



EMAC
EUROPEAN MARKETING ACADEMY



UNIVERSITY OF SARAJEVO
School of Economics
and Business



EUROPEAN MARKETING ACADEMY

7th EMAC

REGIONAL
CONFERENCE

SARAJEVO

SEPTEMBER 14-16 2016

Where the East kisses the West

Marketing Convergence and Divergence in the New Europe



European Marketing Academy

7th EMAC REGIONAL CONFERENCE

Where the East kisses the West:

Marketing Convergence and Divergence in the New Europe

Sarajevo, September 14-16, 2016

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5%
HARIDOLIM
USVETI
KURSE SA HARIDOLIM

An aerial photograph of a town, likely in the Balkans, featuring a prominent church tower with a dark dome on the left. The town is built on a hillside, with a large mountain in the background. The foreground shows a paved area and some greenery. The text is overlaid in the center in a bold, white, sans-serif font.

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An aerial photograph of a city during sunset. The sky is a mix of blue and orange. In the foreground, a bridge crosses a river. The middle ground is filled with dense green trees and residential buildings. In the background, a large hill rises, topped with a tower. The text 'WELCOME NOTE' is overlaid in white, bold, sans-serif font in the center of the image.

WELCOME NOTE

WELCOME TO SARAJEVO AND SCHOOL OF ECONOMICS AND BUSINESS, UNIVERSITY OF SARAJEVO

Sarajevo is the capital of Bosnia and Herzegovina, and with a population of about 400.000, it is the largest city in the country, and its cultural, economic, and political centre. The city is well known for its rich historical heritage, as well as for the Winter Olympics in 1984. The average land elevation of the city is 500 m above sea level.

Sarajevo is a city in which even strangers can feel at home. Neither geographically expansive nor characterised by large buildings, the city retains a particular, arresting charm with its abundance of busy cafés and abiding tradition of hospitality.

The **School of Economics and Business in Sarajevo (SEBS)** was established in 1952. It has the longest tradition and is the largest educational institution in Bosnia and Herzegovina. It is a leading institution in the Bosnia and Herzegovinian higher education system in the creation and dissemination of knowledge in the fields of economics and business administration. SEBS is the only educational institution in Bosnia and Herzegovina accredited by the AACSB and EPAS accreditation of EFMD.

SEBS **Department of Marketing** was founded in the 1970s, with Prof. Radovan Milanovic, Ph.D. as Head of the Department, and was the first of its kind in the former Yugoslavia. Currently, it is one of the leading marketing departments in the region, and the largest in Bosnia and Herzegovina. Its members and graduates have conducted a vast amount of research, published numerous academic papers, books, professional papers, and lead many projects. Many influential academic and business experts in the region and worldwide are graduates of this Department. Currently, the Department of Marketing employs 16 faculty members and associates. The Department's primary aim is to provide students with a profound knowledge of the fundamental principles and contemporary trends in the field of marketing. Also, the Department of Marketing has a high concentration of research and the close cooperation with businesses organizations in Bosnia and Herzegovina.

Everyone even loosely connected to Sarajevo know that this is a city that has a heart and a soul. What is even more important, Sarajevo **gives its heart** to visitors and all people of good will (note that the official award of the one of the most renewed film festivals in the world - Sarajevo Film Festival - is called Heart of Sarajevo). One of the aims of us as organizers of the conference is for you to experience it and we hope we will succeed!

We are glad to welcome you to Sarajevo and we wish you a fantastic conference experience at SEBS and a great stay in Sarajevo!



Maja Arslanagic-Kalajdzic



Selma Kadic-Maglajlic

GENERAL INFORMATION

Registration and information desk

The EMAC Regional 2016 registration and information desk is located at the main entrance of 3rd floor from Wednesday to Friday (September 13-16).

Free WiFi

Available via guest SSID: **EMACRegional2016**. The password for the account is **emacregional2016**.

Facebook

Follow us on Facebook (www.facebook.com/emacregional2016) to receive the latest news about the conference and to share your thoughts with the other participants.

Lunch and coffee breaks

During lunches and coffee breaks, food and drinks will be served at the third floor of SEBSs building, where all conference activities will be held as well.

Social activities

On Welcome Reception you will be able to sign-up for a walking sightseeing tour that will take place on Thursday, September 15 starting at 18:00h in front of SEBS building. You can also sign-up by sending an email to nebotours@bih.net.ba, and quote "EMACRegional2016". Get familiar with local culture and architecture for just a small extra amount of 15 KM (7.5 EUR).

Check our FB page or registration desk for information about location of after party on Friday.

Liability and safety

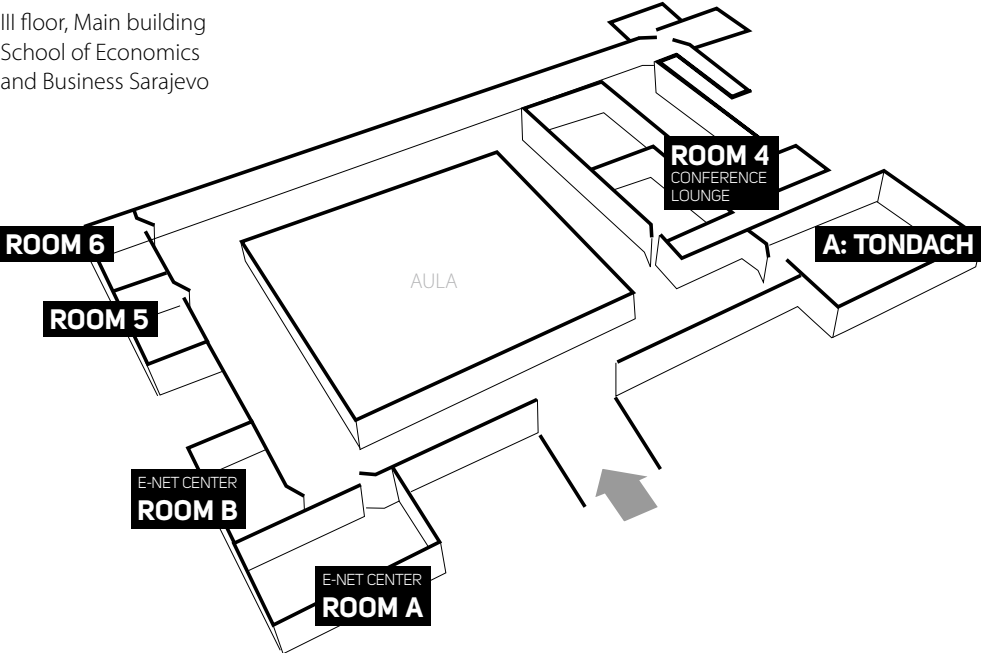
Any risk related to the participants and exhibitor's property in the conference buildings and adjoining grounds shall be borne by the participants. The organizer will not ensure said goods. The organizer shall not be considered liable for damages to property of persons deriving directly or indirectly from participation to the conference, whatever the cause of damage.

Certificate of attendance

A certificate of attendance will be sent via e-mail to all registered participants shortly after the conference.

Conference Venue Plan

III floor, Main building
School of Economics
and Business Sarajevo



VISIT SARAJEVO

Sarajevo is the capital of Bosnia and Herzegovina, and with a population of about 400.000, it is the largest city in the country, and its cultural, economic, and political centre. The city is well known for its rich historical heritage, as well as for the Winter Olympics in 1984. The average land elevation of the city is 500 m above sea level.

Sarajevo is a city in which even strangers can feel at home. Neither geographically expansive nor characterised by large buildings, the city retains a particular, arresting charm with its abundance of busy cafés and abiding tradition of hospitality.

This city epitomizes a partial centuries-old struggle against outside influences combined with the absorption of these influences into one of the most diverse cultures in Europe. Indeed, few places on earth feature an Orthodox and a Catholic church, a mosque and a synagogue within easy walking distance of each other. If there were any city in Europe that effortlessly straddles east and west, it is Sarajevo. Here the Byzantine and Ottoman empires of the east and the Roman, Venetian and Austro-Hungarian empires of the west left an indelible mark through culture, traditions and religions. A walk through Sarajevo is a walk through its past. From the oriental Ottoman quarters lined with sweet shops, cafés and handicraft workshops, to the administrative and cultural centre of Austro-Hungarian times, Sarajevo encompasses the very best of both worlds.

If you would like to know more about Sarajevo, please visit websites:

- www.sarajevo-tourism.com
- www.bhtourism.ba
- www.sarajevo.travel/en
- www.sarajevo.ba/en/
- www.navigator.ba/#/categories

If you would like to see what international medias write about Sarajevo, please visit: <http://www.sarajevo-tourism.com/others-about-us>

If you wish to have lunch/dinner in Sarajevo, try one of the traditional restaurants at the Old town Baščaršija.

Currency

Local currency is Convertible Mark - international abbreviation is BAM, i.e. KM is used locally (1.95KM=1€). Catering establishments, shops, shopping malls and travel agencies in the Federation of Bosnia and Herzegovina cannot accept EURO payments since October 1st, 2010. Foreign currencies should be exchanged to the official local currency Convertible Mark (BAM or KM).

- Coins: 5, 10, 20 and 50 pfennig; 1, 2 and 5 KM
- Banknotes: 10, 20, 50, 100 and 200 KM

Getting there

Sarajevo is easily accessible by air, bus, or train from any major European destination.

- By plane - The airport is 12 km (20 minutes) away from the city center and has direct flights to many European capitals and thus indirect flights to everywhere else. There are no shuttle buses by at various rates, the major hotels and some of the smaller ones, offer airport pick-ups and drop-offs. Otherwise, taxis will take you to town for around 20 KM (10 EUR). Further information at Sarajevo International Airport website <http://www.sarajevo-airport.ba>, or phone +387 33 289 100
- By bus - For more information about International Timetable from Sarajevo Bus Station visit www.centrotrans.com
- By car - Visit Via Michelin for your travel plans via car.

Getting around

- City Transport - Should you decide on public transport, there are tram, trolleybus, bus and minibus lines, which you can take to reach all major locations in Sarajevo. Tickets are required for any form of public transportation and they can be purchased at kiosks (for 1.60 KM) or from the driver (for 1.80 KM). You must have your tickets “punched” upon entering the vehicle.
- Taxi - There are several taxi companies in Sarajevo operating on very competitive prices compared to European countries. Most companies start from 1.5 KM and charge 1 KM per kilometer. Bare in mind that using service at International Airport Sarajevo Taxi Stand can be more expensive than hiring a taxi.
 - Sarajevo Taxi +387 33 1515
 - Yellow Taxi +387 33 66 35 55
 - Red Taxi +387 33 76 06 00
 - Samir & Emir Taxi +387 33 1516
 - Holand Taxi +387 080 020234

Restaurants/cafes

There are many restaurants and bars in the vicinity of the School of Economics and Business with affordable prices. The traditional food is delicious and cheap, so wherever you go in the town centre, be assured you will get very good food at low prices.

If you would like to have some Bosnian cuisine check [Aščinica ASDŽ](#) (very good lunch for 5-6 EUR), Buregdžinica [Oklagija](#) (traditional Bosnian pie, a delicious lunch for 2 EUR), Čevabdžinica [Željo](#) (traditional Bosnian meatball type meal, lunch for 4 EUR) or Restaurant [Klopa](#) (traditional Bosnian food – a very good lunch for 6 EUR). These are only few of all great restaurants that you can visit.

If you would like to have some international food, you can check Restaurant [Boccone](#) (Italian food and

excellent pizzas, for 4-6 EUR) or Restaurant [Karuzzo](#) (vegetarian and Mediterranean cuisine, a bit more expensive, lunch for 8 EUR). In addition, the closest you can get to fine dining in Sarajevo is a place called [4 Room of Mrs. Safija](#) (lunch with glass of wine is about 20 EUR). Finally, if you think that you know what homemade bread, you better check [Dveri](#) and discover how wrong you are.

For sweets, check Coffee Restaurant [Vatra](#) (nice inner garden, good food and great ice-cream and cakes), see [Torte i To](#) (the best cakes in Sarajevo), or discover newly opened coffee [Manolo](#) in Titova street.

