



2019 Global Fashion Management Conference at Paris

Fashion, Culture and Design Management in Sustainable Environment

July 11th-14th, 2019

ESCP Europe, 79, av. de la République, 75011 Paris, France

Conference Co-chairs: Benjamin Voyer (ESCP Europe)
Minas Kastanakis (ESCP Europe)

Hosts: ESCP Europe
Korean Scholars of Marketing Science

Organizer: Global Alliance of Marketing & Management Associations

Partners: Center for Sustainable Culture & Service, Yonsei University
National Research Foundation of Korea
Korea Economy & Management Development Institute
SIMktg - The Italian Marketing Association
University of Vienna
University of Florence

Sponsoring Journals:

Journal of Business Research
International Journal of Advertising
Industrial Marketing Management
Asia Pacific Journal of Marketing and Logistics
Journal of Global Fashion Marketing
Journal of Global Scholars of Marketing Science
Journal of Global Sport Management
Journal of Interactive Advertising
Markets and Competitiveness (Mercati e Competitivita)

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

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



CONFERENCE TIME TABLE

July 11th, 2019

09:00-14:30	Industry Tour
14:30-16:00	Doctoral Colloquium
16:00-17:00	Editorial Board Meetings -Journal of Global Scholars of Marketing Science -Journal of Global Fashion Marketing -Journal of Global Sport Management
16:00	Conference Registration
17:30	Conference Reception Welcome Speeches: - Benjamin Voyer (ESCP Europe), Co-chair of 2019 GFMC at Paris - Minas Kastanakis (ESCP Europe), Co-chair of 2019 GFMC at Paris - Eunju Ko (Yonsei University), President of GAMMA - Charles R. Taylor (Villanova University), Academic Excellence Committee Chair - Jaihak Chung (Sogang University), President of KSMS

July 12th, 2019

08:30	Conference Registration
09:00-10:00	Academic Session 1
10:00-10:20	Coffee Break
10:20-11:50	Academic Session 2
12:00-12:50	Conference Lunch I
13:00-13:50	Keynote Speech
13:50-14:50	Meet the Editors
15:00-16:00	Academic Session 3
16:00-16:10	Coffee Break
16:10-17:10	Academic Session 4
17:20-18:20	Academic Session 5
18:30-19:00	2019 GAMMA Invited Fashion Show: Innovation and Art in Modern Fashion
19:00	Conference Dinner Welcome Speeches: - Benjamin Voyer (ESCP Europe), Co-chair of 2019 GFMC at Paris - Minas Kastanakis (ESCP Europe), Co-chair of 2019 GFMC at Paris - Eunju Ko (Yonsei University), President of GAMMA - Charles R. Taylor (Villanova University), Academic Excellence Committee Chair - Jaihak Chung (Sogang University), President of KSMS - Raffaele Donvito (University of Florence), Digital Marketing Chair, SIMktg - Italian Marketing Association Award Ceremonies: - PEDRO DEL HIERRO International Fashion Science Award Award Announcement: Maria Sanudo, CMO Pedro del Hierro and Teresa Sadaba (Dean ISEM Fashion Business School- Spain) - 2019 GAMMA Young Artist Competition Award Announcement: Joeeun Sung (Yonsei University), Award Committee Chair Music Gala Concert: Prof. Raffaele Donvito (University of Florence)

July 13th, 2019	
08:30	Conference Registration
09:00-10:00	Academic Session 6
10:00-10:20	Coffee Break
10:20-11:50	Academic Session 7
12:00-13:30	Conference Lunch II & Award Ceremony
July 14th, 2019	
	Business Meetings

2019 Global Fashion Management Conference at Paris

July 12 th , 2019								
Time	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8
09:00-10:00	Session 1.1 Digital and Social Media Marketing and Management in Fashion Industry I	Session 1.2 Digital and Social Media Marketing and Management in Fashion Industry II	Session 1.3 New Insights on Digital and Social Media Advertising I	Session 1.4 Consumer Well-being in Asia I	Session 1.5 Luxury Branding I	Session 1.6 2019 SIMktg-GAMMA Joint Symposium I	Session 1.7 Social Media and Customer Participation In Fashion And Luxury	Session 1.8 Sustainability in Fashion Management I
10:00 - 10:20	Coffee Break (Sky Lounge, 12 th Floor)							
10:20 - 11:50	Session 2.1 Digital and Social Media Marketing and Management in Fashion Industry III	Session 2.2 Digital and Social Media Marketing and Management in Fashion Industry IV	Session 2.3 New Insights on Digital and Social Media Advertising II	Session 2.4 Consumer Well-being in Asia II	Session 2.5 Luxury Branding II	Session 2.6 2019 SIMktg-GAMMA Joint Symposium II	Session 2.7 Luxury Consumption and Culture I	Session 2.8 Sustainability in Fashion Management II
12:00 - 12:50	Conference Lunch I							
13:00 - 13:50	Keynote Speech							
13:50-14:50	Meet the Editors							
15:00-16:00	Session 3.1 Digital and Social Media Marketing and Management in Fashion Industry V	Session 3.2 Digital and Social Media Marketing and Management in Fashion Industry VI	Session 3.3 New Insights on Digital and Social Media Advertising III	Session 3.4 Industry 4.0 and Innovation Strategy/ Big data and marketing analytics in fashion industry	Session 3.5 Luxury Branding III	Session 3.6 Interactive Advertising and Digital Communications in Fashion I	Session 3.7 Luxury Consumption and Culture II	Session 3.8 Sustainability in Fashion Management III
16:00-16:10	Coffee Break (Sky Lounge, 12th Floor)							
16:10-17:10	Session 4.1 Digital and Social Media Marketing and Management in Fashion Industry VII	Session 4.2 Digital and Social Media Marketing and Management in Fashion Industry VIII	Session 4.3 New Insights on Digital and Social Media Advertising IV	Session 4.4 Global Culture Market Equity Symposium	Session 4.5 Luxury Branding IV	Session 4.6 Interactive Advertising and Digital Communications in Fashion II	Session 4.7 New Technologies, Market Understanding and Fashion Marketers' Decision Making	Session 4.8 Neuromarketing
17:20-18:20	Session 5.1 Digital and Social Media Marketing and Management in Fashion Industry IX	Session 5.2 Digital and Social Media Marketing and Management in Fashion Industry X	Session 5.3 Sustainability Marketing in Fashion and Luxury Industry	Session 5.4 B2B Innovative Digital Marketing Symposium	Session 5.5 Social Media and Fashion Marketing	Session 5.6 Multimedia Presentation	Session 5.7 Sustainability and Luxury Brand	Session 5.8: Strategy & Innovation in Fashion and Luxury II
18:30-19:00	2019 GAMMA Invited Fashion Show: Innovation and Art in Modern Fashion							
19:00	<p>Conference Dinner Welcome Speeches: - Benjamin Voyer (ESCP Europe), Co-chair of 2019 GFMC at Paris - Minas Kastanakis (ESCP Europe), Co-chair of 2019 GFMC at Paris - Eunju Ko (Yonsei University), President of GAMMA - Charles R. Taylor (Villanova University), Academic Excellence Committee Chair - Jaihak Chung (Sogang University), President of KSMS - Raffaele Donvito (University of Florence), Digital Marketing Chair, SIMktg - Italian Marketing Association</p> <p>Award Ceremonies: - PEDRO DEL HIERRO International Fashion Science Award Award Announcement: Maria Sanudo, CMO Pedro del Hierro and Teresa Sadaba (Dean ISEM Fashion Business School- Spain) - 2019 GAMMA Young Artist Competition Award Announcement: Jooeun Sung (Yonsei University), Award Committee Chair</p> <p>Music Gala Concert: Prof. Raffaele Donvito (University of Florence)</p>							

