

2017 Global Fashion Management Conference at Vienna

Fashion, Music and Design Management in the Networked World

July 6th-9th, 2017

University of Vienna, Oskar-Morgenstern-Platz 1, 1090 Vienna, Austria

Conference Chair: Udo Wagner (University of Vienna)

Hosts: [University of Vienna](#)

[Korean Scholars of Marketing Science](#)

[Italian Marketing Society](#)

Organizer: [Global Alliance of Marketing & Management Associations](#)

Partners: [Center for Sustainable Culture & Service, Yonsei University](#)

[National Research Foundation of Korea](#)

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Sponsoring Journals:

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[International Marketing Review](#), [Industrial Marketing Management](#)

[Journal of Global Fashion Marketing](#), [Marketing ZFP – Journal of Research and Management](#)

[Journal of Global Scholars of Marketing Science](#), [Journal of Global Sport Management](#)

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Global Relationship Committee Chair: Roland T. Rust (University of Maryland)

Academic Excellence Committee Chair: Charles R. Taylor (Villanova University)



주 오스트리아 대한민국 대사관
Embassy of the Republic of Korea



CONFERENCE PROGRAM

July 6th, 2017	
09:00-14:30	Industry Tour
15:00-16:00	Editorial Board Meetings (Room HS 7) -Journal of Global Scholars of Marketing Science -Journal of Global Fashion Marketing -Journal of Global Sport Management
15:00-17:30	Doctoral Colloquium (Seminar Room 8)
16:00	Conference Registration (Ground Floor)
17:30	Conference Reception (Sky Lounge, 12 th Floor) Welcome Speeches: - Dong-ik Shin (Ambassador of the Republic of Korea in the Republic of Austria) - Heinz W. Engl (Rector of University of Vienna) - Jean-Robert Tyran (Dean of Faculty of Business, Economics and Statistics, University of Vienna) - Udo Wagner (Chair of 2017 GFMC at Vienna & Professor of University of Vienna) - Eunju Ko (President of GAMMA & Professor of Yonsei University) - Yung Kyun Choi (President of KSMS & Professor of Dongguk University) A taste of Korean dinner and traditional cocktail reception hosted by the Korean Embassy in Vienna.
July 7th, 2017	
08:00	Conference Registration (Ground Floor)
08:30 - 10:00	Academic Session 1
10:00 - 10:20	Coffee Break (Sky Lounge, 12 th Floor)
10:20 - 11:50	Academic Session 2
12:00 - 12:50	Conference Lunch I (Sky Lounge, 12 th Floor)
13:00 - 13:50	Keynote Speech (Room HS 1, Ground Floor) -What Fashion Can Learn from Silicon Valley. Roland T. Rust (University of Maryland) Editor-in-Chief of International Journal of Research in Marketing
14:00 - 15:30	Academic Session 3
15:30 - 15:50	Coffee Break (Sky Lounge, 12 th Floor)
16:00 - 17:30	Academic Session 4
18:30	Conference Dinner at Vienna City Hall (The Entrance to the City Hall: Lichtenfelsgasse 2, Feststiege 1, 1010 Vienna) Welcome Speeches: - Michael Häupl (Mayor) - Udo Wagner (Chair of 2017 GFMC at Vienna) - Eunju Ko (President of GAMMA) - Yung Kyun Choi (President of KSMS) Invited Exhibition: 2017 GAMMA Young Artist Competition Music Gala Concert by World Culture Networks Dancing Performance including Waltz and Dancing Lesson
July 8th, 2017	
08:00	Conference Registration (Ground Floor)
08:30 - 09:50	Academic Session 5
10:00 - 11:00	Meet the Editors (Room HS 6, First Floor)
11:00 - 11:20	Coffee Break (Sky Lounge, 12 th Floor)
11:20 - 12:50	Academic Session 6
13:00 - 15:00	Conference Lunch II (Sky Lounge, 12 th Floor) Award Ceremony (Sky Lounge, 12 th Floor)
July 9th, 2017	
Business Meetings	

July 7th, 2017

Time	Room HS 3	Room HS 7	Room HS 8	Room HS 15	Room HS 16	Room HS 17	Room HS 12	Room HS 2
08:30 - 10:00	Session 1.1 Fashion Marketing Trends in Social Media I	Session 1.2 Sustainability in Fashion Management I	Session 1.3 Luxury Brand Advertising: Theory and Practice I	Session 1.4 Global Consumer Culture I	Session 1.5 Product Development and Innovation	Session 1.6 Luxury Brand Consumption and Culture I	Session 1.7 2017 KAPPS-GAMMA Joint Symposium I	Session 1.8 Customer Experience and Brand Relationship I
10:00 - 10:20	Coffee Break (Sky Lounge, 12 th Floor)							
10:20 - 11:50	Session 2.1 Fashion Marketing Trends in Social Media II	Session 2.2 Sustainability in Fashion Management II	Session 2.3 Luxury Brand Advertising: Theory and Practice II	Session 2.4 Global Consumer Culture II	Session 2.5 Product Strategy and Programs	Session 2.6 Luxury Brand Consumption and Culture II	Session 2.7 2017 KAPPS-GAMMA Joint Symposium II	Session 2.8 Customer Experience and Brand Relationship II
12:00 - 12:50	Conference Lunch I (Sky Lounge, 12 th Floor)							
13:00 - 13:50	Keynote Speech (Room HS , Ground Floor): -What Fashion Can Learn from Silicon Valley. Roland T. Rust (University of Maryland), Editor-in-Chief of International Journal of Research in Marketing							
14:00 - 15:30	Session 3.1 Fashion Marketing Trends in Social Media III	Session 3.2 Sustainability in Fashion Management III	Session 3.3 Luxury Brand Advertising: Theory and Practice III	Session 3.4 Global Consumer Culture III	Session 3.5 Revitalization of Culturally Significant Patterns, Products and Processes	Session 3.6 2017 SIMktg-GAMMA Joint Symposium I	Session 3.7 Digital Marketing in the Fashion Industry	Session 3.8 Corporate Identity & Corporate Reputation
15:30 - 15:50	Coffee Break (Sky Lounge, 12th Floor)							
16:00 - 17:30	Session 4.1 Fashion Marketing Trends in Social Media IV	Session 4.2 Sustainability in Fashion Management IV	Session 4.3 Luxury Brand Advertising: Theory and Practice IV	Session 4.4 Global Consumer Culture IV	Session 4.5 Beauty, Aesthetics and Design in Marketing	Session 4.6 2017 SIMktg-GAMMA Joint Symposium II	Session 4.7 Global and Cross-Cultural Fashion Marketing	Session 4.8 Turbulence in Fashion and Luxury
18:30	Conference Dinner at Vienna City Hall (The entrance to the City Hall: Lichtenfelsgasse 2, Feststiege 1, 1010 Vienna) Welcome Speeches: - Michael Häupl (Mayor) - Udo Wagner (Chair of 2017 GFMC at Vienna) - Eunju Ko (President of GAMMA) - Yung Kyun Choi (President of KSMS) Invited Exhibition: 2017 GAMMA Young Artist Competition Music Gala Concert by World Culture Networks Dancing Performance including Waltz and Dancing Lesson							