If you would like to enjoy tea, check [Franz & Sophie World of Tea](#), if you are more coffee person, than [Rahatlook](#) and [Miris dunja](#) are the right places for you. If you would like to add a view of Sarajevo panorama to your morning coffee, check our secret place of [Caffe Kamarija-Point of view](#)... and many more 😊.

Pubs

There are many cafes and pubs in the city centre. Wherever you go you will get very good beer and traditional grappa. During the evening summer nights, the whole street Branilaca Sarajevo is full of young people drinking in one of the pubs along this street. In addition, very good jazz music is played alive almost every night at [Jazz Club Monument](#); a good second choice is Jazz and blues club [Pink Houdini](#). Good rock music and atmosphere is in [Cafe bar Opera](#), which is next to Pink Houdini. A good local beer can be also found at [Pivnica Sarajevo](#) as well (it is a bit far from city center, you need 10 minutes of walk to get there 😊).

If you would like to know more, please check with our staff on registration desk. They will be happy to help answer questions, provide directions, and recommend cafes, coffee shops, and restaurants.





CONFERENCE

EMAC REGIONAL 2016: WHERE THE EAST KISSES THE WEST: MARKETING CONVERGENCE AND DIVERGENCE IN THE NEW EUROPE

What had been considered the East has changed, and the same has happened to the West. Today, all of the world's economies are interdependent, meaning that the East is dependent on the West, and vice versa. In this interconnected world, the transitional economies of Central and Eastern Europe are experiencing diverse challenges. First, they need to define their own place in regard to the relationship between east and west, which affects their marketing strategies, positioning and targeting. Second, they need to understand the interdependence between the East and West, specifically understanding consumers on both sides, as well as suppliers and other important stakeholders. Finally, they need to become fully integrated into the new world by offering innovative and competitive solutions. In these ways, companies operating in Central and Eastern Europe have the opportunity to explore and use the best from both worlds and to position themselves as a knowledge bridge between the East and West, at that unique place where the East kisses the West. Companies from CEE have the opportunity to become global leaders by reconciling collaborative expertise obtained from their position as a bridge between the two worlds. EMAC Regional 2016 conference invited papers dealing with marketing challenges in the transitional markets of the New Europe. We have received **72 high quality submissions** and accepted **46 manuscripts**, that will be presented across **11 parallel sessions** and **three special sessions** where invited speakers will discuss various aspects of the conference theme. Competitive papers will be presented across: four marketing strategy sessions, three consumer behavior sessions, two branding sessions, two online marketing sessions and one reputation sessions.

At the conference opening that is carrying a title "Where Business Meets Academia" **Claude Obadia** (ESCE International Business School, Paris) will deliver a talk titled "Resolving the gap between academic research and practice: An agenda". He will be followed by the address of **Emil Tedeschi** (CEO of the Atlantic Group, Croatia) that will talk about the Atlantic Group Harvard Business Review case study and its marketing-relevant aspects (Thursday, September 15, 08:30 - 10:00). "Contemporary Research Corner" is one of the parallel special sessions that will host talks of **Roland Rust** (University of Maryland, USA) on his newest research forthcoming in Journal of Marketing Research "Return on Service Amenities". Further, **Nick Lee** (University of Warwick) will deliver a talk on the "Theory and Practice of Publishing in World-Leading Journals". Second parallel special session "Where success business stories meet: Doing Business in the Region" will gather a panel of leading firms representatives that are partnering with the EMAC Regional 2016 conference, namely, **Muhamed Pilav** (MS&Wood, Bosnia and Herzegovina) and **Adis Hasakovic** (KLAS, Bosnia and Herzegovina) who will talk about their current regional and global business initiatives (both sessions will be held on Thursday, September 15, 12:15-13:15). On the day two of the conference, third special parallel session will be held, under the title "Where present and future meet: Neuromarketing- science or a trend?". The session will be moderated by **Melika Husic-Mehmedovic** (University of Sarajevo) and current research conducted by **Valicon** (Regional marketing agency) will be presented (Friday, September 16, 09:00-10:15). Conference closing is organized under the title "Where are we heading?" where **Adamantios Diamantopoulos** (University of Vienna) will deliver an address on the "Supporting Young/Next-Generation Researchers" and where **Koen Pauwels** (Özyeğin University) will discuss on how "Data meets Decisions: Marketing Analytics in the East and the West"

(Friday, September 16, 12:00-13:30). In addition, this will be the first Regional conference to host a Poster session. Posters will be exhibited in the Conference lounge area.

This book of abstracts includes the abstracts of the papers presented at the EMAC Regional 2016 conference. All manuscripts were selected based on the double-blind review process. Published abstracts are obtained directly from the authors and have not been proofread. Therefore the authors assume sole responsibility for any errors.

PROGRAM OVERVIEW




WEDNESDAY, SEPTEMBER 14, 2016

18:00 – 19:00  Registration

18:00 – 19:30 **WELCOME RECEPTION**

THURSDAY, SEPTEMBER 15, 2016

08:00 – 17:00  Registration

08:30 – 10:00 AMPHITHEATRE TONDACH
CONFERENCE OPENING: WHERE BUSINESS MEETS ACADEMIA

10:00 – 10:30 ROOM 4, CONFERENCE LOUNGE  Coffee Break

10:30 – 11:45

E-NET CENTER, ROOM A
1.1. BRANDING: ALL THAT GLITTERS IS NOT GOLD / NIJE ZLATO SVE ŠTO SJA

E-NET CENTER, ROOM B
1.2. MARKETING STRATEGY: HE WHO LAUGHS LAST LAUGHS LONGEST / KO SE ZADNJI SMIJE NAJSLADE SE SMIJE

ROOM 5
1.3. REPUTATION: FIRST LEAP AND THEN SAY "HOP"! / PRVO SKOČI, PA ONDA RECI "HOP"

11:45 – 12:15

ROOM 4, CONFERENCE LOUNGE  Coffee Break

12:15 – 13:15

E-NET CENTER, ROOM A
SPECIAL SESSION 1: CONTEMPORARY RESEARCH CORNER

E-NET CENTER, ROOM B
SPECIAL PANEL SESSION 2: WHERE SUCCESS BUSINESS STORIES MEET: DOING BUSINESS IN THE REGION*

*In local language

13:15 – 14:15

ROOM 6  Lunch (Poster Session and Announcement of the EMAC Regional 2017)

14:15 – 15:30

E-NET CENTER, ROOM A
2.1. BRANDING: ONE WHO GETS UP EARLY IS DOUBLY LUCKY / KO RANO RANI DVIJE SREĆE GRABI

E-NET CENTER, ROOM B
2.2. MARKETING STRATEGY: THERE IS NO SMOKE WITHOUT FIRE / GDJE IMA DIMA IMA I VATRE

ROOM 5
2.3. CONSUMER BEHAVIOUR: AN APPLE DOESN'T FALL FAR FROM THE TREE / JABUKA NE PADA DALEKO OD DRVETA

15:30 – 16:00 ROOM 4, CONFERENCE LOUNGE  Coffee Break

16:00 – 17:15

E-NET CENTER, ROOM A
3.1. ONLINE MARKETING: STRIKE THE IRON WHILE ITS HOT / GVOŽĐE SE KUJE DOK JE VRUĆE

E-NET CENTER, ROOM B
3.2. MARKETING STRATEGY: BARKING DOGS SELDOM BITE / PAS KOJI LAJE NE UJEDA




ROOM 5
3.3. CONSUMER BEHAVIOR: A BIRD IN THE HAND IS WORTH TWO IN THE BUSH / BOLJE VRABAC U RUCI NEGO PTICA NA GRANI

17:30 – 19:30  Walking sightseeing tour (optional)

19:30; 20:00  Transport to Gala Conference Dinner (Bus station "Dom Armije", next to Orthodox church)

20:30 – 00:00  Gala Conference Dinner

FRIDAY, SEPTEMBER 16, 2016

| | | | |
|---------------|---|---|--|
| 08:00 – 10:00 |  Registration | | |
| 09:00 – 10:15 | E-NET CENTER, ROOM A SPECIAL PANEL SESSION 3: WHERE SCIENCE KISSES PRACTICE: NEUROMARKETING - SCIENCE OR A TREND? | E-NET CENTER, ROOM B 4.1. MARKETING STRATEGY: WHO DIGS A TRAP FOR OTHERS ENDS UP IN IT HIMSELF / KO DRUGOM JAMU KOPA SAM U NJU UPADNE | ROOM 5 4.2.ONLINE MARKETING: TRUST YOURSELF AND YOUR HORSE / U SE I U SVOJE KLJUŠE |
| 10:15 – 10:45 | ROOM 4, CONFERENCE LOUNGE  Coffee Break | | |
| 10:45 – 11:45 | E-NET CENTER, ROOM A MEET THE EDITORS SESSION | | |
| 12:00 – 13:30 | E-NET CENTER, ROOM A CONFERENCE CLOSING: WHERE ARE WE HEADING? | | |
| 13:30 – 15:00 | ROOM 6  Farewell Lunch | | |

ACADEMIC SPEAKERS

(Presented in alphabetical order)



Diamantopoulos Adamantios

Chair of International Marketing,
University of Vienna

Adamantios Diamantopoulos holds the Chair of International Marketing at the University of Vienna, Austria. He is also Visiting Professor at the University of Ljubljana, Slovenia and Senior Fellow at the Dr Theo and Friedl Schöller Research Center for Business & Society, Nuremberg, Germany. He was the Joseph A. Schumpeter Fellow at Harvard University, USA. His main research interests are in international marketing and research methodology, and he is the author of some 200 publications in these areas. His work has appeared, among others, in *Journal of Marketing Research*, *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Service Research*, *Journal of International Marketing*, *Journal of Retailing*, *Journal of Business Research*, *Psychological Methods*, *MIS Quarterly*, *Organizational Research Methods* and *Information Systems Research*. He has been the recipient of several Best Paper Awards, the most recent being the 2013 Hans B. Thorelli Award for significant and long-term contribution to international marketing theory or practice.



Lee Nick

Warwick Business School,
University of Warwick

Nick Lee (BCA, BCA (hons.), Ph.D.) is Professor of Marketing at Warwick Business School. His research interests include sales management, social psychology, research methodology, and ethics. Prof. Lee is the Editor in Chief of the *European Journal of Marketing*, and the Section Editor for Sales Research Methods for the *Journal of Personal Selling and Sales Management*. Nick has received multiple awards for his research, and published over 60 articles since 2005 in journals such as *Organization Science*, the *Journal of Management*, the *Journal of the Academy of Marketing Science*, the *Journal of Business Ethics*, *Frontiers in Human Neuroscience*, and the *International Journal of Psychophysiology*. His work has received almost 3500 citations, while also featuring in popular outlets such as *The Times*, the *Financial Times* and *Forbes*, and on numerous radio and television programs. He is also the author of *Doing Business Research and Business Statistics using Excel and SPSS*. He received his Ph.D. from Aston University (UK) in 2003.



Obadia Claude

ESCE International Business School, Paris, France

Claude Obadia is a Professor of International Business at ESCE, Paris. He also teaches quantitative methodologies at the doctoral school of Valencia University (Spain). He holds a PhD from La Sorbonne (Université Paris I). Before joining academia, Claude Obadia spent more than 20 years as an executive and consultant in various countries of Europe and South America. His research focuses on the management of export relationships and on strategic issues in international marketing. His work has been published in *Journal of International Business Studies*, *International Business Review*, *International Marketing Review*, *Journal of International Marketing*, and *Management International Review*, among other outlets.



Pauwels Koen

Ozyegin University and BI Norwegian Business School

Koen Pauwels is Professor of Marketing at Ozyegin University, Istanbul and BI, Oslo and Honorary Professor at the University of Groningen. He received his Ph.D. from UCLA, where he was chosen "Top 100 Inspirational Alumnus" out of 37,000 UCLA graduates. Next he joined the Tuck School of Business at Dartmouth, where he became tenured Associate Professor and started the Marketing Dynamics conference. Prof. Pauwels is senior Editor at the *International Journal of Research in Marketing* and has received the most prestigious awards for more than 40 top publications. He consulted large and small companies across 3 continents, including Amazon, Credit Europe, Inotec, Heinz, Kayak, Knewton, Kraft, Marks & Spencer, Nissan, Sony, Tetrapak and Unilever.