2019 Global Fashion Management Conference at Paris

July 13 th , 2019								
Time	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8
09:00-10:00	Session 6.1 Digital and Social Media Marketing and Management in Fashion Industry XI	Session 6.2 Digital and Social Media Marketing and Management in Fashion Industry XII	Session 6.3 Information Technology and Fashion / Fashion and Advertising	Session 6.4 Corporate Identity, Branding, and Reputation as Success Factors for Fashion Marketing I	Session 6.5 Pricing and Promotions in the Fashion Industry	Session 6.6 Fashion Marketing in Emerging Economies I	Session 6.7 Art and Fashion: Collaborated Design and Marketing	Session 6.8 The Body: Fashion and Physique
10:00 - 10:20	Coffee Break (Sky Lounge, 12th Floor)							
10:20-11:50	Session 7.1 Digital and Social Media Marketing and Management in Fashion Industry XIII	Session 7.2 Digital and Social Media Marketing and Management in Fashion Industry XIV	Session 7.3 Global Business-to-Business Culture & Fashion Markets	Session 7.4 Corporate Identity, Branding, and Reputation as Success Factors for Fashion Marketing II	Session 7.5 Cross-cultural and International Marketing	Session 7.6 Fashion Marketing in Emerging Economies II	Session 7.7 2019 KAPPS-GAMMA Joint Symposium	Session 7.8 Relationship Marketing in Fashion and Art Context: Real and Virtual Worlds
12:00-13:30	Conference Lunch II Award Ceremony							

Session 1 (09:00-10:00, July 12th, 2019)

Session 1.1: Digital and Social Media Marketing and Management in Fashion Industry

Session Chair: Zhe Zhang (Fudan University)

Room:

Sustained participation in virtual communities from a self-determination perspective	Zhe Zhang	Fudan University
The effect of self-construal on preference for brand prominence from an identity consumption perspective	Zhe Zhang	Fudan University
Subjective well-being and brand luxury: a comparative discussion between physical stores and e-retailers	Ken Kumagai	Waseda University and Stripe International
	Shin'Ya Nagasawa	Waseda University
Fashion sustainability in the digital realm	Raluca Creanga	University of Bucharest

Session 1.2 Digital and Social Media Marketing and Management in Fashion Industry II

Session Chair: Jong-Ho Lee (Korea University)

Room:

Analysing trademark and social media in the fashion industry: tools that could really make a difference for SMEs	Laura Rienda Garcia	Universidad de Alicante
	Lorena Ruiz Fernandez	Universidad de Alicante
	Lindsey Drylie Carey	Glasgow Caledonian University
	Louise McBride	Glasgow Caledonian University
The effect of AR (augmented reality) on purchase intention of beauty products: the mediating roles of vividness, interactivity, and control	Boreum choi	University of Seoul
	Jeong-Bin Whang	Korea University
	Ji Hee Song	University of Seoul
	Jong-Ho Lee	Korea University
The role of fashion blogger credibility, homophily and engagement on followers' intentions to buy fashion products. results of a binational study	Giada Mainolfi	University of International Studies of Rome
	Donata Tania Vergura	University of Parma
Getting up close and personal: the use of social media by online fashion retailer CEOs	Bin He	Korea University
	Yoon-Jung Lee	Korea University
	Yoori Chae	Korea University

Session 1.3 New Insights on Digital and Social Media Advertising I

Session Chair: Hyunjoo Im (University of Minnesota)

Room:

Make me think or tell me a story: the effect of category interest, need for cognition, and transportation tendency in social media advertising	Kaptceva Valeriia	Hongik University
	Felicia Caitlin	Hongik University
	Nara Youn	Hongik University
Digital advertising and privacy implications: the effect of the advertising source on the customer-brand relationship	Valentina Mazzoli	University of Florence
	Laura Grazzini	University of Florence
	Diletta Acuti	University of Florence
	Raffaele Donvito	University of Florence
Examining the effectiveness of fashion marketing on social media: an experiment on influencer's reputation, post type, and online EWOM valence	Jie Meng	Loughborough University
	Yik Shun Ma	Oxford Brookes University
The role of plot diversity in digital brand storytelling: focusing on self-referencing and brand anthropomorphism	Heejin Lim	University of Minnesota
	Hyunjoo Im	University of Minnesota

Session 1.4 Consumer Well-being in Asia I

Session Chair: Seojin Stacey Lee (Seoul National University)

Room:

A qualitative study on North Korean defectors' acculturation in South Korea: focused on the role of clothing	Yoon-Jung Lee	Korea University
	Tae Youn Kim	Seowon University
Are you ready to embrace art work made by artificial intelligence? - The asymmetric effects of attitudes toward art work (art vs. art infused product) and painting agent (human vs. artificial intelligence) -	Seojin Stacey Lee	Seoul National University
	Kiwan Park	Seoul National University
	Yaeri Kim	Sejong University
Conspicuous consumption in emerging markets: a social identity theory perspective	Aniruddha Pangarkar	MICA, India
	Donghwy An	Seoul National University
The effect of art consumption on consumer well-being in South Korea	Bo-Ram Jeong	Korea Culture & Tourism Institute
	Nara Youn	Hongik University

Session 1.5 Luxury Branding I

Session Chair: Ian Phau (Curtin Business School)

Room:

How social distance shown in a social media craftsmanship video effects luxury brand experiences	Jung Eun Lee	Virginia Tech
	Song-Yi Youn	University of Arkansas
Moderate effects of negative emotions in brand love extended abstract	Paula Rodrigues	Lusíada University North
	Paula Costa	Lusíada University
	Marta Quaresma	Lusíada University North
	Miguel Las Casas	Lusíada University North
The effect of fancy brand names on consumers' decision making	Tingxuan Lu	Emporia State University
	Joyce Zhou	Emporia State University
	Jun Yu	Emporia State University
The influence of personal factors on inconspicuous luxury consumption: mediating effect of need-for-uniqueness	Minyoung Lee	Kyungpook National University
	Dong Mo Koo	Kyungpook National University
	Joonheui Bae	Kyungpook National University