July 8th, 2017

Time	Room HS 3	Room HS 7	Room HS 8	Room HS 15	Room HS 16	Room HS 17	Room HS 12	Room HS 2
08:30 - 09:50	Session 5.1 Fashion Marketing Trends in Social Media V	Session 5.2 Sustainability in Fashion Management V	Session 5.3 2017 Sustainable Fashion and Social Learning Platform Symposium II	Session 5.4 Fashion and Sport Management I	Session 5.5 Luxury Brand-Building I	Session 5.6 The Road to Luxury: From Fashion Goods to Lifestyle and Experiential Luxury I	Session 5.7 Technology Innovation Management	Session 5.8 Emerging Practices in Apparel Manufacturing/ Body Management and Fashion
10:00 - 11:00	Meet the Editors (Room HS 6, First Floor)							
11:00 - 11:20	Coffee Break (Sky Lounge, 12th Floor)							
11:20 - 12:50	Session 6.1 Product and Customer Relationship Management in Global Culture & Fashion Marketing	Session 6.2 Fashion Retailing in a Networked Environment: Digital and Design Technologies for Engaging Customer's Experiences	Session 6.3 2017 Global Fashion Market Equity Symposium for Traditional Market II	Session 6.4 Fashion and Sport Management II	Session 6.5 E-WOM and Social Networks in the Fashion Industry/Online Retailing in Luxury and Fashion	Session 6.6 Luxury Brand-Building II/The Road to Luxury: From Fashion Goods to Lifestyle and Experiential Luxury II	Session 6.7 Cyberpsychology and Branding/ Stakeholder-Brand Relationship in Fashion and Art World	
	Multimedia Presentation (Room SR 14)							
13:00 - 15:00	Conference Lunch II (Sky Lounge, 12 th Floor) Award Ceremony (Sky Lounge, 12 th Floor)							

Session 1 (08:30 - 10:00, July 7th, 2017)

Session 1.1 Fashion Marketing Trends in Social Media I

Session Chair: Fabrizio Mosca (University of Turin)

Room: HS 3, Ground Floor

Luxury brands and social media: Implications around new trends in selling luxury products. A study across different product categories	Fabrizio Mosca	University of Turin
	Cecilia Casalegno	University of Turin
	Caterina Rosso	University of Turin
Impact of self-disclosure and authenticity of influencer on consumer reaction: Focusing on mediating effect of envy	Ga-Young Ahn	Seoul National University
	Shin-Young Park	Seoul National University
	Jisoo Park	Seoul National University/ The Research Institute of Human Ecology
Antecedents and consequences of fashion opinion leadership in Instagram	Luis V. Casaló	University of Zaragoza
	Carlos Flavián	University of Zaragoza
	Sergio Ibáñez	University of Zaragoza
The role of luxury brand's conversational agents: Comparison between face-to-face and chatbot	Minjee Chung	Yonsei University
	Heerim Joung	Yonsei University
	Eunju Ko	Yonsei University

Session 1.2 Sustainability in Fashion Management I

Session Chairs: Ralf Schellhase (University of Applied Sciences Darmstadt)

Juran Kim (Jeonju University)

Room: HS 7, 1st Floor

Relationship between sustainable marketing and customer equity base on two countries	Minyi Chen	Zhejiang Sci-Tech University
	Yang Sun	Zhejiang Sci-Tech University
	Tony C. Garrett	Korea University
The influence of guilt and pride on responsible consumption - An empirical investigation in the fashion industry	Nina Bürklin	Ludwig-Maximilians-University Munich
Men managing their wardrobes: An integrated model for examining clothing disposition	Michael Shaw	Monash University

Session 1.3 Luxury Brand Advertising: Theory and Practice I

Session Chair: Jennifer Zarzosa (Henderson State University)

Room: HS 8, 1st Floor

Typicality effects in luxury brand advertisements	Heejin An	University of Minnesota
	Do Yuon Kim	University of Minnesota
	Robert Pettys-Baker	University of Minnesota
It isn't for me: Chinese young male consumers' interpretation of social media luxury advertising	Huan Chen	University of Florida
	Ye Wang	University of Missouri
	Eric Haley	University of Tennessee
On luxury branding and semiotics. cultural representation of "Bulgarian Rose"	Ivo Iv. Velinov	New Bulgarian University
Ads as works of art: Measuring advertising immersion	Jennifer Zarzosa	Henderson State University
The effectiveness of guilt statements in fairtrade products	Kevin Teah	Curtin University
	Michael Lwin	Curtin University
	Ian Phau	Curtin University

Session 1.4 Global Consumer Culture: The Evolving Nature of Global and Local Consumption I

Session Chair: John Cadogan (Loughborough University)

Room: HS 15, 2nd Floor

Talking about my generation: Revisiting the influence of age in luxury counterfeit consumption	Julia Pueschel	Paris Sorbonne University Abu Dhabi/United Arab Emirates & Paris-Dauphine University
	Beatrice Parguel	Cnrs & Paris-Dauphine University
	Cecile Chamaret	Paris Sorbonne University Abu Dhabi
	Pierre Valette-Florence	Grenoble Alpes University
Global or local fashion consumer segments? A cross-cultural analysis of different fashion consumer lifestyle clusters based on central fashion consumption motives in four countries (United States, France, Germany and Austria)	Nina Pongratz	Alpen-Adria Universitaet Klagenfurt
	Sandra Diehl	Alpen-Adria Universitaet Klagenfurt
Consumer attitudes toward second hand shopping and social media influences	Ivana Markova	San Francisco State University
	Naska Bayanduuren	San Francisco State University

Session 1.5 Product Development and Innovation

Session Chair: C. Anthony Di Benedetto (Temple University)

Room: HS 16, 2nd Floor

The particularities of new product development in the textile industry	Fábio Shimabukuro Sandes	FUNDACAO GETULIO VARGAS, FGV/SP
	Fundação Getulio Vargas	FUNDACAO GETULIO VARGAS, FGV/SP
Stylistic innovation and marketing performance: The entrepreneurial cognitive complexity of small arts and crafts firms in B2C and B2B markets	Ting-ling Lin	National Taipei University
	Wai-sum Siu	Hong Kong Baptist University
Product strategy and export performance: The roles of exploitative and exploratory innovation capability	Insik Jeong	Korea University Business School
	Jong-Ho Lee	Korea University Business School
	Eunmi Kim	Korea University Business School
From cotton kimonos to the jeans industry: The development of denim industrial clusters in Japan	Rika Fujioka	Kansai University
The effects of the firm's strategic marketing orientation on value co-creation and relationship performance	Kyong Ryul Koo	Changwon National University
	Jeonghye Choi	Yonsei University
	Kyung Hoon Kim	Changwon National University
	Nam Hee Jin	Changwon National University

Session 1.6 Luxury Brand Consumption and Culture I

Session Chair: Yuri Seo (The University of Auckland Business School)

Room: HS 17, 2nd Floor

The influence of brand knowledge on the intention to purchase personal luxury products	Kanyanee Ingsa	University of Westminster
	Li-Wei Mai	University of Westminster
Individual differences in cultural capital: The impact of the visual merchandise display on consumer purchases of luxury brands	Maria Logkizidou	University of Leeds
	Robert J. Angell	Cardiff University
	Paul Bottomley	Cardiff University
Consumer resistance to luxury gift-giving	Ilaisaane Fifita	The University of Auckland
The influence of two fundamental factors on conspicuous luxury consumption	Sungeun (Ange) Kim	Auckland University of Technology
	Jungkeun Kim	Auckland University of Technology
	Roger Marshall	Auckland University of Technology
Stigmatized in the luxury market: Stereotype threat undermines lower-income consumers' luxury decision performance	Jacob Chaeho Lee	Ulsan National Institute of Science and Technology

Session 1.7 2017 KAPPS-GAMMA Joint Symposium I

Symposium Chairs: Cunhyeong Ci (Kookmin University)

Juran Kim (Jeonju University)

Room: HS 12, 2nd Floor

The power of media types on consumer's acceptance of advertising information: Focused on clothing ad for Korean teenagers	Hyeonjin Soh	Sungshin University
	Hyogyoo Kim	Dongkuk University
Differences in the branding strategy of the Big 3 SPA brands: ZARA, UNIQLO, & H&M	Cunhyeong Ci	Kookmin University
	Seungbae Park	Seoul National University of Science & Technology
	Bongchul Kim	Chosun University
Assessing the effects of social platform in fashion management	Jooah Ahn	Dongshin University
	Yumi Kim	Chosun University
	Juran Kim	Jeonju University

Session 1.8 Customer Experience and Brand Relationship I

Session Chair: Pekka Mattila (Aalto University School of Business)

Room: HS 2, Ground Floor

A unified framework on brand threat effects and consumer responses	Paurav Shukla	University of Essex
	Dina Khalifa	Glasgow Caledonian University
Co-creation of value for luxury brands – A consumer perspective and its implications	Elina Koivisto	Aalto University School of Business
	Pekka Mattila	Aalto University School of Business
	Elina Korpela	Aalto University School of Business
Conceptualising brand charisma	Siobhan Hatton-Jones	Curtin University
	Min Teah	Curtin University
	Ian Phau	Curtin University