Rust Roland T.

David Bruce Smith Chair in Marketing, Robert H. Smith School of Business, University of Maryland

Roland T. Rust is Distinguished University Professor and David Bruce Smith Chair in Marketing at the Robert H. Smith School of Business at the University of Maryland, where he is founder and Executive Director of the Center for Excellence in Service. He holds a part-time appointment at Erasmus University and is an International Research Fellow at Oxford. His lifetime achievement honors include the AMA Irwin McGraw-Hill Distinguished Marketing Educator Award, AMA Fellow, Fellow of the INFORMS Society for Marketing Science, Fellow of the European Marketing Academy, the Paul D. Converse Award, Fellow of the American Statistical Association, an honorary doctorate from the University of Neuchatel, and AMA's top career awards in the fields of services, marketing research, and strategy. He has won numerous best article and best book awards, including four best article awards from the Journal of Marketing. He served as Editor of the Journal of Marketing, founded the annual Frontiers in Service Conference, and was founding Editor of the Journal of Service Research. He is currently Editor of IJRM. A former national class distance runner, he has been inducted into the DePauw University Athletic Hall of Fame.

BUSINESS SPEAKERS

(Presented in alphabetical order)



Ismir Omeragic

Founder, co-owner and CEO of Valicon BH

Ismir Omeragic is a psychologist by his vocation. He believes that he didn't choose his profession, it has chosen him. He is founder, co-owner and CEO of Valicon BH research agency. His rich experience, with roots in market analysis and consulting, is based on in-depth understanding of different industries – from finance, through FMCG, politics, retail to tourism. Apart from research based consulting, he is a member of the research project teams that are dealing with business analytics (e.g. predictive analytics). He specialized in neuromarketing methods by participating in neuromasuring projects of over 500 ads in the Region. Ismir regularly gives delivers speeches to students at BH universities, and participates in different regional and international conferences.



Emil Tedeschi

President and CEO, Atlantic Group

Emil Tedeschi is the President and CEO of Atlantic Grupa, a leading food and beverages producer and distributor in South East Europe. During his career Tedeschi received several awards for his professional achievements in the region. He was a member of the Parliamentary Committee overseeing Croatian negotiating proces with the EU, and the Croatian Social and Economic Council. From 2005 to 2007 he was the President of Croatian Employers Association. He is a member of the INSEAD Alumni Association, the Program Council of the Zagreb School for Economics and Management, Board of Trustees of Moscow State Institute for International Relations (MGIMO), Business Council at the Faculty of Economics in Ljubljana, and a bearer of Honorary Heart of Sarajevo.



Luka Zevnik

BlackBox

Dr. Luka Zevnik, PhD is co-founder and chief product officer at BlackBox applied neuroscience. He is interdisciplinary-oriented, combining the insights of psychology, social sciences, marketing and cultural studies on the one side with cognitive science and applied neuroscience on the other. Luka is a specialist in understanding and applying the latest advancements of neuroscience and other biometrics to address a wide array of strategic and practical challenges.



1914

THE STREET CORNER
WHERE IT STARTED
THE 20th CENTURY



1914-1918

MUSEUM MUSEUM

A photograph of a stone bridge with multiple arches spanning a river. The bridge is made of light-colored stone blocks. In the background, there are multi-story buildings with windows, a hillside with trees, and a clear blue sky with some clouds. The text 'DETAILED PROGRAM' is overlaid in white on the left side of the image.

DETAILED PROGRAM

LIST OF SESSIONS



WEDNESDAY, SEPTEMBER 14, 2016

18:00 – 19:00 |  Registration

18:00 – 19:30 | ATRIUM,

WELCOME RECEPTION

Kemal Kozaric, Dean of School of Economics and Business, University of Sarajevo
Vesna Babic-Hodovic, Head of Marketing Department, School of Economics and Business, University of Sarajevo

THURSDAY, SEPTEMBER 15, 2016

| | | | |
|---------------|---|--|--|
| 08:00 – 17:00 |  Registration | | |
| 08:30 – 10:00 | AMPHITHEATRE TONDACH CONFERENCE OPENING: WHERE BUSINESS MEETS ACADEMIA <ul style="list-style-type: none"> • Resolving the gap between academic research and practice: An agenda - Claude Obadia, ESCE International Business School, France • Atlantic Group HBR Case - Emil Tedeschi, Atlantic Group | | |
| 10:00 – 10:30 | ROOM 4, CONFERENCE LOUNGE  Coffee Break | | |
| 10:30 – 11:45 | E-NET CENTER, ROOM A 1.1. BRANDING: ALL THAT GLITTERS IS NOT GOLD / NIJE ZLATO SVE ŠTO SJA Session Chair: Vesna Zabkar <ul style="list-style-type: none"> • The Impact of Consumer Personality Traits on Global Brand Purchase Intentions: A Four-Country, Balkan Report Vesna Zabkar, Maja Arslanagic-Kalajdzic, Adamantios Diamantopoulos and Arnd Florack • A Conceptual Framework for Cross-Category Brand Alliance Performance – Cases From an Emerging Country Ediz Edip Akcay, Kaouther Kooli and Elvira Bolat • Increasing the Effectiveness of Foreign Brand Communication: Consumer Culture Positioning and Brand Schema Violations Georgios Halkias, Milena Micevski, Adamantios Diamantopoulos and Christine Milchram • Regretting Your Brand-Self? The Moderating Role of Consumer-Brand Identification on Consumer Responses To Purchase Regret Vasileios Davvetas and Adamantios Diamantopoulos | E-NET CENTER, ROOM B 1.2. MARKETING STRATEGY: HE WHO LAUGHS LAST LAUGHS LONGEST / KO SE ZADNJI SMIJE NAJSLAĐE SE SMIJE Session Chair: Florin Sabin Foltean <ul style="list-style-type: none"> • An Examination of Customer Satisfaction with an Airline Company: The Moderating Role of the Airline Type Spela Vegelj and Mateja Kos Koklic • A moderated mediation approach: Can emotional intelligence improve the transfer of training on customer satisfaction via collaboration? Selma Kadic-Magljilic and Irena Vida • Brand Orientation and NPĐ Capabilities: Direct and Mediated Effects on Firm's Profitability Florin Sabin Foltean, Simona Trif and Adrian Ionescu • Modeling Sponsorship Response in an International Context Robert Angell, Paul Bottomley, Ruzica Brecic, Jelena Filipovic, Matt Gorton, and John White | ROOM 5 1.3. REPUTATION: FIRST LEAP AND THEN SAY "HOP"! / PRVO SKOĆI, PA ONDA RECI "HOP" Session Chair: Vesna Babic-Hodovic <ul style="list-style-type: none"> • Developing a New Construct for Green Marketing Karolos - Konstantinos Papadas and George J. Avlonitis • Employees' Perceptions of Corporate Reputation in Services: A Guide to Job Satisfaction? Vesna Babic-Hodovic and Maja Arslanagic-Kalajdzic • What is the Price of a Service Failure? An Analysis of the Amount of Compensation Expected by Consumers Zsófia Kenesei and Zsolt Szilvai • When Company-Cause Fit Enhances Corporate Reputation: The Role of Company Involvement Grzegorz Zasuwa |

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|---------------|--|---|---|
| 11:45 – 12:15 | ROOM 4, CONFERENCE LOUNGE ☕ Coffee Break | | |
| 12:15 – 13:15 | <p>E-NET CENTER, ROOM A SPECIAL SESSION 1: CONTEMPORARY RESEARCH CORNER</p> <ul style="list-style-type: none"> • Return on Service Amenities - Roland Rust, University of Maryland, USA • The Theory and Practice of Publishing in World-Leading Journals - Nick Lee, University of Warwick, UK | <p>E-NET CENTER, ROOM B SPECIAL PANEL SESSION 2: WHERE SUCCESS BUSINESS STORIES MEET: DOING BUSINESS IN THE REGION*</p> <p>Panelists</p> <ul style="list-style-type: none"> • Muhamed Pilav, MS&Wood • Adis Haskovic, KLAS <p style="text-align: right;">*In local language</p> | |
| 13:15 – 14:15 | ROOM 6 🍴 Lunch (Poster Session and Announcement of the EMAC Regional 2017) | | |
| 14:15 – 15:30 | <p>E-NET CENTER, ROOM A 2.1. BRANDING: : ONE WHO GETS UP EARLY IS DOUBLY LUCKY / KO RANO RANI DVIJE SREĆE GRABI</p> <p>Session Chair: Petra Riefler</p> <ul style="list-style-type: none"> • Does Dressing Foreign Really Pay Off? Exploring Consumers' Cognitive and Affective Responses to Brand Origin Misclassification Timo Mandler, Sungbin Won and Kyungae Kim • Greasing the Wheels of Retailer Brand Purchases: Effects of Brand Associations and Brand Preference Adi Alic, Merima Cinjarevic and Emir Agic • The East and the West: The Fading Shine of Brand Globalness and the Trend towards Brand Authenticity Petra Riefler and Simona M. Katholnig • Uncovering The Perceived Globalness and Localness of Brands: A Repertory Grid Approach Fabian Bartsch and Adamantios Diamantopoulos | <p>E-NET CENTER, ROOM B 2.2. MARKETING STRATEGY: THERE IS NO SMOKE WITHOUT FIRE / GDJE IMA DIMA IMA I VATRE</p> <p>Session Chair: Arnold Schuh</p> <ul style="list-style-type: none"> • Antecedents to an Export Market Orientation and Their Performance Consequences: How Managers and Structural Characteristics Affect Export Market Orientation in Different Stages of Internationalization Nagy Gabor and József Berács • The Impact of Environmental Turbulence on the Perceived Importance of Innovation and Innovativeness in SMEs Mateja Bodlaj and Barbara Cater • Antecedents of Market Orientation in the Hungarian Municipal Public Service Provision Tamas Jozsa • Marketing Unpredictability in Born-Global Firms Ekaterina Nemkova | <p>ROOM 5 2.3. CONSUMER BEHAVIOUR: AN APPLE DOESN'T FALL FAR FROM THE TREE / JABUKA NE PADA DALEKO OD DRVETA</p> <p>Session Chair: Galjina Ognjanov</p> <ul style="list-style-type: none"> • Elderly Consumers Exist or not? Portrayal of Consumers 65+ in Print ads in Serbia Galjina Ognjanov • Identification of Types of Users of Collaborative Consumption – Implications for Theory and Practice Agnieszka Malecka, Maciej Mitrega and Gregor Pfajfar • Mapping Health Orientation in Eating Behaviour: A Cross-Cultural Study Polymeros Chrysochou and Søren Askegaard • Sub-Cultural Differences in Country and Product Evaluations in the Multicultural Setting of Bosnia and Herzegovina Marija Cutura and Emir Agic • Protecting David From Goliath In The Battle For Big Data In Ehealth Fernando Moreno Reyes , Alejandro Kress, Josep M^a Monguet |