Session 1.6: 2019 SIMktg-GAMMA Joint Symposium: Fashion Branding and Retailing in a Sustainable Environment I

Session Chairs: Gaetano Aiello (University of Florence, Italy)

Raffaele Donvito (University of Florence, Italy)

Room:

Luxury towards sustainability: a GRI-based sustainability report analysis	Alessio Di Leo	University of Rome Sapienza
	Giovanni Mattia	Roma Tre University
	Carlo Alberto Pratesi	Roma Tre University
	Ludovica Principato	Roma Tre University
Effect of apparel brands' sustainability efforts on customer-brand identification, brand attitude and loyalty: a comparison of female and male consumers	Mijeong Noh	Ohio University
	Kim Johnson	University of Minnesota
A study on consumer perception of safety anxiety on overall clothing environment	Shinyoung Park	Seoul National University
	Yuri Lee	Seoul National University/The Research Institute of Human Ecology, S. Korea
	Jooyoun Kim	Seoul National University/The Research Institute of Human Ecology, S. Korea
	Eunkyung Ko	The Research Institute of Human Ecology, S. Korea
Does fashionization impede luxury brands' CSR image?	Béatrice Parguel	PSL Research University - University of Paris-Dauphine
	Thierry Delecolle	ISC Paris Business School
	Aïda Mimouni Chaabane	Université Cergy-Pontoise

Session 1.7 Social media and customer participation in Fashion and Luxury

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

Room:

Rating, review and reputation: how to unlock the hidden value of luxury consumers from digital commerce?	Daniel Shin	Universite Paris-Dauphine, PSL
Harnessing the influence of social media in online luxury brand communication	Xiaoming Lu	Edinburgh Napier University
	Raffaele Filieri	Audencia Business School
	Mizan Rahman	University of Lincoln
Why recommend local rather than global brand online?	Li Zheng	University of Leeds
What luxury watch brands need to know when on Instagram	Fitri Aprilianty	Bandung Institute of Technology
	Armansyah Adhityo Pramono	Bandung Institute of Technology
	Reza Ashari Nasution	Bandung Institute of Technology
	Nurrani Kusumawati	Bandung Institute of Technology
	Annisa Rahmani Qastharin	Bandung Institute of Technology

Session 1.8: Sustainability in Fashion Management I

Session Chair: Ralf Schellhase (HDA)

Room:

To burn or not to burn: a case study of Louis Vuitton and its deadstock dilemma	David Wernick	Florida International University
	Linda Lisa Maria Turunen	University of Helsinki
Fashionable sustainability? Balancing between environmental, social and economic	Markku Anttonen	University of Helsinki
	Hilma Schönberg	Aalto University
Overlooking the dark side of fast fashion: consumers' rationale for continued patronage	Tobias Zellweger	Netigate Sweden
	Amos Owen Thomas	Stockholm University
Sustainable brand exploitation: a value-based approach for strategy evaluation	Marc Fischer	University of Cologne
	Max Backhaus	University of Cologne
	Tobias Hornig	Siemens AG

Session 2 (10:20-11:50, July 12th, 2019)

Session 2.1: Digital and Social Media Marketing and Management in Fashion Industry III

Session Chair: Sandra Loureiro (Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE))

Room:

	Sandra Maria Correia Loureiro	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
How escapism in a virtual reality fashion stores induces behavioral intentions	João Guerreiro	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
	Arnold Japutra	The University of Western Australia
Microblogging frozen D & G in China	Priscilla Y. L. Chan	Manchester Fashion Institute, Manchester Metropolitan University
	Zhipeng Zang	East China University of Political Science and Law
Integrating textual and visual content analysis for the study of brand associations in social media	Silvia Ranfagni	University of Florence
	Matilde Milanesi	University of Florence
	Simone Guercini	University of Florence
Consumer curation on social shopping sites	Jessica Babin	Ohio University
	John Hulland	University of Georgia
	Keith Marion Smith	Northeastern University
Digital and social media branding matrix strategy in china's game industry: big data analysis based on Weibo marketing of game brands in shanghai	Zhipeng Zang	East China University of Political Science and Law
	Qianying Wu	East China University of Political Science and Law
	Zijie Chen	East China University of Political Science and Law
	Priscilla Y. L. Chan	Manchester Metropolitan University

Session 2.2: Digital and Social Media Marketing and Management in Fashion Industry IV

Session Chair: Hector Gonzalez-Jimenez (ESCP Europe Business School - Madrid Campus)

Room:

	Hector Gonzalez-Jimenez	ESCP Europe Business School - Madrid Campus
Psychological drivers and consequences of selfie-editing	Fernando Fastoso	University of York
	Teresa Cometto	Universidad ORT Uruguay
Trust toward the influencer on social media: its antecedents and outcomes	Do Yuon Kim	University of Minnesota
	Hye-Young Kim	University of Minnesota
Sustainable fashion and digital communications: a systematic literature review	Evangelia Ketikidi	The University of Sheffield - Management School
	Panayiota Alevizou	The University of Sheffield - Management School
Effects of social media communication on purchase intention of endorsed fashion products – a moderated mediation model	Jennifer DeVita	Regent's University London
	Bruno Schivinski	Birkbeck, University of London
Digital platforms and social media in fashion rental business models	Elisa Arrigo	University of Milan-Bicocca

Session 2.3: New Insights on Digital and Social Media Advertising II

Session Chair: Yongjun Sung (Korea University)

Room:

How is social media effective in mobile advertising strategy of fashion brands?	Guoxin Li	Harbin Institute of Technology
	Yuepeng Sui	Harbin Institute of Technology
	Jiaoju Ge	Harbin Institute of Technology, Shenzhen
	Ruijin Zhang	Harbin Institute of Technology
Where are the 99%?: the impacts of display advertising on consumer responses beyond click	Jang Ho Moon	Sookmyung Women's University
	Kichang Han	Naver Co., Ltd.
	Sanghyun Lim	Naver Co., Ltd.
	Gyungjin Bae	Naver Co., Ltd.
	Ohyoon Kwon	Keimyung University
	Yongjun Sung	Korea University
Psychological reactance toward fear appeals in social marketing advergaming: the moderating role of telepresence	Shasha Wang	University of Western Australia
	Lye Weng Boey	University of Western Australia
	Jason Weismueller	Brunel University
CEO's self-disclosure on social media	Taeyeon Kim	University of Georgia
	Yongjun Sung	Korea University
The effects of product type and webtoon attitude in webtoon product placement: the moderating effect of product placement type	Sojung Kim	Kyungpook National University

Session 2.4: Consumer Well-being in Asia II

Session Chair: Mark Parry (University of Missouri - Kansas City)

Room:

The influence of firm/industry performance on consumer well-being	Apiradee	Mahidol University International College
	Wongkitrungrueng	
	Nakarin Amarase	Bank of Thailand
	Nuntanid Thongsri	Bank of Thailand
The effects of the different types of CSR activities on consumer loyalty and perception of firm: moderating effects of CSR orientation and congruence	Hyeon-Sook Shim	Baewha Women's University
	Sang-Lin Han	Hanyang University
The effect of label color, traceability information and labeling body credibility on consumers' intention of purchasing eco-friendly products	Eung Jin Lee	Changwon National University
	Joonheui Bae	Kyungpook National University
	Kyung Hoon Kim	Changwon National university
Antecedents of the perceived emotional cost of switching: evidence from the Japanese tablet market	Sumita Sarma	California State University-Bakersfield
	Mark Parry	Bloch School - UMKC
	Xiaoming Yang	University of Nebraska-Omaha
The relation of alcohol consumption and happiness in everyday life: a multilevel modeling approach	Seojin Stacey Lee	Seoul National University
	Incheol Choi	Seoul National University
Social motives for generating word-of-mouth: the case of Japanese consumers	Mark Parry	Bloch School - UMKC
	Xiaoming Yang	University of Nebraska-Omaha
	Masaaki Takemura	Meiji University

Session 2.5: Luxury Branding II

Session Chair: Ian Phau (Curtin Business School)

Room:

How environmental stimuli affect consumer perceived value of luxury lifestyle fashion stores? an empirical study of Chinese consumers	Yini Chen	Washington State University
	Ting Chi	Washington State University
"Consumer perceptions towards an art-luxury brand Image - A case study of Louis Vuitton"	Eirini Bazaki	University of Southampton
	Jia Ren	University of Southampton
Cynical or unethical consumers won't purchase luxury eco-fashion?	Lawrence Lo	The Hang Seng University of Hong Kong
	Michela Balconi	Catholic University of the Sacred Heart
	Roberta Sebastiani	Catholic University of the Sacred Heart
Sustainability in the fashion industry. Using EEG to understand consumers' intentions towards sustainable eco-luxury items	Annalisa Beatrice Galeone	Catholic University of the Sacred Heart
	Laura Angioletti	Catholic University of the Sacred Heart
	Alessia Grassi	University of Huddersfield

Session 2.6: 2019 SIMktg-GAMMA Joint Symposium: Fashion Branding and Retailing in a Sustainable Environment II

Session Chairs: Gaetano Aiello (University of Florence, Italy)

Raffaele Donvito (University of Florence, Italy)

Room:

The impact of digital technologies on luxury retailers' sustainability	Virginia Vannucci	University of Florence
	Raffaele Donvito	University of Florence
	Silvia Ranfagni	University of Florence
Sustainable development and corporate social responsibility in the luxury market	Yuan Ling Jin	Yonsei University
	Daniela Delieva	Sungkyunkwan University
	Hyo Jin Eom	Korea University
	Seung Ki Moon	Nanyang Technological University
	Young-Ryeol Park	Yonsei University
The partitioned country of origin effect in consumers' evaluation of an Italian fashion product	Alessandro De Nisco	University of International Studies of Rome (UNINT)
	Marta Massi	Cattolica University of Milan
Motivation to share - a qualitative study exploring consumers' motives to participate in collaborative apparel consumption	Clara Walter	Reutlingen University
	Tina Weber	Reutlingen University
	Deniz Köksal	Reutlingen University
Analysis and interpretation of the sustainable retailing literature: a focus on the different market fields	Diletta Benesperi	University of Florence
	Diletta Acuti	University of Florence
	Valentina Mazzoli	University of Florence
	Daniele Pederzoli	NEOMA Business School
	Gaetano Aiello	University of Florence

Session 2.7: Luxury Consumption and Culture I

Session Chair: Felix Septiant (The University of Auckland)

Room:

	Jianping Liang	Sun Yat-sen University
The differential effects of face gain versus face loss on luxury brand consumption	Rajeev Batra	University of Michigan
	Zhuomin Shi	Sun Yat-sen University
	Mijeong Noh	Ohio University
Influence of sustainability consciousness on desired budget for wedding dress	Carmen Keist	Bradley University
	Yuanyuan Gina Cui	Auckland University of Technology
The effect of price precision on luxury travel	Jungkeun Kim	Auckland University of Technology
	Choongbeom Choi	University of Nevada
	Seongseop Sam Kim	The Hong Kong Polytechnic University
	Sanghyub Lee	University of Southern Queensland
The effects of positive and negative online reviews on helpfulness	Yuanyuan Gina Cui	Auckland University of Technology
	Jungkeun Kim	Auckland University of Technology
	Amy Errmann	The University of Auckland
Effects of mindfulness on slow fashion purchase intent	Yuri Seo	The University of Auckland
	Felix Septianto	The University of Auckland

Session 2.8: Sustainability in Fashion Management II

Session Chair: Ralf Schellhase (HDA)

Room:

Factors influencing young adults' attitude and adoption of sustainable slow fashion in an emerging market context	Marike Venter de Villiers	University of the Witwatersrand
	Helen Duh	University of the Witwatersrand
Voluntary simplistic clothing consumption practices: a South African emerging market perspective	Hanri Taljaard	University of Pretoria
	Nadine Sonnenberg	University of Pretoria
An exploratory study of sustainable clothing consumption: moral foundations, subjective knowledge, and purchases.	Hyunjoo Im	University of Minnesota
	Jacqueline Parr	University of Minnesota
U.S. consumers' perceived value of apparel recycling services: insights for brands and retailers	Jessica Ganak	Washington State University
	Yini Chen	Washington State University
	Dan Liang	Washington State University
	Hang Liu	Washington State University
	Ting Chi	Washington State University
Exploring the motivations and barriers for second-hand product consumption	Fabio Sandes	EAESP, Fundacao Getulio Vargas, FGV/SP
	Julio Leandro	EAESP, Fundacao Getulio Vargas, FGV/SP

2019 Global Fashion Management Conference at Paris
Keynote Speech (13:00-13:50, July 12th, 2019)

Room:

Meet the Editors (13:50-14:50, July 12th, 2019)

Charles R. Taylor	Villanova University	Editor of International Journal of Advertising
C. Anthony Di Benedetto	Temple University	Co-Editor-in-Chief of Industrial Marketing Management
John Cadogan	Loughborough University	Editor-in Chief International Marketing Review
Ian Phau	Curtin University	Editor of Asia Pacific Journal of Marketing and Logistics
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

Session 3 (15:00-16:00, July 12th, 2019)

Session 3.1: Digital and Social Media Marketing and Management in Fashion Industry V

Session Chair: Isabelle Ulrich (NEOMA Business School)

Room: 4110, Building 4

Does information order matters? The interplay of information order, gender, and construal level in cause-related marketing communication	Xina Yuan	School of Management, Xiamen University
	Jungmin Jang	Bang College of Business, KIMEP University
	Feng Xiong	School of Management, Xiamen University
	Sha Cai	School of Management, Xiamen University
Connecting with fashion brands on social media: an investigation of consumers' drivers	Othman Boujena	NEOMA Business School
	Isabelle Ulrich	NEOMA Business School
	Aikaterini Manthiou	NEOMA Business School
	Bruno Godey	NEOMA Business School
Digital and mobile touch points in the fashion market: a comparison between Chinese and European millennial consumers	Lala Hu	Catholic University of the Sacred Heart
	Riccardo Rialti	University of Florence
	Lamberto Zollo	University of Florence
	Raffaele Filieri	Audencia Business School