Session 2 (10:20 - 11:50, July 7th, 2017)

Session 2.1 Fashion Marketing Trends in Social Media II

Session Chair: Eun Young Kim (Chungbuk National University)

Room: HS 3, Ground Floor

Social media marketing and consumer-based brand equity: The role of brand experience among millennials in online fashion communities	Lamberto Zollo	University of Florence
	Sukki Yoon	Bryant University
	Riccardo Rialti	University of Florence
	Cristiano Ciappei	University of Florence
The influence of two communication ways by social media towards word-of-mouth marketing in China: An agenda for research themes	Minyi Chen	Zhejiang Sci-Tech University
	Yang Sun	Zhejiang Sci-Tech University
	Zhongju Liao	Zhejiang Sci-Tech University
Enhancing the effectiveness of social media marketing: The dual impact of brand page satisfaction and brand love	Sanga Song	University of Minnesota
	Hye-Young Kim	University of Minnesota
Effective luxury brand advertising for social media: Message arguments, social ties, and culture	Yung Kyun Choi	Dongguk University
	Yuri Seo	University of Auckland
	Udo Wagner	University of Vienna
Fashion curating on Instagram: Will the sharing economy alternative expand the market?	Yeo Jin Jung	Seoul National University
	Yuri Lee	Seoul National University

Session 2.2 Sustainability in Fashion Management II

Session Chairs: Ralf Schellhase (University of Applied Sciences Darmstadt)

Juran Kim (Jeonju University)

Room: HS 7, 1st Floor

How social capital works for purchase intention related to sustainable fashion products	Juran Kim	Jeonju University
	Ki Hoon Lee	Jeonju University
Online collaborative consumption for fashion goods among Gen Y - A quantitative approach	Doris Berger-Grabner	IMC FH Krets
	Marion Fett	University of Applied Sciences Krets
Are sustainable luxury goods a paradox for millennials?	Virginia Rolling	Auburn University
	Amrut Sadachar	Auburn University
It's tough at the top. Ethical competences of new luxury fashion actors	Colette Depeyre	Université Paris-Dauphine, PSL Research University
	Emmanuelle Rigaud	NEOMA Business School
	Fabien Seraidarian	Université Paris Saclay

Session 2.3 Luxury Brand Advertising: Theory and Practice II

Session Chair: Nara Youn (Hongik University)

Room: HS 8, 1st Floor

Advertising's influence on perceived luxuriousness of a premium private label	Seoyoung Kim	Korea University Business School
	Sungkyu Lee	Korea University Business School
	Jong-Ho Lee	Korea University Business School
	Charles R. Taylor	Villanova School of Business
Grotesque imagery enhancing persuasiveness of luxury brand advertising	Donghwy An	Hongik University
	Chulsung Lee	Hongik University
	Janghyun Kim	Korea Christian University
	Nara Youn	Hongik University
Marketing a luxury brand through digital storytelling: An analysis of campaign diffusion through YouTube and Instagram	Emily Raymond	Ryerson University
	Donna Smith	Ryerson University
	Joseph F. Hair	University of South Alabama
The cross-category effects of luxury brand promotions	Vijay Viswanathan	Northwestern University
	Mototaka Sakashita	Keio Business School

Session 2.4 Global Consumer Culture: The Evolving Nature of Global and Local Consumption II

Session Chair: Yoko Sugitani (Sophia University)

Room: HS 15, 2nd Floor

Self-based and public-based evaluations in global brand building: A comparison between independent and interdependent cultures

Yoko Sugitani

Sophia University

When you yeast expect it: The unlikely emergence of craft beer culture in Finland

Alexei Gloukhovtsev

Aalto University School of Business

Weiwei Zhang

Curtin University

Why consumers buy imitations of premium cosmetics?

Min Teah

Curtin University

Ian Phau

Curtin University

Session 2.5 Product Strategy and Programs

Session Chair: C. Anthony Di Benedetto (Temple University)

Room: HS 16, 2nd Floor

The advertising appeal of genuinity	Brian 't Hart	Curtin University
	Ian Phau	Curtin University
	Min Teah	Curtin University
	Isaac Cheah	Curtin University
The use of power in self and collective interests of retailers and small apparel suppliers' relationships	Cagri Talay	Nottingham Trent University
	Lynn Oxborrow	Nottingham Trent University
	Clare Brindley	University of Derby
Competition between generalist and specialist in a small business context	Jeeyeon Kim	Yonsei University
	Woo Yong Jo	Yonsei University
	Alex Jiyoung Kim	Ewha Womans University
	Jeonghye Choi	Yonsei University
Safety service quality and frontline job performance	Hee Seok Woo	Changwon National University
	Sang Jin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University

Session 2.6 Luxury Brand Consumption and Culture II

Session Chair: Yuri Seo (The University of Auckland Business School)

Room: HS 17, 2nd Floor

High-NFU (Need for Uniqueness) consumers' intention to generate WOM about luxury goods	Akinori Ono	Keio University
	Mai Kikumori	Ritsumeikan University
	Haoying Wang	Keio University
Understanding the potentialities of a strategic association between luxury fashion brands and furniture design	Federica Codignola	Università degli Studi di Milano – Bicocca
To be extravagant or ethical? Interactive effects of credit card types and individual characteristics on luxury consumptions	EunHwan Oh	Korea University
	Jongwon Park	Korea University
	Jungkeun Kim	Auckland University of Technology
Fashioning health: Paradoxes for the rise of functional foods	Jenny Young	University of Auckland
	Denise Conroy	University of Auckland
	Sara Jaeger	New Zealand Institute for Plant and Food Research
Back in time to move forward: An empirical study on luxury fashion vintage drivers	Camilla Keim	European Master in Business Studies
	Ralf Wagner	University of Kassel

Session 2.7 2017 KAPPS-GAMMA Joint Symposium II

Symposium Chairs: Cunhyeong Ci (Kookmin University)

Juran Kim (Jeonju University)

Room: HS 12, 2nd Floor

Hallyu (Korean Culture Wave) trends in social and religious district	Moonki Hong	Hansei University
	Heebok Lee	Sangji University
Effects of native content appeal, Ad skepticism and website type on attitudes toward the Ad, people's website evaluation and persuasion knowledge	Ana Clara Meirelles Vitale	Kyung Hee University
	Sooyoung Cho	Kyung Hee University
Information construal in social media: The effects of social relations on message assessment and choice	Dongyoung Sohn	Hanyang University
Influences of robotics on customer value in industrial marketing relationship	Juran Kim	Jeonju University

Session 2.8 Customer Experience and Brand Relationship II

Session Chair: Pekka Mattila (Aalto University School of Business)

Room: HS 2, Ground Floor

The role of luxury brand attachment on consumer brand relationship	Anwar Sadat Shimul	Curtin University
	Michael Lwin	Curtin University
	Ian Phau	Curtin University
The impact of conspicuous consumption and perceived value on new product adoption intention: The moderating role of creativity-seeking personality	Meixiang Cui	Yonsei University
	Subin Im	Yonsei University
Examining the attitude of luxury consumers towards international luxury brands: Evidence from India	Shadma Shahid	Jamia Millia Islamia
	Rahela Farooqi	Jamia Millia Islamia

Session 3 (14:00 - 15:30, July 7th, 2017)

Session 3.1 Fashion Marketing Trends in Social Media III

Session Chair: Gwarlann de Kerviler (IESEG School of Management)