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|-------------------------------|---|---|--|
| 15:30 – 16:00 | ROOM 4, CONFERENCE LOUNGE ☕ Coffee Break | | |
| 16:00 – 17:15 | <p>E-NET CENTER, ROOM A</p> <p>3.1. ONLINE MARKETING: STRIKE THE IRON WHILE ITS HOT / GVOŽĐE SE KUJE DOK JE VRUĆE</p> <p>Session Chair: Dubravka Sincic Coric</p> <ul style="list-style-type: none"> • Customer Behavior Analysis in E-Commerce for the Prediction of Customer Loyalty Tatiana Prokhorova and Nikolay Ageychik • Linking Perceptions of “self” and “time” to Online Social Network Behavior Katerina Makri, Bodo Schlegelmilch and Olga Fedoseeva • The Influence of Word-Of-Mouth on Attitudinal Ambivalence at the Time of Choice Jenni Maria Sipilä, Kristiina Herold, Sanna Sundqvist and Anssi Tarkiainen • Like Me? Share Me! The Usage of Social Media in Presidential Elections Dubravka Sincic Coric, Ruzica Brecic and Maja Simunjak | <p>E-NET CENTER, ROOM B</p> <p>3.2. MARKETING STRATEGY: BARKING DOGS SELDOM BITE / PAS KOJI LAJE NE UJEDA</p> <p>Session Chair: Milena Micevski</p> <ul style="list-style-type: none"> • The West and the Rest – The Extent of Marketing in Higher Education Institutions in Developed and Developing Countries Ana Popovic, Ljiljana Stankovic and Suzana Djukic • Should Sales Managers Be Nice, Nasty, or Both? Milena Micevski, Nick Lee, Selma Kadic-Maglajlic and John W. Cadogan • Customer Approval of Probabilistic Price Promotions Karl Akbari and Udo Wagner • The Relationship of Online Word-Of-Mouth Behaviour to Customer Satisfaction Ákos Nagy, Ildikó Kemény, Krisztián Szűcs and Judit Simon | <p>ROOM 5</p> <p>3.3. CONSUMER BEHAVIOR: A BIRD IN THE HAND IS WORTH TWO IN THE BUSH / BOLJE VRABAC U RUCI NEGO PTICA NA GRANI</p> <p>Session Chair: Andrés Bauer</p> <ul style="list-style-type: none"> • Financial Socialization Outcomes in Families: Testing the Existence of Intergenerational Effects in Family Regarding Financial Socialization of Young Adults Andrés Bauer and Boglárka Zsótér • Consumer Price Sensitivity as a Determinant of Marketing Effectiveness Milena Nikolova, Jenia Lazarova and Julian Asenov • Consumer Reactions to the Regulation of Sunday Shopping: The Case of Hungary Agnes Neulinger and Zsófia Kenesei • Making Maternal Health Services Friendly: A Socio-Ecological Model to Understand the Consumer Behavior of the Urban Poor Ashavaree Das and Kirti Sharma |
| 17:30 – 19:30 | 📷 Walking sightseeing tour (optional) | | |
| 19:30; 20:00 20:30 – 23:30 | 🚗 Transport to Gala Conference Dinner (Bus station “Dom Armije”, next to Orthodox church) 🍴 Gala Conference Dinner | | |

FRIDAY, SEPTEMBER 16, 2016

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|---------------|--|--|---|
| 08:00 – 10:00 |  Registration | | |
| 09:00 – 10:15 | <p>E-NET CENTER, ROOM A SPECIAL PANEL SESSION 3: WHERE SCIENCE KISSES PRACTICE: NEUROMARKETING - SCIENCE OR A TREND? Session Chair: Melika Husic-Mehmedovic Panelists</p> <ul style="list-style-type: none"> • Neuroscience in marketing research Nick Lee, University of Warwick, UK • Practical experiences with neuromarketing Luka Zevnik, BlackBox • Regional overview of neuromarketing research projects Ismir Omeragic, Valicon • Upgrading Traditional Packaging Research with Eye-Tracking Method - The Case of Beer Category Packaging Melika Husic-Mehmedovic, Kemal Kostrebic and Crt Ahlin | <p>E-NET CENTER, ROOM B 4.1. MARKETING STRATEGY: WHO DIGS A TRAP FOR OTHERS ENDS UP IN IT HIMSELF / KO DRUGOM JAMU KOPA SAM U NJU UPADNE Session Chair: Tanja Dmitrovic</p> <ul style="list-style-type: none"> • Exploring the Curvilinear Effect of Innovativeness as a Driver of the International Expansion of Developing Markets' Firms: Evidence from South Eastern Europe Guido Bortoluzzi, Maja Arslanagic-Kalajdzic, Selma Kadic-Magljajic and Bernardo Balboni • Market Orientation in Turbulent Times: The Role of Innovation Culture and Customer Involvement Tanja Dmitrovic and Mateja Bodlaj • Financial Resource Slack and Sustainability Performance: A Cross-Culture Study of Small and Medium-Sized Enterprises Nathaniel Boso, Ogechi Adeola, Albert Danso, Magnus Hultman and Constantinos Leonidou • Knowledge Transfer in the Context of Buyer-Supplier Relationship Exchange: An Analysis on Supplier's Customers Portfolio - Bernardo Balboni, Marina Vignola and Gianluca Marchi | <p>ROOM 5 4.2.ONLINE MARKETING: TRUST YOURSELF AND YOUR HORSE / U SE I U SVOJE KLJUŠE Session Chair: Vatroslav Skare</p> <ul style="list-style-type: none"> • Conceptual Development of the Relationship between Online Interactions and Brand Attitudes Agnieszka Zablocki and Bodo Schlegelmilch • The Influence of Corporate Webcare and Brand Advocates on Online Complaint Observers Clemens Hutzinger, Weitzl Wolfgang and Elisabeth Wolfsteiner • The Internet of Things and Customer Apprehension in Relationship Marketing a Quantitative Approach Christine Falkenreck and Ralf Wagner • Towards Understanding Consumers' Acceptance of Location-Based Services in Mobile Applications: The Role of Perceived Value and Attitude Vatroslav Skare, Djurdjana Ozretic-Dosen, Tanja Komarac and Josip Mikulic |
| 10:15 – 10:45 | ROOM 4, CONFERENCE LOUNGE  Coffee Break | | |

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| 10:45 – 11:45 | <p>E-NET CENTER, ROOM A</p> <p>MEET THE EDITORS SESSION</p> <ul style="list-style-type: none"> • International Journal of Research in Marketing - Roland Rust, University of Maryland, USA • European Journal of Marketing - Nick Lee, University of Warwick, UK • Market/Trziste- DJurdjana Ozretic-Dosen, University of Zagreb, Croatia • Marketing - Galjina Ognjanov, University of Belgrade, Serbia |
| 12:00 – 13:30 | <p>E-NET CENTER, ROOM A</p> <p>CONFERENCE CLOSING: WHERE ARE WE HEADING?</p> <ul style="list-style-type: none"> • Supporting Young/Next-Generation Researchers - Adamantios Diamantopoulos, University of Vienna, Austria • Data meets Decisions: Marketing Analytics in the East and the West - Koen Pauwels, Özyeğin University, Turkey • A good bye note - András Bauer, VP Conferences EMAC |
| 13:30 – 15:00 | <p>ROOM 6 🍴 Farewell Lunch</p> |





A nighttime photograph of a busy street scene. On the left, a tall, illuminated minaret of a mosque rises against a dark blue sky. The minaret has a dark conical top and a section of small lights. Below it, a building with a dome is partially visible. The street is filled with people walking, and various shops and stalls are lit up, creating a warm, glowing atmosphere. In the foreground, there are some dark, possibly metal, structures that look like parts of a bicycle or a cart. The overall scene is a vibrant, bustling urban environment at night.

SESSIONS OVERVIEW

THURSDAY,
SEPTEMBER 15, 2016



THURSDAY, SEPTEMBER 15, 2016

08:30 – 10:00 | AMPHITHEATRE TONDACH

CONFERENCE OPENING: WHERE BUSINESS MEETS ACADEMIA

Resolving the gap between academic research and practice: An agenda

Claude Obadia, ESCE International Business School, France

As a Ph.D. candidate after twenty years in the field as an international manager, I was exposed to an unexpected divide between academics and practitioners. Academics who sometimes had never set a foot in a company would vehemently deny that one of the main purposes of academic research was to provide solutions to practitioners' problems. On the other hand, managers with only a fraction of my field experience would treat me as a geek incapable to even understand the basics of their practice. Recently, a shift in accreditation demands has brought the practical relevance of academic research at the top of the agenda in most advanced business schools. Still, many obstacles seem to remain that complicate the injection of practical relevance into academic research. I will first analyze these obstacles and distinguish among those due to the institutional environment, those arising from the researchers' attitudes and finally those caused by the managers themselves. I will then propose some solutions that I hope can help researchers produce rigorous and relevant research.

Atlantic Group HBR Case

Emil Tedeschi, Atlantic Group

Atlantic Grupa is a regional champion in the industry of food and beverages, but also in other corporate practices such as corporate governance, integration of different corporate cultures, or partnership in sponsorships. Marketing communication and strategies stretch to much further than mere adverts, to a wide range of subjects and channels. It is about more than simply selling a product, but spreading into diversified fields of advocating a cause to different stakeholders. Employees, business partners, shareholders, media, general public... they are not subjects to a simple delivery of one-dimensional information, they are consumers in a complex and multisided communication process.

THURSDAY, SEPTEMBER 15, 2016

10:30 – 11:45

E-NET CENTER, ROOM A
1.1. BRANDING: ALL THAT GLITTERS IS NOT GOLD / NIJE ZLATO SVE ŠTO SJA

E-NET CENTER, ROOM B
1.2. MARKETING STRATEGY: HE WHO LAUGHS LAST LAUGHS LONGEST / KO SE ZADNJI SMIJE NAJSLAĐE SE SMIJE

ROOM 5
1.3. REPUTATION: FIRST LEAP AND THEN SAY "HOP"! / PRVO SKOČI, PA ONDA RECI "HOP"

10:30 – 11:45 | E-NET CENTER, ROOM A

BRANDING: ALL THAT GLITTERS IS NOT GOLD / NIJE ZLATO SVE ŠTO SJA

Session Chair: Vesna Zabkar, University of Ljubljana

The Impact of Consumer Personality Traits on Global Brand Purchase Intentions: A Four-Country, Balkan Report

Vesna Zabkar, University of Ljubljana

Maja Arslanagic-Kalajdzic, University of Sarajevo

Adamantios Diamantopoulos, University of Vienna

Arnd Florack, University of Vienna

Although personality traits have repeatedly been shown to influence consumer behavior, their impact on willingness to buy global brands has yet to be investigated. Based on a four-country sample (N = 5,288) of Balkan consumers, we test alternative pathways linking consumer personality traits to global brand purchase intentions. Our findings show that extraversion, neuroticism, conscientiousness and openness to experience impact purchase intentions by impacting consumers' global brand associations, domestic country bias and price sensitivity.

A Conceptual Framework For Cross-Category Brand Alliance Performance – Cases From An Emerging Country

Ediz Edip Akcay, Bournemouth University

Kaouther Kooli, Bournemouth University

Elvira Bolat, Bournemouth University

This study focuses on the cross-category brand alliances and attempts to develop a framework to measure the performance of cross-category brand alliances. The framework constructs are derived from Associative Network Memory Model and Resource Based View theories. Credibility, brand image, brand awareness and market share resources of the partner brands are proposed to have impact on the performance of the alliance. It is assumed that brand fit and category fit between the partner brands moderate the success of cross-category brand alliance. The framework is developed by evaluating the interviews with the marketing managers in the brand alliance case studies from an emerging country, Turkey.

Increasing The Effectiveness Of Foreign Brand Communication: Consumer Culture Positioning And Brand Schema Violations

Georgios Halkias, University of Vienna

Milena Micevski, University of Vienna

Adamantios Diamantopoulos, University of Vienna

Christine Milchram, Delft University of Technology

Drawing from consumer culture positioning (CCP) and schema incongruity research, this study assesses the effectiveness of alternative CCP advertising strategies for brands with a foreign identity and investigates the mechanism underlying consumers' responses to foreign brand communication. In a 2 (foreign brand schema vs. control) × 3 (foreign vs. global vs. local CCP ad type) between-subjects experiment with a consumer sample, we find that global CCP ads violate consumer expectations of brand foreignness but still lead to more favorable ad attitudes. Moderated-mediation analysis shows that when the global CCP ad is meaningfully linked to the foreign brand, perceptions of brand credibility increase and positively influence ad attitude. However, this effect is reversed when consumers cannot meaningfully interpret the ad. The implications of the study are discussed and future research directions are identified.