Session 3.2: Digital and Social Media Marketing and Management in Fashion Industry VI

Session Chair: Hye-Young Kim (University of Minnesota)

Room: 4204, Building 4

Understanding micro-moments in mobile shopping: sequential linkages between curiosity and consumer traits	Jennifer Huh	University of Minnesota
	Hye-Young Kim	University of Minnesota
Do fashion blogger content categories attract social networking site users' attention in China?	Jiayan Huang	The University of Manchester
	Yao Yao	The University of Manchester
	Rosy Boardman	The University of Manchester
	Claudia Henninger	The University of Manchester
	Delia Vazquez	The University of Manchester
Study on the Influencing of web celebrity endorser on brand equity: research based on fashion brands	Chunlin Yuan	Henan University
	Kyunghoon Kim	Changwon National University
	Hakil Moon	Eastern Michigan University
	Shuman Wang	Henan University
	Xiaolei Yu	Henan University

Session 3.3: New Insights on Digital and Social Media Advertising III

Session Chair: Kihan Kim (Seoul National University)

Room: 4205, Building 4

Investigating the usage of super bowl advertisers' official twitter accounts: a panel data analysis of Super Bowl advertisers in 2019	Yeayoung Noh	Seoul National University
	Hyuksoo Kim	Ball State University
	Kihan Kim	Seoul National University
	Yunjae Cheong	Hankuk University of Foreign Studies
Study on the influencing of parasocial relationship on brand equity in the VR shopping environment: the moderating effect of activity of fashion web celebrity endorser	Chunlin Yuan	Henan University
	Kyunghoon Kim	Changwon National University
	Shuman Wang	Henan University
	Xiaolei Yu	Henan University
Effects of photo and hashtag types used in Instagram posts on consumers' responses to the featured products	Hyeyeon Pak	Hanyang University
	Junyong Kim	Hanyang Unviersity

Session 3.4: Industry 4.0 and Innovation Strategy/ Big data and marketing analytics in fashion industry

Session Chairs: Jina Kang (Seoul National University)

Jai Hak Chung (Sogang University)

Room: 4210, Building 4

How industry 4.0 may impact relationships between brands and manufacturers in the fashion and luxury industries	Danni Zhao-Meunier	ESCP Europe Business School & Universite Paris 1
	Valérie Moatti	ESCP Europe Business School
	Andrée-Anne Lemieux	ESCP Europe Business School
	Celine Abecassis-Moedas	Catolica Lisbon School of Business & Economics
	Seung-Hye Jung	Kyung Hee University
The influence of cognitive resource depletion on creative idea generation	Juhee Yoo	Johnson and Johnson-Korea
	Subin Im	Yonsei University
	Jongwan Cho	Yonsei University
Naming strategies as a tool for communication: application to movie titles	Jai Hak Chung	Sogang University

Session 3.5: Luxury Branding III

Session Chair: Ian Phau (Curtin Business School)

Room: 4303, Building 4

Are luxury and fashion opposite concepts? A cross country empirical analysis	Jean-Noël Kapferer	INSEEC School of Business and Economics
	Pierre Valette-Florence	IAE de Grenoble and CERAG
Counterfeit luxury goods in emerging markets: the role of ethical, social, and cultural factors in consumer decision-making	Aniruddha Pangarkar	MICA
A study on the impact factors of sustainable fashion apparel consumption	Yoon Yong Hwang	Chosun University
	Ae Rim Gyeong	Chosun University
Artification processes for major luxury brands: art-based management for branding purposes	Stefania Masè	IPAG Business School
	Elena Cedrola	Macerata University
	Genevieve Cohen-Cheminet	Sorbonne University

Session 3.6: Interactive Advertising and Digital Communications in Fashion I

Session Chair: Shu-Chuan Chu (DePaul University)

Room: 4304, Building 4

Antecedents of social media induced retail commerce activities: impact of brand-consumer relationships and psychological sense of community	Lyu	The University of Tennessee
	Kim	Kent State University
An experimental investigation on multiple brand endorsements by non-celebrity endorsers on Instagram	Juan Mundel	DePaul University
	Tao Deng	Michigan State University
	Claire Hope	DePaul University
Interactive screens as dynamic atmospherics of fashion stores	Yuri Siregar	Nottingham Trent University
	Anthony Kent	Nottingham Trent University

Session 3.7: Luxury Consumption and Culture II

Session Chair: Felix Septiant (The University of Auckland)

Room: 4305, Building 4

Examination of information sources for millennial consumers' luxury brand consumption	Ui-Jeen Yu	Illinois State University
	Eunjoo Cho	University of Arkansas
	Jihyun Kim	Kent State University
Sex sells....or does it? How LGBT sexual imagery influences the effectiveness of luxury brand advertisements	Gavin Northey	The University of Auckland
	Rebecca Dolan	The University of Adelaide
	Felix Septianto	The University of Auckland
	Patrick van Esch	Central Queensland University
	Michael Barbera	Clicksuasion Labs
Brand addiction in the context of luxury and fast-fashion	Joelle Majdalani	Lebanese American University
	Mona Mrad	Lebanese American University
	Zeinab El Khansa	Lebanese American University

Session 3.8: Sustainability in Fashion Management III

Session Chair: Ralf Schellhase (HDA)

Room: 4310, Building 4

The textile industry and its supply-network: a sustainability issue	Alberta Bernardi	Università Cattolica del Sacro Cuore di Milano
	Ranis Cheng	The University of Sheffield
Exploring Chinese millennials' perceptions of bamboo textile fashion products	Caiya Mo	The University of Manchester
	Panayiota Julie Alevizou	The University of Sheffield
The emergence of ethical retailers in the fashion and apparel industry	Livia Rudolph	Independent
	Mariana Suter	University of Leeds
	Nuno Fouto	University of São Paulo
It is ethical, but it is not me: self-concept and ethical consumption of fashion	Yuan Hong	The University of Sheffield
	Ranis Cheng	The University of Sheffield
	Navdeep Athwal	The University of Sheffield
	Jerzy Kociatkiewicz	The University of Sheffield

Session 4 (16:10-17:10, July 12th, 2019)

Session 4.1: Digital and Social Media Marketing and Management in Fashion Industry VII

Session Chair: Jung Eun Lee (Virginia Tech)