Room: HS 3, Ground Floor

The stories we wear: Mending and blogging Patagonia brand apparel	Gwendolyn Michel	Iowa State University
	Meegan Feori	Iowa State University
	Mary Lynn Damhorst	Iowa State University
	Young-A Lee	Iowa State University
	Linda Niehm	Iowa State University
I'll have what she's having: Consumer attitude toward products of Wang Hong	Hyun Jung Park	Chungbuk National University
Facebook live and apparel shopping: A case from the world's social-commerce leader	Apiradee Wongkitrungrueng	Mahidol University International College
The negative effects of brand-consumer interactions on social media on perceptions of luxury fashion brands	Minjung Park	University of Minnesota
	Hyunjoo Im	University of Minnesota
	Hye-Young Kim	University of Minnesota
Authenticity under threat: When social media influencers need to go beyond passion	Alice Audrezet	Institut Supérieur de Gestion de Paris
	Gwarlann de Kerviler	IESEG School of Management
	Julie Guidry Moulard	Louisiana Tech University

Session 3.2 Sustainability in Fashion Management III

Session Chair: Ralf Schellhase (University of Applied Sciences Darmstadt)

Juran Kim (Jeonju University)

Room: HS 7, 1st Floor

Retailing strategies for research shoppers	Wooyong Jo	Yonsei University
	Jikyung (Jeanne) Kim	IE University
	Jeonghye Choi	Yonsei University
Who are the consumers for sustainable luxury?	Saima Khan	Effat University
	Manzar Ahmed	Effat University
Economic sustainability of fashion brands	Kyung-Tae Gong	Jeonju University
	Juran Kim	Jeonju University
Development and validation of consumers' need for ingredient authenticity (CNIASCALE)	Zahirah Zainol	Curtin University
	Ian Phau	Curtin University
	Isaac Cheah	Curtin University

Session 3.3 Luxury Brand Advertising: Theory and Practice III

Session Chairs: Akinori Ono (Keio University)

Mai Kikumori (Ritsumeikan University)

Room: HS 8, 1st Floor

Celebrity endorsements for luxury brands: Followers vs. unfollowers on social media	Sanga Song	University of Minnesota
	Hye-Young Kim	University of Minnesota
Understanding scarcity effect on luxury brands using the theory of agonistic behaviour	Elaine Sutrisna	Curtin University
	Min Teah	Curtin University
	Ian Phau	Curtin University
Glocalization strategy in China: The effects of brand name and endorser ethnicity	Sojung Kim	Chinese University of Hong Kong
	Ka Yi Luk	Chinese University of Hong Kong
	Binfang Xia	Chinese University of Hong Kong
	Nan Xu	Chinese University of Hong Kong
	Xinzhu Yin	Chinese University of Hong Kong
Is the effect of luxury advertising on consumer evaluations of fashion brands positive or negative?	Akinori Ono	Keio University
	Yuka Eguro	Keio University
	Taichi Narisawa	Keio University
	Naoki Nomura	Keio University
	Takaya Sato	Keio University
	Yuna Sato	Keio University
	Yuta Shibamoto	Keio University
	Soichiro Yoshida	Keio University
Lessons from the past (1822-1973): How did "Nicolas wine merchant chain" use promotion tools and luxury codes to grow over time?	Benoit Lecat	California Polytechnic State University
	Joelle Brouard	Burgundy School of Business
	Claude Chapuis	Burgundy School of Business

Session 3.4 Global Consumer Culture: The Evolving Nature of Global and Local Consumption III

Session Chair: Erin Cho (Parsons School of Design, The New School)

Room: HS 15, 2nd Floor

How mid- to low-end brand personality impacts perceived quality, commitment, and loyalty? Comparing Korean vs. Chinese consumers' attitudes toward global and local brands	Su Jin Yang	Sung Shin University
	Yuri Lee	Seoul National University
Global pop music culture in cyber space: Can young generation's brain responses explain global success of YouTube music?	Eun-Ju Lee	Sungkyunkwan University
	Kyoung Cheon Cha	Dong-A University
	Minah Suh	Sungkyunkwan University
	Hanah Choi	Sungkyunkwan University
Ethnic-inspired design (EID) consumption: A means of enhancing self-view confidence	Erin Cho	Parsons School of Design, The New School
	Chung-Wha Ki	University of Tennessee
	Youn-Kyung Kim	University of Tennessee
Two approaches in haggling: A Korean market perspective	Kyoung-Nan Kwon	Ajou University
	Yoo Jin Kwon	Korea National Open University

Session 3.5 Revitalization of Culturally Significant Patterns, Products and Processes

Session Chair: Tom Cassidy (The University of Leeds)

Room: HS 16, 2nd Floor

Revitalising a nation's identity: The development of a national dress for the people of Tanzania	Charles Kahabi	University of Huddersfield
	Tracy Cassidy	University of Huddersfield
Italian craftsmanship in the luxury fashion Industry: The case of Dolce and Gabbana	Alice Dallabona	The University of Leeds
The decline of the UK hand knit craft at the close of the Twentieth Century	Tracy Cassidy	University of Huddersfield
The development of a resource tool for the revitalisation and enhancement of sewing skills and expertise	Debbie Allsop	University of Huddersfield
	Tracy Cassidy	University of Huddersfield
The study of supply chain in Indonesian stitch resist dyeing craft makers	Bintan Titisari	The University of Leeds
	Muriel Rigout	The University of Leeds
	Tom Cassidy	The University of Leeds
	Alice Dallabona	The University of Leeds

Session 3.6 2017 SIMktg-GAMMA Joint Symposium I

Symposium Chair: Raffaele Donvito (University of Florence)

Room: HS 17, 2nd Floor

Be social and be tuned: Evaluate your brands in online communities	Silvia Ranfagni	University of Florence
	Monica Faraoni	University of Florence
Can you judge the book by its cover? Antecedents and consequences of brand engagement in self concept	Valentina Mazzoli	University of Pisa
	Diletta Acuti	University of Pisa
	Raffaele Donvito	University of Florence
Are fashion cities really fashion cities? An analysis on city brand associations	Diletta Acuti	University of Pisa
	Valentina Mazzoli	University of Pisa
	Raffaele Donvito	University of Florence
	Priscilla Chan	Manchester Metropolitan University
Demand dynamics of Bangladeshi SME products: The case of boutique fashion industry	Mohammad Abdur Rouf	Dhaka University

Session 3.7 Digital Marketing in the Fashion Industry

Session Chairs: Jeonghye Choi (Yonsei University)

Jikyung (Jeanne) Kim (IE University)

Room: HS 12, 2nd Floor

Multiple keyword management in sponsored search advertising	Alex Jiyoung Kim	Ewha Womans University
	Sungha Jang	Kansas State University
	Hyun S. Shin	Hanyang University
The role of the multichannel sales context driving online social interactions	Jikyung (Jeanne) Kim	IE University
	Sanghwa Kim	Yonsei University
	Jeonghye Choi	Yonsei University
Digital marketing in fashion Industry: Transition from McDonaldization and Neflixization to Stitchfixization	Jaebeom Suh	Kansas State University
	Taehyun Suh	Yonsei University
The Instagram's strategy in engaging the customer's loyalty in Ria Miranda's brand	Siti Dewi Aisyah	Hacettepe University
Social media based luxury marketing: Are activities on social media capable to transmit luxury brand heritage and exclusivity to customers	Riccardo Rialti	University of Florence
	Lamberto Zollo	University of Florence
	Cristiano Ciappei	University of Florence
	Yoko Sugitani	Sophia University
Two's company; Three's a crowd: How social media influences garment consumption in youth fashion	Susan Craig	Manchester Metropolitan University
	Rebecca Mitchell	Manchester Metropolitan University
	Shuyu Lin	Manchester Metropolitan University

Session 3.8 Corporate Identity & Corporate Reputation - Prerequisites for Corporate Success in the Fashion Industry

Session Chair: Klaus-Peter Wiedmann (Leibniz University Hannover)

Room: HS 2, Ground Floor

The identity of independent niche luxury brands: Differentiating characteristics and the role of authenticity	Fabio Duma	Zurich University of Applied Sciences
	Mark Popcsev	Zurich University of Applied Sciences
Fashion trade shows as platforms for corporate branding	Elina Koivisto	Aalto University School of Business
	Pekka Mattila	Aalto University School of Business
	Heidi Cheng	Aalto University School of Business
	Kristina Engeltuori	Aalto University School of Business
Analyzing the perception of luxury fashion by millennials and Generation Z	Carmen Rodriguez Santos	University of León
	Wolfgang Fritz	TU University of Brunswick
	Klaus-Peter Wiedmann	Leibniz University Hannover
Conceptualizing an identity-Oriented brand management approach	Klaus-Peter Wiedmann	Leibniz University Hannover

