projects that are still evolving. This workshop is designed to fill that gap by providing participants with dedicated time to discuss research projects that would particularly benefit from senior academic feedback. Whether you are revising a manuscript, rethinking a previously rejected paper, or developing a new research idea or positioning, this session offers the opportunity to gain valuable insights from experienced scholars in an open, supportive, and highly interactive environment.

For accepted participants only.



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Meet the Editors - 1

Thursday, September 17: 16:00 - 17:30

**HS Lecture Hall
Kleiner Saal**



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Michael Haenlein, IJRM



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**Marc Fischer, Journal of
Marketing**



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**Peeter Verlegh, Journal
of Interactive Marketing**

Meet the Editors - 2

Friday, September 18 : 8:30 - 10:00

**HS Lecture Hall
Kleiner Saal**



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**Martin Klarmann,
SBUR**



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**Udo Wagner,
Marketing Zfp**



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**Florian
Wangenheim, JSR**

Research Methods Workshop: Predictive Model Assessment, Comparison, and Selection in Marketing Research Using PLS-SEM

Session 1: Friday, September 18: 08:30 - 10:00

Session 2: Friday, September 18: 11:00 - 12:30

SFG Room 2020



Presenter: Prof. Dr. Christian M. Ringle

Models simplify reality to reveal key relationships. While they can't capture all its complexity, their strength lies in clarity and focus. While highlighting meaningful relationships, no single model fully explains a phenomenon. Exploring theoretically plausible alternative models for explaining the phenomenon under study is therefore a crucial step in advancing scientific knowledge in that it promotes transparency and challenges the overreliance on any one framework.

Alternative models typically emerge when considering theories in new contexts with unique variables and effects, or when researchers build conceptual bridges across related streams of inquiry to provide a holistic understanding of the phenomenon. Given a set of alternative models, researchers then try to identify the model that best approximates the data generation process underlying the phenomenon under study. Model selection may focus on explanation and confirmation of theoretical models, on their predictive power, or on an integrated combination of both. The choice depends fundamentally on the specific goals of the research, and understanding this purpose is crucial for appropriate model evaluation and justification. The research and model selection process involves numerous decisions made by researchers, informed by theory, methods, data, and results.

A Workshop for Understanding and Using Instrument-Free Methods: When the Gaussian Copula Works, Cracks, and a New Method for Taking Up the Pieces

Friday, September 18: 08:30 - 10:00

SFG Room 2030



Presenters: Florian Dost & Rouven Haschka

Endogeneity undermines causal inference in marketing research. Traditional fixes need valid instrumental variables, which are often difficult to find. Copula-based methods provide a promising instrument-free alternative. This hands-on workshop, designed for applied researchers, authors, and reviewers, delivers a well-rounded understanding, a code library for recent advances, and concrete guidance. We diagnose common omitted-variable cases where copulas fail and present an alternative method that handles them—also with code. Participants follow a complete workflow: assessing when which method suits their context, choosing the right method, coding and integrating it into models, and drafting manuscript sections on testable and untestable assumptions.

Turn Your Research Idea Into a Registered Report Marketing ZfP

Friday, September 18: 11:00 - 12:30

SFG Room 2010



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Presenters: Prof. Dr. Martin Klarmann & Prof. Dr. Kristina Klein

Registered Reports are an innovative publication format that separates the evaluation of a research idea and study design from the study results. In a two-stage review process, the theoretical contribution and methodological rigor are reviewed before data collection, allowing researchers to receive an in-principle acceptance before conducting the empirical study.

This format reflects the principles of Open Science by promoting transparency, rigorous research designs, and reducing publication bias. The more intimate atmosphere of the EMAC Fall Conference provides the ideal setting for interactive discussions and constructive feedback on early-stage research ideas.

For accepted participants only.

**We hope you enjoy the EMAC Fall Conference
2026!**

Best regards from the organizing team