Regretting Your Brand-Self? The Moderating Role Of Consumer-Brand Identification On Consumer Responses To Purchase Regret

Vasileios Davvetas, University of Vienna

Adamantios Diamantopoulos, University of Vienna

This research investigates the role of consumer-brand identification on consumer responses to regret. Drawing on regret theory and literature on consumer-brand relationships, the authors argue that brands enjoying strong consumer identification are more immune to the negative consequences of purchase regret. An empirical study using scenario manipulation of regret for participants' favorite brands provides support to the protective role of consumer-brand identification. The results indicate that consumer-brand identification attenuates the negative effects of regret on consumer satisfaction and behavioral intentions toward the brand and strengthens the positive impact of satisfaction on brand responses. The findings enrich regret and brand relationship literatures and provide managerial insights for brand strategy development.

THURSDAY, SEPTEMBER 15, 2016

10:30 – 11:45

E-NET CENTER, ROOM A
1.1. BRANDING: ALL THAT
GLITTERS IS NOT GOLD /
NIJE ZLATO SVE ŠTO SJA

E-NET CENTER, ROOM B

**1.2. MARKETING
STRATEGY: HE WHO
LAUGHS LAST LAUGHS
LONGEST / KO SE ZADNJI
SMIJE NAJSLAĐE SE
SMIJE**

ROOM 5

1.3. REPUTATION: FIRST
LEAP AND THEN SAY
"HOP"! / PRVO SKOČI, PA
ONDA RECI "HOP"

10:30 – 11:45 | E-NET CENTER, ROOM B

MARKETING STRATEGY: HE WHO LAUGHS LAST LAUGHS LONGEST / KO SE ZADNJI SMIJE NAJSLAĐE SE SMIJE

Session Chair: Florin Sabin Foltean, West University of Timisoara

An Examination of Customer Satisfaction with an Airline Company: The Moderating Role of the Airline Type

Vegelj Spela, University of Ljubljana

Mateja Kos Koklic, University of Ljubljana

This paper examines customer satisfaction and its antecedents and consequence in the context of the airline industry. The objective of the study is to test the relationships among airline tangibles, personnel, customer satisfaction with the airline company, and the intention to recommend this company. Additionally, the moderating effect of the airline type (low-cost vs. full-service) is tested. The authors use survey data from 382 passengers to test the relationships. Support is provided for all the hypothesized relationships except for the moderating effect on the airline tangibles-satisfaction link. The study also discusses several implications for companies.

A moderated mediation approach: Can emotional intelligence improve the transfer of training on customer satisfaction via collaboration?

Selma Kadic-Maglajlic, University of Sarajevo

Irena Vida, University of Ljubljana

This study utilizes survey data from 231 first-line employees of a single national financial service organization to explore moderating influence of emotional intelligence on the linkages among training component of internal marketing, collaboration within the organization and customer satisfaction. Study finds that the entire positive impact of training on customer satisfaction is channeled through quality of cooperation, while the relationship between training and quality of cooperation is moderated by emotional intelligence of employee. The study offers theoretical and practical implications that are discussed.

Brand Orientation and NPD Capabilities. Direct and Mediated Effects on Firm's Profitability

Florin Sabin Foltean, West University of Timisoara

Simona Trif, West University of Timisoara

Adrian Ionescu, West University of Timisoara

This paper aims to identify the effects of brand orientation and new product development (NPD) capabilities on firm's financial performance. Based on previous conceptual and empirical research, we developed a direct-effect model and a mediated-effect model that we tested using the data generated by a questionnaire-based survey on 106 companies that have operations in Romania. The main effect model reveals both direct effects of brand orientation and NPD capabilities on firm's profitability. The mediated-effect model highlights that the NPD capabilities mediate the relationship between brand orientation and profitability. The NPD capabilities have the highest influence on firm's profitability in younger SMEs and large companies, while brand orientation has a major contribution to SMEs' financial performance.

Modeling Sponsorship Response In An International Context

Robert Angell, Cardiff University

Paul Bottomley, Cardiff University

Ruzica Brecic, University of Zagreb

Jelena Filipovic, University of Belgrade

Matt Gorton, Newcastle University

John White, Plymouth University

This paper introduces and tests a model of consumer responses to sponsorship in an international out-group context. Attention is paid to conventional constructs drawn from the sponsorship literature (prior attitude to the sponsor, perceived fit, fan identification) as well as their interaction with consumer animosity to understand how managers of foreign sponsors can limit any potentially adverse effects which stem from being associated with the (foreign) out-group. The model is tested drawing on data collected in Croatia and Serbia. Specifically, we consider responses to hypothetical sponsorships of the Croatian and Serbian national football teams by brands from the other country.

THURSDAY, SEPTEMBER 15, 2016

10:30 – 11:45

E-NET CENTER, ROOM A
1.1. BRANDING: ALL THAT
GLITTERS IS NOT GOLD /
NIJE ZLATO SVE ŠTO SJA

E-NET CENTER, ROOM B
1.2. MARKETING
STRATEGY: HE WHO
LAUGHS LAST LAUGHS
LONGEST / KO SE ZADNJI
SMIJE NAJSLAĐE SE
SMIJE

ROOM 5

**1.3. REPUTATION: FIRST
LEAP AND THEN SAY
“HOP”! / PRVO SKOČI,
PA ONDA RECI “HOP”**

10:30 – 11:45 | ROOM 5

REPUTATION: FIRST LEAP, AND THEN SAY “HOP”! / PRVO SKOČI, PA ONDA RECI “HOP”

Session Chair: Vesna Babic-Hodovic, University of Sarajevo

Developing a New Construct for Green Marketing

Karolos - Konstantinos Papadas, Coventry University

George J. Avlonitis, Athens University of Economics and Business

As green marketing becomes an essential tool for a sustainable business strategy, companies begin to adopt green marketing practices in order to achieve better business performance. However, no research effort has been devoted to operationalizing all organizational pre-requisites that are necessary in order to become a green marketing oriented company. The authors propose a new construct for measuring the degree to which an organization effectively and efficiently adopts the necessary environmental behavior for achieving green marketing excellence, namely Green Marketing Orientation (GMO). Following the literature in measurement theory, the authors also develop a valid measure for GMO and test its psychometric properties in a survey of managers in 226 firms. Directions for future research and managerial implications of the new construct are discussed.

Employees’ Perceptions of Corporate Reputation in Services: A Guide to Job Satisfaction?

Vesna Babic-Hodovic, University of Sarajevo

Maja Arslanagic-Kalajdzic, University of Sarajevo

Service employees play a crucial role in creating and sustaining corporate reputation. The aim of this study is to better understand the corporate reputation of service companies as seen by service firm employees. The focus is on employees’ perceptions of corporate reputation, as well as on their awareness of their own influence/impact on their firm’s reputation. We develop a conceptual framework based on a work-related social identity theory, and test it through an empirical study in one developing European country. Our findings show that employees’ perceptions of the firm they work in terms of it being a good employer, and employees’ pride in that firm, positively and significantly influence their job satisfaction.

What is the Price of a Service Failure? An Analysis of the Amount of Compensation Expected by Consumers

Zsófia Kenesei, Corvinus University of Budapest

Zsolt Szilvai, Corvinus University of Budapest

Complaint handling is an important area of services marketing. Former studies show that distributive justice has the utmost effect on perceived satisfaction with complaint handling, but only few of them try to actually quantify this effect. The purpose of this study is to define the appropriate amount of compensation expected by complaining consumers depending on different service characteristics and service failures. Scenario based experimental design was applied to test our hypothesis. Findings indicate that failure type and tangibility of service has significant effect on the required amount of compensation and interaction between type of failure and the different type of services also has a considerable effect on compensation expectations. Our findings suggest that proper management of compensation in different situations can only be effective if we consider the industry type that the company is in.

When Company-Cause Fit Enhances Corporate Reputation: The Role of Company Involvement

Grzegorz Zasuwa, The John Paul II Catholic University of Lublin

Marketing literature suggests that company-cause fit is of key importance to build a favorable corporate reputation. However, controversy exists regarding the level of this fit. While some academics report a beneficial effect of high fit, others find its negative impact. To get a deeper insight into this issue, a meta-analysis of empirical studies is performed. The preliminary results demonstrate that high company-cause fit most positively influences a company's reputation when company's involvement in a cause is high, that is the company donates products, at least. When a company provides its beneficiaries with only financial support, company-cause fit is less important.

THURSDAY, SEPTEMBER 15, 2016

12:15 – 13:15

E-NET CENTER, ROOM A
**SPECIAL SESSION 1: CONTEMPORARY
RESEARCH CORNER**

E-NET CENTER, ROOM B
SPECIAL PANEL SESSION 2: WHERE
SUCCESS BUSINESS STORIES MEET:
DOING BUSINESS IN THE REGION*
*In local language

12:15 – 13:15 | E-NET CENTER, ROOM A

SPECIAL SESSION 1: CONTEMPORARY RESEARCH CORNER

Return on Service Amenities

Roland Rust, University of Maryland

Firms often vie for competitive advantage by providing additional services (amenities) to their customers. Although extant research has focused on the effect of adding amenities on choice, profits from service amenities may arise from two sources: increasing initial choice and increasing revenues from repurchase. We develop a return on investment (ROI) model to capture how service amenities produce financial return from these two sources. We apply the model to hotel amenities, using a discrete choice experiment and a large-scale customer database developed in collaboration with a multi-brand global hotel company. We employ a hierarchical Bayesian formulation to estimate the parameters. We use the estimation results to compare ROI for three amenities for six brands. We find that returns vary across amenities and returns on a single amenity can vary substantially across brands. We validate our results for one amenity against the ROI from the actual historical implementation of that amenity, using a before-after design with controls. The return on service amenities model provides a useful decision tool for managers deciding which amenities are most profitable.

The Theory and Practice of Publishing In World-Leading Journals

Nick Lee, University of Warwick

In this talk, Prof Lee will explore various issues around the publication process. Topics covered will include motivation for publishing, the importance of doing good science, practical issues around turning good science into great publications, and finally future trends in academic journals and how they might influence scholarly publishing.

THURSDAY, SEPTEMBER 15, 2016

12:15 – 13:15

E-NET CENTER, ROOM A
SPECIAL SESSION 1: CONTEMPORARY
RESEARCH CORNER

E-NET CENTER, ROOM B

**SPECIAL PANEL SESSION 2: WHERE
SUCCESS BUSINESS STORIES MEET:
DOING BUSINESS IN THE REGION***

*In local language

12:15 – 13:15 | E-NET CENTER, ROOM B

SPECIAL SESSION 2: WHERE SUCCESS BUSINESS STORIES MEET: DOING BUSINESS IN THE REGION*

*In local language

Panelists

Muhamed Pilav, MS&Wood

Masters and Wood (MS&WOOD) is a furniture manufacturer specializing in solid wood furniture. MS&WOOD prides itself on its environmental and ecological credentials with its Chain of Custody certificate from the Forest Stewardship Council (FSC). MS&WOOD's manufacturing capability encompasses the entire production process from raw lumber processing, both traditional and modern machining capabilities to finishing, packaging and export. A high profile partnership with the IKEA company is a testament to MS&WOOD's manufacturing capability and level of professionalism. MS&WOOD exports to every continent reaching over 40 countries worldwide

Adis Haskovic, KLAS

KLAS Sarajevo is the leading B&H company with the 106 years-old tradition, which develops, produces and sells grain-based food. The company has its own mills, bakery plants, shops and shopping centers where domestic products prevail in overall range of products. KLAS offers its own products at the market for final users, industrial consumers and other bakeries, via its own retail and wholesale network. KLAS exports its products to 22 countries (Region, EU, USA, and Middle East). The company employs more than 1.300 people.

THURSDAY, SEPTEMBER 15, 2016

13:15 – 14:15 | ROOM 6

POSTER

Service Quality And Customer Loyalty In Retailing Sector

Jelicic Sandra, University of Mostar

Muris Cacic, University of Sarajevo

This study aims to research influence of service quality on customer loyalty in retail in the Federation of Bosnia and Herzegovina (hypermarkets). The research was conducted at the sample of 861 respondents. The applied sample is quota sample with the following control variables: city, shop, age, and gender. Data was analysed using statistical software Mplus. Structural equation modeling was applied to analyse collected data. The study reveals positive influence of service quality on customer loyalty on hypermarkets' store market in the Federation of Bosnia and Herzegovina (FB&H). Future research and managerial implications have been discussed based on the obtained research results.