Session 4 (16:00 - 17:30, July 7th, 2017)

Session 4.1 Fashion Marketing Trends in Social Media IV

Session Chair: Minjeong Kim (Indiana University)

Room: HS 3, Ground Floor

Renaissance of micro-fashion entrepreneurs in social commerce: Integrating social capital theory and innovation diffusion theory	Jihyeong Son	Washington State University
	Jing Sun	Washington State University
	Ting Chi	Washington State University
The consistency of CEO's fashion style and perceived trust	Jacob Chaeho Lee	Ulsan National Institute of Science and Technology
	MinChung Kim	Ulsan National Institute of Science and Technology
Social media's place in sneakerhead culture	Jin Woo Choi	Oregon State University
	Brigitte Gaal Cluver	Oregon State University
	Minjeong Kim	Indiana University
Extending the luxury experience to social media – co-creation of brand identity in a branded exhibition	Elina Koivisto	Aalto University School of Business
	Pekka Mattila	Aalto University School of Business
	Elina Korpela	Aalto University School of Business
	Laura Perjo	University of Turku
Fashion-blog analytics: Identifying the influentials	Patricia SanMiguel	ISEM Fashion Business School
	Teresa Sádaba	ISEM Fashion Business School
	Pedro Mir	ISEM Fashion Business School

Session 4.2 Sustainability in Fashion Management IV

Session Chair: Ralf Schellhase (University of Applied Sciences Darmstadt)

Juran Kim (Jeonju University)

Room: HS 7, 1st Floor

Embedding the loop: Sustaining circularities in clothing consumption	Katherine Duffy	University of Glasgow
	Deirdre Shaw	University of Glasgow
Sustainable products and purchase gap: Comparison of recycled and upcycled fashion products	Hyun Jung Park	Chungbuk National University
Integrating sustainability in luxury fashion supply networks: An empirical investigation of leather and silk	Hakan Karaosman	Politecnico di Milano
	Patsy Perry	The University of Manchester
	Alessandro Brun	Politecnico di Milano
	Gustavo Morales-Alonso	Universidad Politecnica de Madrid
The adoption of the Nike+ Run Club app: Applying a modified technology acceptance model	Jung-sup Bae	Yonsei University
	Weisheng Chiu	Keimyung University
	Doyeon Won	Liverpool John Moores University

Session 4.3 Luxury Brand Advertising: Theory and Practice IV

Session Chair: Ian Phau (Curtin University)

Room: HS 8, 1st Floor

The effect of luxury brand advertising by storyscaping	Min-Sook Park	Catholic University of Pusan
	Jong-Kuk Shin	Pusan National University
	Mi-ri Kim	Pusan National University
	Jae-Hun Kim	Pusan National University
Luxury versus green extension? The answer depends on the parent brand	Jooyoung Park	Peking University HSBC Business School
	Jacob Chaeho Lee	Ulsan National Institute of Science and Technology
Opening the "Black Box" of luxury consumers: An application of psychophysiological methodologies	Billy Sung	Curtin University
	Ian Phau	Curtin University
The effect of gender difference on luxury consumption	Joonheui Bae	Kyungpook National University
	Dong Mo Koo	Kyungpook National University

Session 4.4 Global Consumer Culture: The Evolving Nature of Global and Local Consumption IV

Session Chair: Ryuki Nakahara (Tokoha University)

Room: HS 15, 2nd Floor

Importance of non-celebrity effects on fashion consumption: Consideration of models in fashion magazines	Tetsuma Emmaru	Reitaku University
Interests between global consumers and local residents-Relations and gaps between the foreign tourists and local residents	Ryuki Nakahara	Tokoha University
The study of self-concept profiles towards nostalgic consumption	Israel Nai	Curtin University
A Cultural and socialization understanding of consumer shopping motives in the creation of store attachment	Jong-Kuk Shin	Pusan National University
	MinKyung Moon	Pusan National University
	Min-Sook Park	Catholic University of Pusan
	Corey Allen Ross	Pusan National University
	Yong Ju	Pusan National University

Session 4.5 Beauty, Aesthetics and Design in Marketing

Session Chairs: Benjamin Voyer (ESCP Europe)

Room: HS 16, 2nd Floor

Identifying aesthetic preferences for beauty types in women's appearance among East Asian cultures	Sunwoo Kim	Seoul National University
	Yuri Lee	Seoul National University
	Seunghoo Lim	International University of Japan
A socialisation perspective on male millennials' grooming habits	Juliana Akrobetu	L'Oréal
	Hector Gonzalez Jimenez	The York Management School
Does product context complexity matter in (in)congruent shop environments? The influence of processing fluency on product evaluation	Manuela Valta	University of Trieste
	Donata Vianelli	University of Trieste
Conceptualising beauty in consumer research: A framework and research agenda	Marina Leban	ESCP Europe
	Benjamin Voyer	ESCP Europe

Session 4.6 2017 SIMktg-GAMMA Joint Symposium II

Symposium Chair: Raffaele Donvito (University of Florence)

Room: HS 17, 2nd Floor

Indirect city-branding through the hyperreal representation of the city in fashion advertising – The example of Venezia	Anne-Flore Maman Larraufie	ESSEC & SémioConsult
Is the artification process perceived by final consumers of luxury products? Results from an experiment based on the application of the Customer-based brand equity model	Elena Cedrola	University of Macerata
	Geneviève Cohen-Cheminet	University of Paris Sorbonne (Paris IV)
	Stefania Masé	University of Pau and the Adour region
The odd even price paradox in the fashion luxury sector	Gaetano Aiello	University of Florence
	Raffaele Donvito	University of Florence
	Virginia Vannucci	University of Florence
	Beverly Wagner	University of Strathclyde
	Juliette Wilson	University of Strathclyde

Session 4.7 Global and Cross-Cultural Fashion Marketing

Session Chairs: Constantine S. Katsikeas (Leeds University)

Stavroula Spyropoulou (Leeds University)

Room: HS 12, 2nd Floor

A cross-cultural investigation of fast fashion consumption	Nali Alimen	University of Helsinki
The cross-cultural study of the effect of brand equity and brand personality on customer value in fast-fashion industry	Rachata Rungtrakulchai	Thai-Nichi Institute of Technology
The influence of online customer reviews on retailers' performance in online fashion from a cross-cultural perspective	Tobias Maximilian Lohse	RWTH Aachen University
	Jan Kemper	RWTH Aachen University
	Malte Brettel	RWTH Aachen University

Session 4.8 Turbulence in Fashion and Luxury: Reconfiguration and Field Level Strategizing

Session Chairs: Jonas Hoffmann (SKEMA Business School)

Ivan Coste-Manière (SKEMA Business School)

Room: HS 2, Ground Floor

Economies of small: Niche strategies and success factors of independent luxury brands in a global market dominated by big business	Fabio Duma	Zurich University of Applied Sciences,
	Mark Popcsev	Zurich University of Applied Sciences,
	Daniel Seelhofer	Zurich University of Applied Sciences
The heritage effect: The transition from luxury to neo-luxury goods in the Chinese market	Yael Pedro	ISCTE - University Institute of Lisbon
	Elad Harison	Shenkar College of Industrial Engineering and Management
Field level strategizing in turbulence: The case of Swiss watchmaking	Jonas Hoffmann	SKEMA Business School – Univ Lille Nord de France
	Laurent Lecamp	SKEMA Business School
	Carl F. Bucherer	SKEMA Business School
Sustainable Nanotechnology as a driver of turbulence: How technology and innovation can be used to develop sustainable design	Ivan Coste-Manière	SKEMA Business School
	Sudeep Chhabra	SKEMA Business School – Armani Junior India
	Hamdi Guequez	SKEMA Business School and MMoser China

Session 5 (08:30 - 09:50, July 8th, 2017)