Room: 4110, Building 4

A study on the effect of brand story cognition and self-esteem on brand attitude in sns of luxury brand	Min-Sook Park	Catholic University of Pusan
	Jong-Kuk Shin	Pusan National University
	Minkyung Moon	Pusan National University
	Jaehun Kim	Pusan National University
The effects of brand personification on Facebook marketing and the role of social presence	Taeyeon Kim	University of Georgia
	Yongjun Sung	Korea University
	Jang Ho Moon	Sookmyung Women's University
Choice of cause in CRM after brand scandal: based on regulatory focus theory	Hailin Zhang	Yonsei University
	Leping Li	Beijing Jingdong Century Trade
	Xina Yuan	Xiamen University
The effects of product novelty and fashion influencers' socioeconomic status on fashion adoption in social media	Eonyou Shin	Virginia Tech
	Jung Eun Lee	Virginia Tech

Session 4.2: Digital and Social Media Marketing and Management in Fashion Industry VIII

Session Chair: Carlos Flavián (University of Zaragoza)

Room: 4204, Building 4

Visual and verbal presentations of haptic information in online fashion stores and consumers' imagery information-processing and satisfaction	Tae Youn Kim	Seowon University
	Yoon-Jung Lee	Korea University
How role identity salience, normative influence, and gift giving in the digital age impact conspicuous consumption behavior: evidence from emerging markets	Aniruddha Pangarkar	MICA
	Daniel Belanche	Universidad
Analyzing the impact of congruence in fashion influencer marketing on Instagram	Luis V. Casaló	Universidad
	Marta Flavián	Universidad
	Carlos Flavián	Universidad
	Ibáñez-Sánchez Sergio	Universidad

Session 4.3: New Insights on Digital and Social Media Advertising IV

Session Chair: Joonheui Bae (Kyungpook National University)

Room: 4205, Building 4

The interaction effect of mood on attitude toward native advertising	Joonheui Bae	Kyungpook National University
	Dong Mo Koo	Kyungpook National University
Analysis of social influencing factors of MSNG continuous use intention	Huimin Wang	Yeungnam University
	Kyungtag Lee	Yeungnam University
The effect of brand attractiveness on brand attachment: the moderating roles of flow experience	Xiaolei Yu	Business School of Henan University
	Kyunghoon Kim	Changwon National University
	Shuman Wang	Henan University
	Chunlin Yuan	Business Management Institute of Henan University
	Jenny Weichen Ma	University of Greenwich

Session 4.4:

No papers

Session 4.5: Luxury Branding IV

Session Chair: Ian Phau (Curtin Business School)

Room: 4303, Building 4

Promoting the dimensions of luxury on social media	Billy Sung	Curtin University
	Van Chien Duong	Curtin University
Green advertising in the sustainable fashion market	Hyo Jin Eom	Institute of Social Research, Korea University
	Nara Youn	Marketing Department, Hongik University
	Dong Jae (Jay) Lim	University of Georgia
Luxury fashion perceptions: the Indonesian perspective	Marta Blazquez Cano	University of Manchester
	Bethan Alexander	London College of Fashion
	Arinta Annabyanti	London College of Fashion
	Wirasto	
Resistance to counterfeiting and purchase of luxury brands: any role of brand experience?	Siham Mourad	ISCAE
	Pierre Valette-Florence	University of Grenoble (IAE)

Session 4.6: Interactive Advertising and Digital Communications in Fashion II

Session Chair: Shu-Chuan Chu (DePaul University)

Room: 4304, Building 4

"Dressing" the part: trans men's self-reconstruction through clothing	Domenique Jones	University of Tennessee
	Heejin Lim	University of Tennessee

Session 4.7: New Technologies, Market Understanding and Fashion Marketers' Decision Making / Culture, Communication, and Sport Management

Session Chairs: Simone Guercini (University of Florence)

Kihan Kim (Seoul National University)

Room: 4305, Building 4

Consumer acceptance of self-service technology in fashion retail stores	Jee-Sun Park	Incheon National University
	Sejin Ha	University of Tennessee
	So Won Jeong	Pusan National University
The impact of conspicuous consumption and perceived value on new product adoption intention	Meixiang Cui	Yonsei University
	Subin Im	Yonsei University
Exploring the change in topics and themes surrounding drone racing	Young-Seok Kim	Pohang University of Science and Technology
	Mijung Kim	Pohang University of Science and Technology

Session 4.8: Neuromarketing

Session Chair: Eun-Ju Lee (Sungkyunkwan University)

Room: 4310, Building 4

The effect of luxury brands' CSR communication on purchase intention: an fMRI investigation	Eun-Ju Lee	Sungkyunkwan University
	Han-Ah Choi	Sungkyunkwan University
	Dong Hyun Kim	Sungkyunkwan University
	Hyunjin Park	Sungkyunkwan University
	Bo-Yong Park	Sungkyunkwan University
	Kyeongseob Byeon	Sungkyunkwan University
Premiumizing an Australian food brand: an eye tracking and skin conductance experiment	Billy Sung	Curtin University
	Luke Butcher	Curtin University
Liberals exhibit the medial frontal negativity in moral judgment under time pressure	Jin Ho Yun	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University
Celebrity endorsement advertising in social fashion marketing activates curiosity, reward circuitry and enhances visual attention	Jing Zhang	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University
Using neural topic modeling to extract marketing intelligence from social media review	Byeongdo Yoon	Sungkyunkwan University
	Eun-Ju Lee	Sungkyunkwan University

Session 5 (17:20-18:20, July 12th, 2019)

Session 5.1: Digital and Social Media Marketing and Management in Fashion Industry IX

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

Room: 4110, Building 4

Algorithms as taste fostering devices in fashion blogging	Hedon Blakaj	Aalto University School of Business
	Pekka Mattila	Aalto University School of Business
	Juho-Petteri Huhtala	Aalto University School of Business
	Iiro Vaniala	Aalto University School of Business
Adopting dissonance-solving approach to investigate luxury social media advertising: role of gaps in self, projective self, influencer and brand image	Jie Meng	Loughborough University
	Jiaying Wang	Oxford Brookes University
The influence of consumption goals on AI-driven recommendation agent value of Stitch Fix	Juran Kim	Jeonju University
	Seungmook Kang	Jeonju University
	Joonheui Bae	Kyungpook National University

Session 5.2: Digital and Social Media Marketing and Management in Fashion Industry X

Session Chair: Jeonghye Choi (Yonsei University)

Room: 4204, Building 4

The influence of typeface on consumer attitude toward AI products	Hye Jin Ryu	Kyungpook National University
	Joonheui Bae	Kyungpook National University
	Dong Mo Koo	Kyungpook National University
Consumer engagement with fashion retailers on social media; consumer response to the online content of ASOS, H&M and Zara	Jennifer Murray	Glasgow Caledonian University
	Alexis Barlow	Glasgow Caledonian University
	Noreen Siddiqui	Glasgow Caledonian University
Omnichannel and consumption experiences in fashion retailing	Anthony Kent	Nottingham Trent University
	Marta Blazquez Cano	The University of Manchester
Offline beauty specialty retailers and digital mono-brand stores: complements or substitutes?	Hyeasinn Song	Yonsei University
	Jeeyeon Kim	National Sun Yat-sen University
	Jikyung Jeanne Kim	IE University
	Jeonghye Choi	Yonsei University
	Moo Jeon Kim	Kookmin University