THURSDAY, SEPTEMBER 15, 2016

14:15 – 15:30

E-NET CENTER, ROOM A
2.1. BRANDING: ONE WHO GETS UP EARLY IS DOUBLY LUCKY / KO RANO RANI DVIJE SREĆE GRABI

E-NET CENTER, ROOM B
2.2. MARKETING STRATEGY: THERE IS NO SMOKE WITHOUT FIRE / GDJE IMA DIMA IMA I VATRE

ROOM 5
2.3. CONSUMER BEHAVIOUR: AN APPLE DOESN'T FALL FAR FROM THE TREE / JABUKA NE PADA DALEKO OD DRVETA

14:15 – 15:30 | E-NET CENTER, ROOM A

BRANDING: ONE WHO GETS UP EARLY IS DOUBLY LUCKY / KO RANO RANI DVIJE SREĆE GRABI

Session Chair: Petra Riefler, University of Vienna / FH Wiener Neustadt

Does Dressing Foreign Really Pay Off? Exploring Consumers' Cognitive and Affective Responses to Brand Origin Misclassification

Timo Mandler, University of Hamburg
Sungbin Won, Namseoul University
Kyungae Kim, Hanyang University

While research on COO effects in general is abundant, research addressing the wide-spread phenomenon of brand origin misclassification (i.e., consumers' association of a brand with a wrong country-of-origin) remains scarce. Our study contributes to literature by investigating consumers' cognitive and affective responses to misperceptions of brand origin based on appraisal theory. Our results show that misclassifications are not necessarily detrimental and can enhance a brand's perceived quality, social signaling value, and credibility. Further, we show that educating consumers about the true origin of a brand can trigger positive (e.g., happiness) as well as negative (e.g., anger) emotions depending on changes in (cognitive) brand evaluation as well as certain consumer characteristics (e.g., category experience, consumer ethnocentrism).

Greasing the Wheels of Retailer Brand Purchases: Effects of Brand Associations and Brand Preference

Adi Alic, University of Sarajevo
Merima Cinjarevic, University of Sarajevo
Emir Agic, University of Sarajevo

The purpose of this paper is to explore the effects of associations that consumers tie to a specific retailer brand (RB) on consumers' preferences towards RB and their intention to purchase RB. A consumer survey was conducted with a specific focus on buyers of retailer-branded baking chocolate in the Sarajevo Canton, Bosnia and Herzegovina. The data from 908 respondents were analyzed through covariance-

based structural equation modelling. The results revealed that brand associations, encompassing three dimensions – brand image, perceived quality, and brand attitude, have significant and positive effect on RB preference and RB purchase intention. This study enhances the external validity of previous empirical findings beyond the Western European context. Further, it provides some important guidelines to the retailers to develop and implement RB strategies.

The East and the West: The Fading Shine of Brand Globalness and the Trend Towards Brand Authenticity

Petra Riefler, University of Vienna / FH Wiener Neustadt
Simona M. Katholnig

In Western markets, brand globalness has forfeited much of its strength as positioning attribute while brand authenticity has entered brand managers' textbooks. This paper addresses this trend in a CEE context and investigates its potential to add brand value in contemporary CEE markets. In an experimental study in Romania, the paper supports assumptions that brand globalness loses in its signaling value. At the same time, findings indicate that consumers in CEE markets might not yet embrace authentication branding strategies.

Uncovering the Perceived Globalness and Localness of Brands: A Repertory Grid Approach

Fabian Bartsch, University of Vienna
Adamantios Diamantopoulos, University of Vienna

Branding and international marketing literatures increasingly emphasize the differences between consumers' perceptions of global and local brands. Past studies have invariably approached this issue either by (a) asking consumers to rate (specific) brands as global or local, or (b) asking respondents about their generic (non-brand specific) perceptions of global and local brands. Both approaches disregard the fact that using "globalness" and "localness" as classifying designators may semantically prime respondents to activate associative networks which relate to the globalness (localness) terminology, but not necessarily to the global/local nature of brands. To overcome this problem, the current study draws on the premises of personal construct theory and employs the repertory grid technique to uncover the unprompted associations consumers hold with global and local brands. Findings based on 93 repertory grids indicate that while brand localness is indeed linked to a small set of concrete associations, brand globalness manifest itself in a much more diverse set of (potentially conflicting) associations.

THURSDAY, SEPTEMBER 15, 2016

14:15 – 15:30

E-NET CENTER, ROOM A
2.1. BRANDING: ONE WHO GETS UP EARLY IS DOUBLY LUCKY / KO RANO RANI DVIJE SREČE GRABI

E-NET CENTER, ROOM B

2.2. MARKETING STRATEGY: THERE IS NO SMOKE WITHOUT FIRE / GDJE IMA DIMA IMA I VATRE

ROOM 5

2.3. CONSUMER BEHAVIOUR: AN APPLE DOESN'T FALL FAR FROM THE TREE / JABUKA NE PADA DALEKO OD DRVETA

14:15 – 15:30 | E-NET CENTER, ROOM B

MARKETING STRATEGY: THERE IS NO SMOKE WITHOUT FIRE / GDJE IMA DIMA IMA I VATRE!

Session Chair: Arnold Schuh, Vienna University of Economics and Business

Antecedents to an Export Market Orientation and Their Performance Consequences: How Managers and Structural Characteristics Affect Export Market Orientation in Different Stages of Internationalization

Nagy Gabor, INSEEC Research Center
József Berács, Kecskemét College

Our paper aims at understanding the role of managers in facilitating the internationalization of organizations by building and empirically testing a model on a sample of 147 effective respondents from higher education institutions on the relationship of export market oriented reward systems, export market oriented training systems, managerial support, structural characteristics of the organization, export market orientated behavior, and export performance at different stages of internationalization.

The Impact of Environmental Turbulence on the Perceived Importance of Innovation and Innovativeness in SMEs

Mateja Bodlaj, University of Ljubljana
Barbara Cater, University of Ljubljana

The purpose of this study is to examine how market turbulence, competitive intensity and technological turbulence affect the perceived importance of innovation and innovativeness, and consequently the business performance of SMEs. An analysis of 373 Slovenian small and medium-sized enterprises (SMEs) shows that the perceived importance of innovation is a stronger determinant of a firm's innovativeness than environmental turbulence. Yet, environmental turbulence still plays an important role in driving SMEs' innovativeness. Both market and technological turbulence increase the perceived importance of innovation, but only market turbulence impacts SMEs' innovativeness directly. Competitive intensity has no significant effect on the perceived importance of innovation and innovativeness. Finally, innovativeness enhances business performance.

Antecedents of Market Orientation in the Hungarian Municipal Public Service Provision

Tamas Jozsa, University of Pannonia

The aim of the study is to scrutinize the availability of marketing concepts in order to improve the overall organizational performance of the local public service delivery. According to the results market orientation plays a significant role in public sector as it is linked to organizational performance. Results suggest that the market orientation is highly associated with the commitment of the staff, while other antecedents such as market turbulence, political influence and organizational conflict have their impacts as well. There is evidence that response action elaboration and the commitment of the staff play crucial role in the service provision, which points on the importance of human dimension in the public sphere.

Marketing Unpredictability in Born-Global Firms

Ekaterina Nemkova, Nottingham University

The purpose of this paper is to understand the ability of born globals to come up with unpredictable decisions and its relationship with the firms' economic success. In this investigation the exploratory qualitative study was conducted with ten managers and four experts in the biggest UK innovation hub (Tech City London). First, it was uncovered that born globals often rely on unpredictability to achieve market success. Second, the results show that creativity and adaptive planning are the main decision-making driver of unpredictability whereas the success of unpredictability depends on the human capital the company possess.

THURSDAY, SEPTEMBER 15, 2016

14:15 – 15:30

E-NET CENTER, ROOM A
2.1. BRANDING: ONE WHO GETS UP EARLY IS DOUBLY LUCKY / KO RANO RANI DVIJE SREĆE GRABI

E-NET CENTER, ROOM B
2.2. MARKETING STRATEGY: THERE IS NO SMOKE WITHOUT FIRE / GDJE IMA DIMA IMA I VATRE

ROOM 5
2.3. CONSUMER BEHAVIOUR: AN APPLE DOESN'T FALL FAR FROM THE TREE / JABUKA NE PADA DALEKO OD DRVETA

14:15 – 15:30 | ROOM 5

CONSUMER BEHAVIOR: AN APPLE DOESN'T FALL FAR FROM THE TREE / JABUKA NE PADA DALEKO OD DRVETA

Session Chair: Galjina Ognjanov, University of Belgrade

Elderly Consumers Existent or Not? Portrayal of Consumers 65+ in Print Advs in Serbia

Galjina Ognjanov, University of Belgrade

The papers aims at opening discussion on representation of elderly consumers in advertising messages in local markets. It builds upon previous studies in the US and Western Europe, tackling the issues of advertising addressed to elderly consumers. Theoretical background is rooted in socio-psychological theories of aging and advertising. In the empirical part, findings obtained from content analysis of 154 print ads portraying 280 models from different demographic cohorts are presented and discussed. The data indicate under-representation of ads featuring models over the age of 65, however drawing attention to new products and services offered to elderly consumers in Serbia.

Identification of Types of Users of Collaborative Consumption – Implications for Theory and Practice

Agnieszka Malecka, University of Economics in Katowice

Maciej Mitrega, University of Economics in Katowice

Gregor Pfajfar, University of Ljubljana

Collaborative consumption is one of the most fast growing and least studied phenomena of modern consumer behaviour. Theoretically, doubts were raised about the relation between collaborative consumption and level of consumption in relation to broader term of sustainable consumption. This study attempts to discuss these controversies based on research of 117 active customers of ride sharing service, as well as to identify various differences between their main types of users. This research revealed four types of users with clearly distinctive features: eco-socialists, eco-materialists, price-conscious socialists, eco-conscious consumers. The study showed that social component of collaborative consump-

tion plays the most important role when choosing ride-sharing services opposed to ecological benefit that does not seem to be the decision-making factor. Implications for managers and further research are also discussed.

Mapping Health Orientation in Eating Behaviour: A Cross-Cultural Study

Polymeros Chrysochou, Aarhus University
Søren Askegaard, University of Southern Denmark

In this paper we propose and measure a framework that helps in mapping health orientation in eating behaviour. The development of such an approach takes its point of departure in an earlier study by Askegaard, Jensen, and Holt (1999), in which a framework of consumer relations to fat consumption was proposed. We describe the adapted conceptual framework in the context of healthy eating behaviour, and develop and validate a scale. We finally successfully test the cross-cultural robustness of the scale across countries with diverse culinary traditions representing Western and Eastern Europe. Our results show that the scale could form a reliable instrument that is able to capture the complexity of healthy eating behaviour, which makes it more appealing to work with prospectively.

Sub-Cultural Differences in Country and Product Evaluations in the Multicultural Setting of Bosnia and Herzegovina

Marija Cutura, University of Mostar
Emir Agic, University of Sarajevo

The lack of knowledge about sub-cultural differences in the evaluation of country of origin images and products has been identified in the country of origin studies as well as in the consumer ethnocentrism studies. The purpose of this study is to examine the differences in the country of origin images and domestic and foreign products evaluations across three ethnicity-based subcultures in Bosnia and Herzegovina. Analysis of variance was used to analyze the data collected through a questionnaire survey. The results indicate that ethnicity-based sub-cultural differences exist in country of origin images and evaluations of domestic and foreign products.

Protecting David from Goliath in the battle for Big Data in eHealth

Fernando Moreno Reyes, Complutense University of Madrid
Alejandro Kress, Universitat Politècnica de Catalunya
Josep M^a Monguet, Universitat Politècnica de Catalunya

The new General Data Protection Regulation at EU level to be implemented by 2019 will represent an historic achievement. This article tackles the topic of Big Data and eHealth business in the EU and Latin America. This year we celebrate the 10th anniversary of the Data Protection Day, this celebration has contributed to raise awareness in Europe and elsewhere. Healthcare triggers colossal intellectual property, regulatory and data issues. Hence, the privacy policy will play a pivotal role within the strategy of the businesses dealing with data of European citizens, while the EU emerges as the model of global data protection regime.