Session 5.1 Fashion Marketing Trends in Social Media V

Session Chair: Sang Jin Kim (Changwon National University)

Room: HS 3, Ground Floor

Global or local multi-channel social media strategy? A cross-cultural analysis of fashion social media channels - implications for cross-cultural social media optimization (United States, France, Germany and Austria)	Nina Pongratz	Alpen-Adria Universitaet Klagenfurt
	Sandra Diehl	Alpen-Adria Universitaet Klagenfurt
The plastic surgeon as an agent of fashion	Maria Kniazeva	University of San Diego
Effects of certification of organic infant clothing on purchasing behavior	Eung Jin Lee	Changwon National University
	Sang Jin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University
Do social media using experience enhance fashion consciousness and status consumption? An empirical study of fashion brands in Instagram	Min-Sook Park	Catholic University of Pusan
	Jong-Kuk Shin	Pusan National University
	Yong Ju	Pusan National University
Sustainable food consumption as luxury fashion: Insights from the organic market in South Korea	Ilaisaane Fifita	University of Auckland
	Dayun Hong	Yonsei University
	Yuri Seo	University of Auckland
	Eunju Ko	Yonsei University
	Denise Conroy	University of Auckland

Session 5.2 Sustainability in Fashion Management V

Session Chair: Ralf Schellhase (University of Applied Sciences Darmstadt)

Juran Kim (Jeonju University)

Room: HS 7, 1st Flo

Effects of eco-friendly VMD on green consumer behavior in fashion retail management	Jong-Kuk Shin	Pusan National University
	MinKyung Moon	Pusan National University
	Mi-Ok Oh	Pusan National University
	Jae-Hun Kim	Pusan National University
The use of power in self and collective interests of retailers and small apparel suppliers relationships	Cagri Talay	Nottingham Trent University
	Lynn Oxborrow	Nottingham Trent University
	Clare Brindley	University of Derby
A comparison of the effect of societal marketing activities for the Korean and Chinese markets	Tae Ho Song	Pusan National University
	HaeJin Seo	Pusan National University
	Xina Yuan	Xiamen University
Managing sustainability in the fashion business: Exploring challenges in product development for clothing longevity	L. Oxborrow	Nottingham Trent University
	Helen Goworek	University of Leicester
	S. Claxton	Nottingham Trent University
	T. H. Cooper	Nottingham Trent University
	H. Hill	Nottingham Trent University
	A. McLaren	Nottingham Trent University

Session 5.3 2017 Sustainable Fashion and Social Learning Platform Symposium II

Symposium Chair: C. Anthony Di Benedetto (Temple University)

Room: HS 8, 1st Floor

Understanding fashion consumer's information adoption and decision making process of sustainable fashion products in social media platform: A cross-cultural study between South Korea and China	Hyun Min Kong	Yonsei University
	Eunju Ko	Yonsei University
The effects of sustainable fashion knowledge on benefit, risk, customer perceived value and behavioral intention	Jinghe Han	Yonsei University
	Eunju Ko	Yonsei University
Claim specificity types of green fashion demarketing advertising and perceived effectiveness of green products	Shina Kim	Yonsei University
	Eunju Ko	Yonsei University
	Minjee Chung	Yonsei University
Exploring sustainable index in fashion industry	Huanzhang Wang	Changwon National University
	Sang Jin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University
How to increase the effectiveness of environmental claim types for fashion brand's online video advertising	Teona Gogichaishvili	Yonsei University
	Eunju Ko	Yonsei University
	Hyun Min Kong	Yonsei University
Sustainable value co-creation experience in social platform service	Chang Suk Choi	Changwon National University
	Sang Jin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University
How do our brains process sustainability? Investigating cognitive mechanism of sustainable fashion consumption	Hanah Choi	Sungkyunkwan University
	DongHyun Kim	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University
	Jinghe Han	Yonsei University
	Kyung Hoon Kim	Changwon National University
Eunju Ko	Yonsei University	

Session 5.4 Fashion and Sport Management I

Session Chairs: Kihan Kim (Seoul National University)

Choong Hoon Lim (Seoul National University)

Room: HS 15, 2nd Floor

Exploring the aesthetic factor on wearable fitness technology acceptance model	Young-Seok Kim	Pohang University of Science & Technology
	Mijung Kim	Pohang University of Science & Technology
“What if a celebrity and a brand co-create a new collection?”: The new frontier of cobranded endorsement	Monica Mendini	Seoul National University/Università della Svizzera Italiana
	Michael Gibbert	Università della Svizzera Italiana
Mastering the art of co-creating together at music festivals – A process model for customer experience management	Elna Koivisto	Aalto University School of Business
	Pekka Mattila	Aalto University School of Business
	Saaramaria Somppi	Aalto University School of Business

Session 5.5 Luxury Brand-Building I

Session Chair: Klaus Heine (EMLYON Business School-Asian Campus)

Room: HS 16, 2nd Floor

Touchpoint strategies in the luxury industry	Lara Haug	University of St.Gallen
	Benjamin Berghaus	University of St.Gallen
From occident to orient: A cross-cultural comparison of brand love and consumer behavior in the luxury fashion and accessories market	Julia Finnegan	University of Dubai
The role of brand prominence in consumers' purchasing intentions	Hyunsuh Kim	London School of Economics and Political Science
	Elena Valkova	London School of Economics and Political Science
	Benjamin Voyer	ESCP Europe
Conceptualising the theory of exclusivity	Michael Lwin	Curtin University
	Xujia Wang	Curtin University

Session 5.6 The Road to Luxury: From Fashion Goods to Lifestyle and Experiential Luxury I

Session Chair: Michel Phan (EMLYON Business School-Asian Campus)

Room: HS 17, 2nd Floor

How do luxury Western consumers relate with virtual rarity and sustainable consumption	Anne-Flore Maman Larraufie	ESSEC Business School & SémioConsult
	Lucy Sze Hang Lui	Fendi
Luxury lifestyle segmentation: Toward an integrative conceptual framework	Do Yuon Kim	University of Minnesota
	Hye-Young Kim	University of Minnesota
Agnès b.: From fashion to lifestyle	Ashok Som	ESSEC Business School
The lone chocolate bar: The influence of perceived scarcity on consumer choice	Siobhan Hatton-Jones	Curtin University
	Emma Regolini	Curtin University
	Min Teah	Curtin University
	Isaac Cheah	Curtin University
	Ian Phau	Curtin University

Session 5.7 Technology Innovation Management

Session Chair: Jina Kang (Seoul National University)

Room: HS 12, 2nd Floor

The role of knowledge sharing process and team stability on new product performance	Tae Ho Song	Pusan National University
	Nahyun An	Pusan National University
Exploring the Black Box: The effect of reference group on performance feedback-based learning	Jusang Lee	Yonsei University
	Kyung Min Park	Yonsei University
Contributions of overseas R&D subsidiaries to headquarter innovation performance: The moderating role of the external embeddedness and absorptive capacity	Yura Jung	Seoul National University
	Chul Lee	Seoul National University
	Jina Kang	Seoul National University
Enhancing innovation performance through learning alliances	Li-Wei Wu	Tunghai University

Session 5.8 Emerging Practices in Apparel Manufacturing/Body Management and Fashion

Session Chairs: Nancy J. Miller (Colorado State University)

Maria Kniazeva (University of San Diego)

Room: HS 2, Ground Floor

Fast and slow fashion brands in developing sustainable fashion: Aspect of fiber materials	Mijeong Noh	Ohio University
	Jessica Carroll	Ohio University
	Sierra Holt	Ohio University
	Kristeena Blaser	Ohio University
Exploring rural-urban apparel manufacturing supply chain connections: Two community case studies	Nancy J. Miller	Colorado State University
	Carol Engel-Enright	Colorado State University
The role of materialism and social comparison in clothing choices	Hector Gonzalez-Jimenez	University of York
	Sujin Song	Korea University
Men's body satisfaction and their attitudes toward trendy clothing: The mediator role of fashion involvement	Jihyun Sung	Colorado State University
	Ruoh-Nan Yan	Colorado State University