Session 5.3: Sustainability Marketing in Fashion and Luxury Industry

Session Chair: Moon Young Kang (Korea Advanced Institute of Science and Technology)

Room: 4205, Building 4

How retailers contribute to sustainability promotion in the luxury fashion sector?	Beata Stępień	Poznań University of Economics and Business
	Min-Sook Park	Catholic University of Pusan
The effect of fashion consciousness and status consumption in social media - focusing on the luxury brand -	Minkyung Moon	Pusan National University
	Jong-Kuk Shin	Pusan National University
	Jaehun Kim	Pusan National University
The hoarder, the oniomaniac and the fashionista in me: a life histories approach to explore fashion consumption	Panayiota Alevizou	The University of Sheffield
	Jennifer Stokoe	The University of Sheffield
	Ranis Cheng	The University of Sheffield
The influence of core capability of a firm and perceived CSR on purchasing behavior in a different store type	Ha Youn Kim	Seoul National University
	Yuri Lee	Seoul National University
	Jihyun Yoon	Seoul National University
	Jong-Youn Rha	Seoul National University
	Yeo Jin Jung	Chungbuk University

Session 5.4: B2B Innovative Digital Marketing Symposium

Session Chair: Youngchan Kim (Yonsei University, South Korea)

Room: 4210, Building 4

Service innovation behaviors and customer loyalty	Heeseok Woo	Changwon National University
	Sang Jin Kim	Changwon National University
	Hakil Moon	Eastern Michigan University
	Kyung Hoon Kim	Changwon National University
Empirical studies on digital platforms for b2b outsourcing projects	Yeolim Yoon	Yonsei University
	Yeohong Yoon	Yonsei University
	Jeonghye Choi	Yonsei University
	Yerim Chung	Yonsei University
Social media, consumer attention, and absolute abnormal returns	Alex Jiyoung Kim	Sungkyunkwan University
	Hang Dong	IE University
	Jikyung Jeanne Kim	IE University
	Jeonghye Choi	Yonsei University
	Yi Dong	Zhejiang Technical Institute of Economics
The effects of value co-creation in social platforms on participating companies' competitive advantage	Chang Suk Choi	Changwon National University
	Jeonghye Choi	Yonsei University
	Sang Jin Kim	Changwon National University
	Kyung Hoon Kim	Changwon National University

Session 5.5: Social Media and Fashion Marketing

Session Chair: Jeeyeon Kim (National Sun Yat-Sen University)

Room: 4303, Building 4

	Marijke De Veirman	Ghent University
Building a luxury brand on Instagram: Delvaux as a case study	Ineke Tack	Ghent University
	Liselot Hudders	Ghent University
#Influencemeinfluencemore – an empirical deviation of a pyramid of fashion follower	Madleen Moritz	TU Braunschweig
Seasonal shoppers	Jiyeon Lee	Yonsei University
	Yeohong Yoon	Yonsei University
	Jeonghye Choi	Yonsei University
	Yerim Chung	Yonsei University
Exploring the factors influencing the perceived authenticity of celebrity endorsers on social media	Sabina Levitan	University of Westminster
	Norman Peng	Glasgow Caledonian University
	Debra Desrochers	University of Bath
	Annie Chen	University of Roehampton

Session 5.6: Multimedia Presentation

Session Chair: Yerim Chung (Yonsei University)

Room: 4304, Building 4

From fast fashion to slow fashion sustainable innovations: from nature to fashion	Coste Maniere Ivan	SKEMA Business School
	Doyle Celia	SKEMA Business School
	Guerbas Sarah	SKEMA Business School
	Guisiano-Demarez Matthieu	SKEMA Business School
Phygital boom may lead to luxury implosion	Coste Maniere Ivan	SKEMA Business School
	Baland Julien	SKEMA Business School
	Chastel Anna	SKEMA Business School
	Grondin Sarah	SKEMA Business School
Balancing tradition and innovation: assessment of new luxury hospitality business models and their implications on 5-star hotels in Switzerland	Luca Fernandes	Zurich University of Applied Sciences
	Fabio Duma	Zurich University of Applied Sciences
How old is good for Rolex? Fashioning heritage and innovation into strategic advantage	Pedro Mir	ISEM Fashion Business School
	Patricia Sanmiguel	ISEM Fashion Business School
	Maria Eugenia Josa	ISEM Fashion Business School
Age and gender differences in Chinese consumers' perceptions of WeChat and e- WOM intention	Yoo-Kyoung Seock	The University of Georgia
	Christina F. Zeng	Abercrombie & Fitch
Conspicuous consumption of recession hit consumers: preliminary evidence from a Greek and international sample	Markos Tsogas	University of Pireaus
	Irena Mecaj	University of Pireaus
	Marina Kyriakou	University of Pireaus
Exploring the rewards dimension of engagement in consumer-fashion brand relationship	Maria Gonçalves Cabaço	Instituto Universitário de Lisboa (ISCTE-IUL)
	Ricardo Godinho Bilro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
How country of origin and materialism influence purchase intention of luxury goods online among millennials: cross-cultural study	Regina Burnasheva	Sookmyung Women's University
	Yonggu Suh	Sookmyung Women's University
The relationship between fast fashion product features and consumer choice	Qianhui Shen	Zhejiang SCI-TECH University
	Yang Sun	Zhejiang SCI-TECH University
How gender affects the buying-decision process among consumers of luxury goods	Susana Marques	ISCTE Univeristy Institute of Lisbon
	Vitoria Lindo	ISCTE Univeristy Institute of Lisbon
	Helia Pereira	ISCTE Univeristy Institute of Lisbon

Session 5.7: Sustainability and Luxury Brand in Digital Marketing

Communication/Luxscape: Luxury Brands, Sustainability and Innovation in Luxury Capitals

Session Chairs: Yung Kyun Choi (Dongguk University, South Korea)

Serena Rovai (La Rochelle Business School, France)

Room: 4305, Building 4

The distinct influences of gratitude and pride in promoting sustainable luxury brands in social media	Felix Septianto	The University of Auckland
	Yuri Seo	The University of Auckland
“Made in Florence” impact on luxury brands identity	Cecilia Pasquinelli	University of Naples Partenope
	Serena Rovai	Excelia Group - La Rochelle Business School
Opera houses within the brandscape of luxury capitals: a preliminary assessment	Nicola Bellini	Scuola Superiore Sant'Anna, Pisa

Session 5.8: Strategy & Innovation in Fashion and Luxury

Session Chair: Ivan Coste-Manière (SKEMA Business School)