THURSDAY, SEPTEMBER 15, 2016

16:00 – 17:15

E-NET CENTER, ROOM A

**3.1. ONLINE MARKETING:
STRIKE THE IRON WHILE
ITS HOT / GVOŽĐE SE
KUJE DOK JE VRUĆE**

E-NET CENTER, ROOM B

**3.2. MARKETING
STRATEGY: BARKING
DOGS SELDOM BITE
/ PAS KOJI LAJE NE
UJEDA**

ROOM 5

**3.3. CONSUMER
BEHAVIOR: A BIRD IN THE
HAND IS WORTH TWO
IN THE BUSH / BOLJE
VRABAC U RUCI NEGO
PTICA NA GRANI**

16:00 – 17:15 | E-NET CENTER, ROOM A

ONLINE MARKETING: STRIKE THE IRON WHILE ITS HOT / GVOŽĐE SE KUJE DOK JE VRUĆE

Session Chair: Dubravka Sincic Coric, University of Zagreb

Customer Behavior Analysis in E-Commerce for the Prediction of Customer Loyalty

Tatiana Prokhorova, National Research University
Nikolay Ageychik, Lomonosov Moscow State University

This study deals with customer experience and its impact on customer loyalty to online store. Based on already existing surveys we have tried to develop a new approach for the problem of customer loyalty in Russian emerging online market. This research looks into the matter of customer purchase history provided by Russia's largest online store of tools and equipment. In the project, we carry out a review of consumer behavior. In accordance with the conducted sample, the fact that customer loyalty can be determined by the total or average order value was denied.

Linking Perceptions of "self" and "time" to Online Social Network Behavior

Katerina Makri, Vienna University of Economics and Business
Bodo Schlegelmilch, Vienna University of Economics and Business
Olga Fedoseeva

This study investigates how the interaction between different levels of self-construal and time perceptions results in differing online behaviors. Specifically, we examine the link between interdependent and independent self-construal and perceptual inclinations towards past, present, and future time on subsequent intentions to interact actively or passively within online networks. Results from an empirical study of 232 participants indicate that present time orientation has a mediating effect leading to active behavior in online networks, regardless of the individual's self-construal. The same applies for future orientation and passive online behavior. Our findings highlight the need to examine the influence of "self" and "time" perceptions when interpreting online social network behaviors. Theoretical and practical implications are discussed.

The Influence of Word-Of-Mouth on Attitudinal Ambivalence at the Time of Choice

Jenni Maria Sipilä, Lappeenranta University of Technology

Kristiina Herold, Aalto University

Sanna Sundqvist, Lappeenranta University of Technology

Anssi Tarkiainen, Lappeenranta University of Technology

This study investigates how Word-of-Mouth (WOM) received at different points of the decision-making process affects consumer attitudinal ambivalence at the time of choice. Longitudinal survey method is used, with data collected from international higher education applicants at the search and choice stages of the process. The findings indicate that WOM praise received at the search stage, and WOM activity received at the choice stage, reduce consumer attitudinal ambivalence at the choice stage. Thus, this paper extends prior theorizing about the impact of social sources of information on attitudinal ambivalence on both short-term and long-term bases.

Like Me? Share Me! The Usage of Social Media in Presidential Elections

Dubravka Sincic Coric, University of Zagreb

Ruzica Brecic, University of Zagreb

Maja Simunjak, Middlesex University

This paper examines how political leaders use social media in their presidential campaigns. The study is based on content analysis of statements which candidates in 2014/2015 Croatian presidential elections published on their official Facebook and Twitter account. The results show that candidates did not use social media to portray their personal side, humanize their image and create their image of a leader through references to their skills and qualities.

THURSDAY, SEPTEMBER 15, 2016

16:00 – 17:15

E-NET CENTER, ROOM A
3.1. ONLINE MARKETING:
STRIKE THE IRON WHILE
ITS HOT / GVOŽĐE SE
KUJE DOK JE VRUĆE

E-NET CENTER, ROOM B
**3.2. MARKETING
STRATEGY: BARKING
DOGS SELDOM BITE
/ PAS KOJI LAJE NE
UJEDA**

ROOM 5
3.3. CONSUMER
BEHAVIOR: A BIRD IN THE
HAND IS WORTH TWO
IN THE BUSH / BOLJE
VRABAC U RUCI NEGO
PTICA NA GRANI

16:00 – 17:15 | E-NET CENTER, ROOM B

MARKETING STRATEGY: BARKING DOGS SELDOM BITE / PAS KOJI LAJE NE UJEDA

Session Chair: Milena Micevski, University of Vienna

The West and The Rest – The Extent of Marketing in Higher Education Institutions in Developed and Developing Countries

Ana Popovic, University of Nis
Ljiljana Stankovic, University of Nis
Suzana Djukic, University of Nis

In order to survive on highly competitive market, higher education institutions need to embrace new business models and approaches, including marketing. In mainstream marketing theory it was established that level of application of marketing significantly differs in business organizations in developed and developing countries. The purpose of this research is to test whether the same applies to higher education context. The level of marketing was assessed by research of management approaches of institutions in developed and developing countries. It is discovered that there is a difference and that marketing concept, that implies the highest level of marketing, is more used in developed countries. Elements of this business orientation are also noticed in developing countries, but they need to be further reinforced and integrated.

Should Sales Managers Be Nice, Nasty, or Both?

Milena Micevski, University of Vienna
Nick Lee, University of Warwick
Selma Kadic-Maglajlic, University of Sarajevo
John W. Cadogan, Loughborough University

Empirical research has so far largely neglected the issues of sales manager's leadership styles in resolving conflicts. Building on the qualitative work of Lee and Cadogan (2009) we investigate how sales manager's problem resolution styles, reflected in two types of interpersonal interactions with their salespeople, caring and aggressiveness, separately and in combination impact important salesforce outcomes. The

results show that managers' styles of handling interactions with their sales people when dealing with problem situations indeed have important effects on sales people's team spirit and job satisfaction, which also transfer to salespeople's turnover intentions.

Customer Approval of Probabilistic Price Promotions

Karl Akbari, University of Vienna
Udo Wagner, University of Vienna

Recently, probabilistic discounts have found increasing attention in research and practice. This paper examines the effect of probabilistic promotions on customer approval in a field experiment with high stakes. Three main findings emerge from this study: (1) Customers' expectations with respect to the outcome of such a campaign do not follow the "homo oeconomicus" paradigm. (2) However, they approve the probabilistic promotion. Moreover, those, who participate in the campaign, tend to evaluate the store somewhat better than those, who do not. (3) When distinguishing between lucky (with respect to the outcome of the probabilistic promotion) and unlucky buyers no differences in store evaluations emerge. The positive evaluation of the promotion can therefore be attributed to its entertaining value. Advice for marketing practitioners is provided.

The Relationship of Online Word-Of-Mouth Behaviour to Customer Satisfaction

Ákos Nagy, University of Pécs
Ildikó Kemény, Corvinus University of Budapest
Krisztián Szűcs, University of Pécs
Judit Simon, Corvinus University of Budapest

Compared to traditional WOM research this study follows a different perspective – it is focused on the relationship of the underlying behavioural motives of eWOM to customer satisfaction as well as to recommendation and repurchase intention. The main associations in the proposed SEM model revealed significant and fit indices are acceptable. An important aspect is that opinion seeking is positively related to customer satisfaction and so to recommendation and repurchase intention. Consequently online opinion seeking can be applied as segmentation criterion, if the corporate goal is to have more satisfied customers and positive purchase results. However the negative effect of online opinion giving on customer satisfaction sheds light on different conclusions. Several underlying reasons can be thought of; these are highlighted in the publication.

THURSDAY, SEPTEMBER 15, 2016

16:00 – 17:15

E-NET CENTER, ROOM A
3.1. ONLINE MARKETING:
STRIKE THE IRON WHILE
ITS HOT / GVOŽĐE SE
KUJE DOK JE VRUĆE

E-NET CENTER, ROOM B
3.2. MARKETING
STRATEGY: BARKING
DOGS SELDOM BITE / PAS
KOJI LAJE NE UJEDA

ROOM 5

**3.3. CONSUMER
BEHAVIOR: A BIRD IN
THE HAND IS WORTH
TWO IN THE BUSH /
BOLJE VRABAC U RUCI
NEGO PTICA NA GRANI**

16:00 – 17:15 | ROOM 5

CONSUMER BEHAVIOR: A BIRD IN THE HAND IS WORTH TWO IN THE BUSH / BOLJE VRABAC U RUCI NEGO PTICA NA GRANI

Session Chair: András Bauer, Corvinus University of Budapest

Financial Socialization Outcomes in Families: Testing the Existence of Intergenerational Effects in Family Regarding Financial Socialization of Young Adults

András Bauer, Corvinus University of Budapest
Boglárka Zsótér, Corvinus University of Budapest

Results from studies on the field of financial socialization could be beneficial for marketers, educators and policy makers; even more since the financial crisis in 2008. Researchers would like to gain deeper knowledge about outcomes and dynamics of financial socialization processes to advance financial culture, to create more effective education programs and firms have an interest to introduce financial products and services better suited for the needs of future customers. The aim of this study is to analyze intergenerational effects in families regarding financial socialization of young adults. Intergenerational effects in families is often researched topic in consumer behaviour, but less so regarding financial outcomes. In previous studies financial socialization within the family is often studied by getting information from one family member only (e.g. with a retrospective methodology), judging the presence or absence of a parental effect from one perspective. In our study we included both young adults and also their parents, allowing a more complex interpretation of the findings from a paired sample, where intergenerational effects are assessed considering both respondent groups using a new methodology.

Consumer Price Sensitivity as a Determinant of Marketing Effectiveness

Milena Nikolova, American University in Bulgaria
Jenia Lazarova, Neuroeconomics Labs
Julian Asenov, Neuroeconomics Labs

A series of six experiments tested the effects of applying two behavioural principles to digital marketing offers in the tourism industry – emphasis on offer benefits, and timelimited free gift. Three different offer types (hotels, destination experiences, and restaurants) were investigated across two different consumer

segment types (youth and students with tight budget constraints; affluent young professionals). For hotel offers, likelihood to purchase increased highly significantly across all conditions and participant groups, while for destinations and restaurants, there were contrasting effects of the time-limited free gift, suggesting that its effectiveness is influenced by consumer characteristics such as price sensitivity.

Consumer Reactions to the Regulation of Sunday Shopping: The Case of Hungary

Agnes Neulinger, Corvinus University of Budapest

Zsofia Kenesei, Corvinus University of Budapest

In an economy based on modern consumer society, consumer reactions to an economic measure has significant influence both economically and politically. Notwithstanding that regulation and deregulation-related issue of stores' opening hours strongly influences economic actors, it has great influence on buyers as well. In Hungary, shopping hours were regulated in 2015 and the government banned Sunday opening. The aim of this research is to provide a profound analysis of households' reactions to this regulation based on a national representative survey of 700 consumers. In the study first individual, then social aspects are analysed.

Making Maternal Health Services Friendly: A Socio-Ecological Model to Understand the Consumer Behavior of the Urban Poor

Ashavaree Das, Prince Sultan University

Kirti Sharma, Management Development Institute Gurgaon

Prenatal care can greatly reduce maternal morbidity and mortality. This study explores barriers to the prenatal care utilization among the urban poor women in New Delhi, India. A socio-ecological model of understanding barriers to seeking care was used to guide the study. A qualitative approach (focus group discussions and interviews) was used to conduct the study. The data were coded manually and emerging themes included personal, domestic and health care quality barriers as well as decreased self-confidence. This study can help inform policies that are being taken by the Indian government to reduce the maternal morbidity and mortality burden.