Meet the Editors (10:00-11:00, July 8th, 2017)

Room HS 6, 1st Floor

Roland T. Rust	University of Maryland	Editor of International Journal of Research in Marketing
Charles R. Taylor	Villanova University	Editor of International Journal of Advertising
John Cadogan	Loughborough University	Editor-in-Chief International Marketing Review
C. Anthony Di Benedetto	Temple University	Co-Editor-in-Chief of Industrial Marketing Management
Udo Wagner	University of Vienna	Editor of Marketing ZFP-Journal of Research and Management
Arch G. Woodside	Curtin University	Editor-in-Chief of Journal of Global Scholars of Marketing Science
Eunju Ko	Yonsei University	Editor-in-Chief of Journal of Global Fashion Marketing
Kihan Kim	Seoul National University	Editor-in-Chief of Journal of Global Sport Management
Carlos Flavian	University of Zaragoza	Editor of Spanish Journal of Marketing-ESIC
Ian Phau	Curtin University	Editor of Asia Pacific Journal of Marketing and Logistics

Session 6 (11:20 - 12:50, July 8th, 2017)

Session 6.1 Product and Customer Relationship Management in Global Culture & Fashion Marketing

Session Chair: Jaesu Kim (Changwon National University)

Room: HS 3, Ground Floor

Consumer decision making process in IN-STORE shopping: Focusing on sensory experiences and mental imagery	Minjung Park	Ewha Womans University
	Minjeong Kim	Indiana University
	Junghwan Kim	University of South Carolina
	Jungmin Yoo	Duksung Women's University
The effects of the mobile SNS experience on value co-creation behaviours and customer lifetime value	Nam Hee Jin	Changwon National University
	Kyong Ryul Koo	Changwon National University
	Kyung Hoon Kim	Changwon National University
Flexible logistics strategy based on the real-time data	Yerim Chung	Yonsei School of Business
	Tae-joon Park	Yonsei School of Business
Variety of variety-seeking in fashion E-commerce: How should we distinguish variety seekers?	Ushio Dazai	Fukuoka University
Effects of servitization on customer acceptance and customer satisfaction in the manufacturing industry	Kyeong Kook Jang	Changwon National University
	Sang Jin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University
The effects of individual differences on the acceptance of design innovation based on technology acceptance model	Jaehee Chung	Hongik University
	Jinghe Han	Yonsei University
	Sang Jin Kim	Changwon National University
	Eunju Ko	Yonsei University

Session 6.2 Fashion Retailing in a Networked Environment: Digital and Design Technologies for Engaging Customer's Experiences

Session Chair: Gaetano Aiello (University of Florence)

Room: HS 7, 1st Floor

Assessing online brand experience through consumer brand engagement behaviors	Valentina Mazzoli	University of Pisa
	Raffaele Donvito	University of Florence
	Laura Grazzini	University of Florence
Webrooming or showrooming in fashion shopping? A matter of involvement	Carlos Flavián	University of Zaragoza
	Daniel Marín	University of Zaragoza
	Carlos Orús	University of Zaragoza
When sense meets sensibility-Using semiotics to endow the retail environment with meaning	Anne-Flore Maman Larraufie	ESSEC & SémioConsult
The dimensions of consumers' interaction experience with an interactive display in an apparel store	Yuri Siregar	Nottingham Trent University
	Anthony Kent	Nottingham Trent University

Session 6.3 2017 Global Fashion Market Equity Symposium for Traditional Market II

Session Chair: Roland T. Rust (University of Maryland)

Room: HS 8, 1st Floor

The influence of fashion market's attributes on customer equity: Focused on Dongdaemun fashion market	Haemin Seok	Yonsei University
	Eunju Ko	Yonsei University
	Jaesuk Jung	Yonsei University
The relationship between service quality and customer equity in traditional market: A cross cultural study	Huanzhang Wang	Changwon National University
	Kyung Hoon Kim	Changwon National University
Sustainable marketing activities of traditional markets: A fsQCA approach	Jaesuk Jung	Yonsei University
	Eunju Ko	Yonsei University

Session 6.4 Fashion and Sport Management II

Session Chairs: Kihan Kim (Seoul National University)

Choong Hoon Lim (Seoul National University)

Room: HS 15, 2nd Floor

Impacts of ambush marketing: An examination of the dangers associated with implementing ambush marketing	Kihan Kim	Seoul National University
	Lira Yun	University of Alberta
	Yunjae Cheong	Hankuk University of Foreign Studies
Assessing the explicit and implicit effect of sport sponsorship on dual brand knowledge – The case of in-game advertising	Steffen Schmidt	Leibniz University of Hannover
	Matthias Limbach	Dr. Buhmann Schule gGmbH
	Klaus-Peter Wiedmann	Leibniz University of Hannover
Sportswear as communication – A comparison between identity signaling and how they are perceived	Jisuk Chang	Seoul National University
	Yoon Heo	Seoul National University
	Choong Hoon Lim	Seoul National University

Session 6.5 E-WOM and Social Networks in the Fashion Industry/Online Retailing in Luxury and Fashion

Session Chairs: Werner Kunz (University of Massachusetts Boston,)

Simone Guercini (University of Florence)

Room: HS 16, 2nd Floor

Exploring the link between customers' engagement and e-word of mouth in social media brand communities: A path analysis	Riccardo Rialti	University of Florence
	Lamberto Zollo	University of Florence
	Alessandro Caliandro	Middlesex University
	Cristiano Ciappei	University of Florence
How online customer reviews affect sales and returns in fashion	Tobias Maximilian Lohse	RWTH Aachen University
	Jan Kemper	RWTH Aachen University
	Malte Brettel	RWTH Aachen University
Adoption and scope of heuristics in fashion business to business marketing: An explorative case research	Simone Guercini	University of Florence
The effect of e-commerce on customer behaviour	Eirini Bazaki	University of Southampton
	Ya-Ling Chen	University of Southampton
Influencing charitable behavior through insights from behavioral economics: Implications for the management of online retail environments in the fashion industry	Philipp Simbrunner	WU Vienna University of Economics and Business
	Bodo B. Schlegelmilch	WU Vienna University of Economics and Business/Lingnan (University) College/Sun Yat-sen University
	Verena Stacheneder	WU Vienna University of Economics and Business

Session 6.6 Luxury Brand-Building II/The Road to Luxury: From Fashion Goods to Lifestyle and Experiential Luxury II

Session Chairs: Klaus Heine (EMLYON Business School-Asian Campus)

Michel Phan (EMLYON Business School-Asian Campus)

Room: HS 17, 2nd Floor

The role of brick and mortar retail design in the luxury industry	Sophie Schüller	University of St.Gallen
	Lorenz Spielmann	University of St.Gallen
	Karin Glanzmann	University of St.Gallen
	Benjamin Berghaus	University of St.Gallen
Global consumer culture and the new Chinese luxury fashion brands: Emerging issues and new trends from the local "China Brandscape"	Serena ROVAI	La Rochelle Business School
Building brand personality in the high-end cultural and creative industries	Klaus Heine	EMLYON Business School-Asian Campus
	Marco Eisenberg	Technical University of Berlin
	Vera Seidemann	University of Rostock
The influence of consumption values and self-construal on the purchase of (in) conspicuous luxury goods and shopping preferences: A questionnaire study	Karolina Dovgialo	London School of Economics & Political Science
	Benjamin Voyer	ESCP Europe Business School/ London School of Economics & Political Science
Luxury retail experiences: What do Chinese consumers expect?	Michel Phan	EMLYON Business School-Asian Campus
	Spring Han	EMLYON Business School-Asian Campus

Session 6.7 Cyberpsychology and Branding/Stakeholder-Brand Relationship in Fashion and Art World

Session Chairs: Yongjun Sung (Korea University)

Sandra Maria Correia Loureiro (Instituto Universitário de Lisboa)

Room: HS 12, 2nd Floor

The background music at art galleries experience in Lisbon	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)
	Filipa Lima	Instituto Universitário de Lisboa (ISCTE-IUL)
Effect of website performance expectancy on customer satisfaction: Online fashion performance	Marlene Amorim	University of Aveiro
	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL)
Repurchase intention of C2C marketplace mobile shopping applications in Java, Indonesia	Mustika Sufiati Purwanegara	Bandung Institute of Technology
	Nurrani Kusumawati	Bandung Institute of Technology
	Dyah Haspsari Fajarini	Bandung Institute of Technology
Choice satisfaction under choice overload: The role of consumers' need for variety and product familiarity	Ha Kyung Lee	University of Minnesota
	Hyunjoo Im	University of Minnesota
	Ho Jung Choo	Seoul National University

Multimedia Presentation (11:20-12:50, July 8th, 2017)

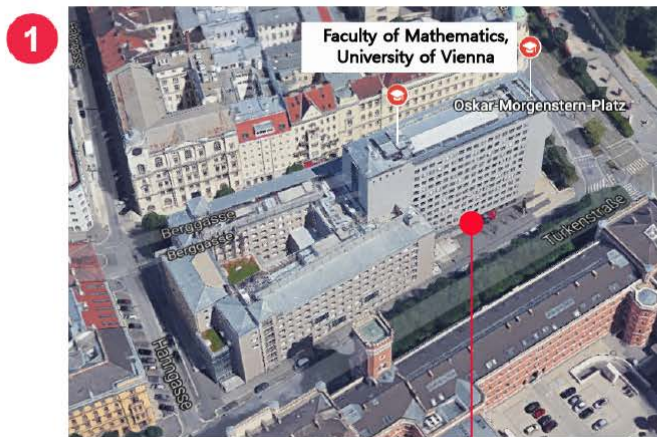
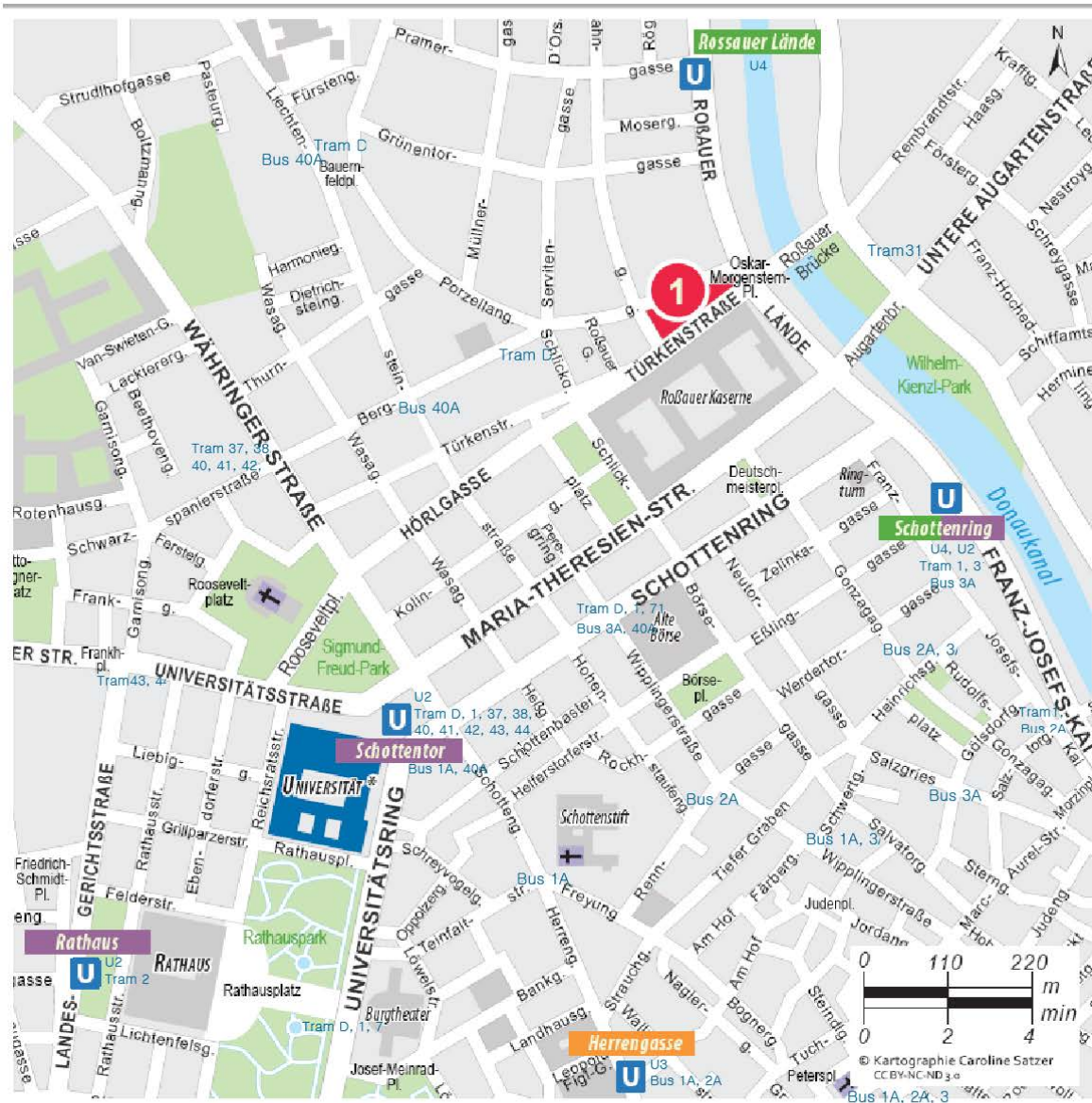
Session Chair: Yerim Chung (Yonsei University)

Room SR 14, 2nd Floor

Case Study: Fashion, art, music and sciences in the "Signature" project	Lidija Fistrek	Faculty of Humanities and Social Sciences in Zagreb
The role of clothing in the acculturation process among North Korean defectors in South Korea	Yoon-Jung Lee	Korea University
	Tae Youn Kim	Yeonsung University
Determinants of impulse buying for fashion products at social commercial sites	Eun Joo Park	DongA University
Luxury fashion brand's sustainable message appeal strategies and brand authenticity in Instagram	Jihye Yu	Yonsei University
	Wei Jiang	Yonsei University
	Eunju Ko	Yonsei University
Knowing Japanese customer's special value / perception of luxury consumption behaviors	Chi-Hsien Kuo	Waseda UniversityBusiness School
	Shin'ya Nagasawa	Waseda UniversityBusiness School
Consumer's price perception and sales promotion of fashion brands in the social commerce market	Eun Young Kim	Chungbuk National University
	Min-young Lee	University of Kentucky
The relationship between social responsibility and Chinese luxury shoppers' purchase decisions	Meng Li	Ohio University
	Mijeong Noh	Ohio University
Color research trends: Multi-disciplinary approach	Hyungdoo Nam	Yonsei University
	Kinam Jin	Yonsei University
	Sanghoon Kwon	Yonsei University
	Joeeun Sung	Yonsei University
	Dongjill Shin	Yonsei University
	Jongsouk Yeo	Yonsei University
On modeling cultural change in fashion consumption contexts	Eunju Ko	Yonsei University
	Ivo Ivanov Velinov	New Bulgarian University
A Sociological analysis of the relationship between lifestyle and consumption patterns of Persian satellite televisions in Iran	Mojtaba Jahangardi	Tarbiyat-Modarress University

Conference Venue

-Faculty of Business, Economics and Statistics, University of Vienna, Oskar-Morgenstern-Platz 1, 1090 Vienna, Austria



For More Information:

Editor of Proceedings

Prof. Juran Kim,

Associate Executive Secretary, Global Alliance of Marketing & Management Associations
Associate Professor, School of Business Administration, Jeonju University, Republic of Korea
E-mail: jrkim@jj.ac.kr,
Tel: +82-63-220-2972, Fax: +82-63-220-2052.

Central Office

Global Alliance of Marketing & Management Associations
Changwon National University, Republic of Korea
E-mail: gammacentraloffice@gmail.com
Tel: +82 2 2123 8361; Fax: +82 55 263 9096
Global Alliance of Marketing & Management Associations (GAMMA): www.gamma20.org
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