FRIDAY,
SEPTEMBER 16, 2016



FRIDAY, SEPTEMBER 16, 2016

09:00 – 10:15

E-NET CENTER, ROOM A
**SPECIAL PANEL SESSION
3: WHERE SCIENCE
KISSES PRACTICE:
NEUROMARKETING -
SCIENCE OR A TREND?**

E-NET CENTER, ROOM B
4.1. MARKETING
STRATEGY: WHO DIGS A
TRAP FOR OTHERS ENDS
UP IN IT HIMSELF / KO
DRUGOM JAMU KOPA
SAM U NJU UPADNE

ROOM 5
4.2.ONLINE MARKETING:
TRUST YOURSELF AND
YOUR HORSE / U SE I U
SVOJE KLJUŠE

09:00 – 10:15 | E-NET CENTER, ROOM A

SPECIAL PANEL SESSION: WHERE PRESENT AND FUTURE MEET: NEUROMARKETING- SCIENCE OR A TREND?

What is neuromarketing, science or a trend? Does it add value to contemporary marketing research techniques or it yet has to be developed? Can the research be standardized and results generalized? What is a difference in approach to neuromarketing by academy and business? Pros and cons in its research tools? What ethical issues have to be resolved around neuromarketing? Well established experts, researchers and practitioners, will tackle those and many other open dilemmas in this novel field of marketing research.

Session Chair: Melika Husić-Mehmedović, University of Sarajevo

Panelists

Neuroscience In marketing research

Nick Lee, University of Warwick

Practical experiences with neuromarketing

Luka Zevnik, BlackBox

Regional overview of neuromarketing research projects

Ismir Omeragic, Valicon

Upgrading Traditional Packaging Research With Eye-Tracking Method - The Case Of Beer Category Packaging

Melika Husic-Mehmedovic, University of Sarajevo

Kemal Kostrebic, Valicon Research Agency

Crt Ahlin, Valicon Research Agency

Extensive research with contemporary methods is necessary to better understand the packaging features that influence visual attention and lead to stimulation of consumers' decision. In this paper authors

use eye-tracking experiment within beer category to explain attention attracting and facilitating gaze order. Strong theoretical and managerial implications are defined: packaging elements have to be easily noticeable to attract focus quickly, there should be fewer number of features, design elements should be integrated in order to contribute to better visibility of the package, and visual attention should be managed with packaging features throughout the gaze time.

FRIDAY, SEPTEMBER 16, 2016

09:00 – 10:15

E-NET CENTER, ROOM A
SPECIAL PANEL SESSION
3: WHERE SCIENCE
KISSES PRACTICE:
NEUROMARKETING -
SCIENCE OR A TREND?

E-NET CENTER, ROOM B

**4.1. MARKETING
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09:00 – 10:15 | E-NET CENTER, ROOM B

MARKETING STRATEGY: WHO DIGS A TRAP FOR OTHERS ENDS UP IN IT HIMSELF / KO DRUGOM JAMU KOPA SAM U NJU UPADNE

Session Chair: Tanja Dmitrovic, University of Ljubljana

Exploring the Curvilinear Effect of Innovativeness as a Driver of the International Expansion of Developing Markets' Firms: Evidence from South Eastern Europe

Guido Bortoluzzi, University of Trieste

Maja Arslanagic-Kalajdzic, University of Sarajevo

Selma Kadic-Magljajlic, University of Sarajevo

Bernardo Balboni, University of Trieste

An increasing number of firms based in developing countries are expanding internationally by leveraging innovative solutions that are appreciated even by customers from more advanced economies. This study is aimed at analysing the curvilinear effects of firm innovativeness, i.e. product, organisational and marketing innovation, on international expansion, as well as the effect of expansion on performance, in four South-East European developing countries. Empirical findings support the hypothesised U-shaped relationship between (1) product innovation and (2) organisational innovation and the level of international expansion of firms. We found an inverse U-shaped relationship between marketing innovation and the level of international expansion.

Market Orientation in Turbulent Times: The Role of Innovation Culture and Customer Involvement

Tanja Dmitrovic, University of Ljubljana

Mateja Bodlaj, University of Ljubljana

The study focuses on the impact of market and technological turbulences on responsive and proactive market orientation and their effects on innovation performance. Two mediating variables are introduced

in the chain of relationships: innovative culture and customer involvement. Results of SEM analysis indicate that innovative culture fully mediates the relationship between market turbulences and both forms of market orientation, but has no effect on relationship between technological turbulences and proactive market orientation. Customer involvement fully mediates market orientation – innovation performance relationship. The effect is stronger for proactive than for responsive market orientation.

Financial Resource Slack and Sustainability Performance: A Cross-Culture Study of Small and Medium-Sized Enterprises

Nathaniel Boso, Leeds University

Ogechi Adeola, Lagos Business School

Albert Danso, Richmond University in London

Magnus Hultman, Leeds University

Constantinos Leonidou, Leeds University

While firms continue to commit slack financial resources to sustainability causes, the relationship between financial resource slack and sustainability performance varies between developing- and developed-economy firms and under varying conditions of market pressure and political connectedness. Primary data gathered from small- and medium-sized enterprises (SMEs) in Nigeria and United Kingdom (UK) shows that the relationship between financial resource slack and sustainability performance is negative for Nigeria but positive for UK firms, market pressure strengthens the financial resource slack–sustainability performance relationship in both Nigeria and the UK. However, institutional connectedness moderates the relationship differently across the two samples: average levels of institutional connectedness weaken the relationship in Nigeria firms and marginally strengthen the relationship in the UK firms.

Knowledge Transfer in the Context of Buyer-Supplier Relationship Exchange: An Analysis on Supplier's Customers Portfolio

Bernardo Balboni, University of Trieste

Marina Vignola, University of Modena and Reggio Emilia

Gianluca Marchi, University of Modena and Reggio Emilia

In a context of buyer-supplier relationship exchange, the paper analyzes the role of formal and informal mechanisms to transfer knowledge and the direct and moderating effect of trustworthiness, as relational dimensions, to understand how customer acquires knowledge from its supplier. Results related to a sample of 105 customers belonging to an Italian medium-sized manufacturer's customer portfolio show that both formal and informal transfer mechanisms positively impact on knowledge acquisition. Trustworthiness moderates positively the effect of informal transfer mechanisms and negatively the effect of formal transfer mechanisms on knowledge transfer.

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09:00 – 10:15 | ROOM 5

ONLINE MARKETING: TRUST YOURSELF AND YOUR HORSE / U SE I U SVOJE KLJUZE

Session Chair: Vatroslav Skare, University of Zagreb

Conceptual Development of the Relationship Between Online Interactions and Brand Attitudes

Agnieszka Zablocki, Vienna University of Economics and Business

Bodo Schlegelmilch, Vienna University of Economics and Business

There is a growing tendency of consumers to read online reviews before making their purchase decisions. Thus, online reviews are central to the purchasing process and are much appreciated by consumers, since they contain information about the functionality and experiences other consumers realized. It has been proposed that the ability to draw on the experience of other consumers may lead to decision-making based more on product facts and less on the emotional attachment to a brand. This research aims to shed light on this issue and focuses on the impact of consumer-to-consumer interactions on brand attitudes. Specifically, we analyze the influence of public (with strangers) versus private (with friends) online interactions on cognitive and affective brand attitudes and scrutinize the influence of a number of different contextual factors (moderators) on this relationship.

The Influence of Corporate Webcare and Brand Advocates on Online Complaint Observers

Clemens Hutzinger, University of Innsbruck

Weitzl Wolfgang, University of Vienna

Elisabeth Wolfsteiner, University of Vienna/Seeburg Castle University

A brand's economic well-being can be critically endangered by negative electronic word-of-mouth (NeWOM) of dissatisfied customers. Findings from an online experiment provide clear evidence that online complaint handling that puts complainants' concern first can mitigate NeWOM effects and triggers favorable brand attitudes of NeWOM observers. While accepting the failure and offering a simple

public apology is an effective way to respond to negative Facebook comments, particularly responses including also an explanation as well as some kind of compensation can turn potential customers in actual customers of the brand. Findings also suggest, that webcare should be performed by companies and not be left to brand advocates.

The Internet of Things and Customer Apprehension in Relationship Marketing a Quantitative Approach

Christine Falkenreck, University of Kassel

Ralf Wagner, University of Kassel

Internet of Things (IoT) technologies transform production and services sectors. Our study addresses three questions: (1) How do IoT challenges impact international buyer perceptions of IoT usefulness, (2) can perceived usefulness of IoT be improved by Commitment-Trust Theory and technology acceptance model impact factors, (3) are there regional attitude differences towards IoT's perceived usefulness? This study identifies three relationship drivers crucial to buyer willingness to adopt IoT. We propose and empirically test a conceptual model of antecedents and consequences of trust in buyer-manufacturer relationships focusing on IoT credibility. The analysis is based on a German manufacturer's Western and Eastern actual and future customer data base. Our results show that trust in a manufacturer's credibility with regards to data safety and data transfer for buyers is a key motivation to engage in IoT projects. To achieve IoT project success, enhancing the manufacturers IoT credibility is an essential part of an honest and open communication strategy. In addition, data indicate regional attitude differences between East and West.

Towards Understanding Consumers' Acceptance of Location-Based Services in Mobile Applications: The Role of Perceived Value and Attitude

Vatroslav Skare, University of Zagreb

Djurdjana Ozretic-Dosen, University of Zagreb

Tanja Komarac, University of Zagreb

Josip Mikulic, University of Zagreb

Location-tracking functionalities of digital mobile devices induced the development of location-based services (LBS) within mobile applications. LBS provide marketers with the opportunity to interact with consumers in the location-specific context. The aim of the paper is to understand better the antecedents of consumers' acceptance of LBS in mobile applications. A structural model was developed to test the relationships between perceived benefits, perceived sacrifices, perceived value, attitude, behavioral intentions, and actual behavior in the context of LBS in mobile applications. Results show that perceived value is a trade-off between perceived benefits and sacrifices (risk, irritation), and has a positive effect on attitude. Behavioral intentions are driven by attitude and positively impact actual behavior. Future research propositions are provided.

FRIDAY, SEPTEMBER 16, 2016

10:45 – 11:45 | E-NET CENTER, ROOM A

MEET THE EDITORS SESSION

In this session, each editor or representative will explain the mission, editorial process, recent submission trends, and other topics of interest for scholars looking to publish their work in their journal. The aim of the session is to help prospective authors understand what it takes to be published in each journal, and why papers get rejected. There will be extensive opportunity for Q&A.

International Journal of Research in Marketing – Roland Rust, University of Maryland

European Journal of Marketing - Nick Lee, University of Warwick

Market/Trziste - Djurdjana Ozretic-Dosen, University of Zagreb

Marketing - Galjina Ognjanov, University of Belgrade

FRIDAY, SEPTEMBER 16, 2016

12:00 – 13:30 | E-NET CENTER, ROOM A

CONFERENCE CLOSING: WHERE WE ARE HEADING?

Supporting Young/Next-Generation Researchers

Adamantios Diamantopoulos, University of Vienna

Embarking on an academic career is an important life decision and the road to success is bumpy. There is a long way to go between starting a PhD and (eventually) getting a permanent/tenured position in academia and not everybody makes it. What are key factors that facilitate or hinder the progress of young/new researchers in the marketing field? This talk raises issues regarding needed skills, networks and mentoring mechanisms that can be used to support young researchers so as to increase the chances that they will be successful in an increasingly competitive environment. It also highlights EMAC initiatives specifically developed with this purpose in mind.

Data meets Decisions: Marketing Analytics in the East and the West

Ozyegin University and BI Norwegian Business School

Increasing data, including online actions, should allow these organizations to make more data-driven decisions to create, capture and sustain value for customers and stakeholders. However, such data have little impact on decision makers, who often rely on the hunch of the HiPPO (Highest Paid Person's Opinion). In the East, decision makers depend more on personal relations (including the fear of their boss blaming them) than on data, especially experimentation. At the same time, they are understandably reluctant to accept findings from Western case studies, which may not fit their customers, competitors and institutional context. We discuss our experience in dealing with these paradoxes.







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