Room: 4310, Building 4

Make-up: a study on male make-up and latest innovation dealing with organic silicium	Coste Maniere Ivan	SKEMA Business School
	Valentine Renard	SKEMA Business School
	Charline Marlis	SKEMA Business School
	Sélène Lathieyre	SKEMA Business School
	Elisa Waselinck	SKEMA Business School
	Emira Choug	SKEMA Business School
Breaking the rules of luxury: decoding a born digital niche watch brand's recipe for success in a competitive market	Fabio Duma	Zurich University of Applied Sciences, School of Management and Law
	Maya Gadgil	Zurich University of Applied Sciences, School of Management and Law
Traditions vs innovations: the impact of top executives' background on strategy and innovations in swiss luxury watchmaking industry	Maria Bashutkina	HES SO Haute école de gestion Arc
The effects of fashion retail trend imitation	Areti Vogel	Stetson University
	Kittichai Watchravesringkan	The University of North Carolina, Greensboro
	Yael Pedro	Instituto Universitário de Lisboa (ISCTE-IUL); Shenkar College of Engineering and Design
Exploration of the role of innovation in the design process of luxury brands	Nelson Santos António	Instituto Universitário de Lisboa (ISCTE-IUL)
	Elad Harison	Shenkar

Session 6 (09:00–10:00, July 13th, 2019)

Session 6.1: Digital and Social Media Marketing and Management in Fashion Industry XI

Session Chair: Ricardo Godinho Bilro (I INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL))

Room: 4110, Building 4

Can brands recover from consumer backlash on social media caused by racially insensitive advertising and marketing communications campaigns?	Hyunsun Yoon	University of Greenwich
	Jenny Ma	University of Greenwich
	Guiohk Lee	Sejong University
Do hedonic rewards at online communities affect consumer–fashion brand engagement? A PLS approach	Ricardo Godinho Bilro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
	Maria Gonçalves Cabaço	Instituto Universitário de Lisboa (ISCTE-IUL)
Social vs. Functional luxury value: the impact of social media interaction on consumers' luxury value perception and product choice	Jungsun Cho	NEOMA Business School
	Bruno Godey	NEOMA Business School
	Junghyun Kim	NEOMA Business School
SMM and customer purchasing experience: the Chinese way	Serena Rovai	Excelia Group - La Rochelle Business School

Session 6.2: Digital and Social Media Marketing and Management in Fashion Industry XII

Session Chair: Wendy Bendoni (Woodbury University)

Room: 4204, Building 4

The future of influencer marketing in the digital age of virtual influencers	Wendy Bendoni	Woodbury University
	Faina Danielian	Woodbury University
Understanding the effects of emotion on 'liking behavior' in social media and its role in shaping sustainable apparel consumption	Jihyeong Son	Washington State University
	Changhyun Nam	Iowa State University
What and how to talk: the value of fashion opinion leaders' narrative strategies in cultivating EWOM marketing	Shuang Zhou	The University of Manchester
	Liz Barnes	The University of Manchester
	Marta Blazquez Cano	The University of Manchester
	Helen McCormick	The University of Manchester

Session 6.3: Information Technology and Fashion / Fashion and Advertising

Session Chair: Sharmin Attaran (Bryant University)

Room: 4205, Building 4

Branding ethical fashion: the effect of brand messaging on consumer perceptions of ethical fashion brands	Sharmin Attaran	Bryant University
	Victoria Eastman	Bryant University
Savoring the product: a look at the impact of ai on pre and post purchase satisfaction	Sharmin Attaran	Bryant University
	Mohsen Attaran	California State University Bakersfield
	Diane Kirkland	California State University Bakersfield
Materialism or morality in social media, which matters the most? Insights from millennials luxury consumption	Sukki Yoon	Bryant University
	Virginia Vannucci	University of Florence
	Lamberto Zollo	University of Florence
	Riccardo Rialti	University of Florence
Factors influencing effects of online behavioral advertising: centering around the role of personal information collection & usage agreement	Namhyun Um	Hongik University
	Sojung Kim	Kyungpook National University

Session 6.4: Corporate Identity, Branding, and Reputation as Success Factors for Fashion Marketing I

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

Room: 4210, Building 4

An extended approach of conceptualizing and measuring the perception and appraisal of luxury fashion	Klaus-Peter Wiedmann	Leibniz University Hannover
	Paula Rodrigues	Lusíada University North
Identity in fashion luxury brands purchase intention	Paula Costa	REMIT
	Marta Quaresma	Lusíada University North
	Miguel Las Casas	Lusíada University North
Endorsement of athleisure brand: what characteristics make a good endorser?	Kong Cheen Lau	Singapore University of Social Sciences
	Jingyi Kong	Singapore University of Social Sciences

Session 6.5: Pricing and Promotions in the Fashion Industry

Session Chair: Seongsoo Jang (Cardiff University)

Room: 4303, Building 4

Prestige pricing in markets for luxury & premium products	Houssam Jedidi	Johannes Gutenberg University in Mainz
	Oliver P. Heil	Johannes Gutenberg University in Mainz
Pricing add-on products: The effect of price differences among base and add-on products of mobile games on add-on product sales	Seongsoo Jang	Cardiff University
	Jaihak Chung	Sogang University
	Philip Kitchen	Salford University
Do promotions increase health? The moderating role of sales promotion among consumers' purchase and exercise behaviors	Seongsoo Jang	Cardiff University
	Hwang Kim	The Chinese University of Hong Kong
	Vithala R. Rao	Yeungnam University
Fake media content and cognitive dissonance	Prabirendra Chatterjee	Cardiff University
	Andy Ng	Sabancı University

Session 6.6: Fashion Marketing in Emerging Economies I

Session Chair: Udo Wagner (University of Vienna)

Room: 4304, Building 4

	Keila de Souza	Univali - Universidade do Vale do Itajaí
Attributes of the country-of-origin-image (COI) as a product differential in foreign markets: the case of beachwear	Dinora Floriani	Univali - Universidade do Vale do Itajaí
	Mariana Suter	University of Leeds
	Venilton Reinert	Halmstad University
	Zinhle Lindani Dlamini	Vaal University of Technology
Mavenship behaviour and trial of decorative cosmetics among female consumers	Nobukhosi Dlodlo	Vaal University of Technology

Session 6.7: Art and Fashion: Collaborated Design and Marketing

Session Chair: Sang Hoon Kim (Seoul National University)

Room: 4305, Building 4

Art fashionization and the new cultural diaspora of art	Pielah Kim	Marymount Manhattan College
	Chiara Colombi	Politecnico di Milano
Marketing fashion as art or the art of marketing fashion?	Elina Koivisto	Aalto University School of Business
	Pekka Mattila	Aalto University School of Business
Colours of interior materials and staff fashion in retail space	Dongeun Hwang	Yonsei University
	Seunghan Jeong	Yonsei University
	Hyeim Jun	Yonsei University
	Unsol Choi	Yonsei University
	Joeeun Sung	Yonsei University

Session 6.8: The Body: Fashion and Physique

Session Chair: Maria Kniazeva (University of San Diego)

Room: 4310, Building 4

The female body: selling and molding the fashionable figure	Maria Kniazeva	University of San Diego
A call for diversity and inclusion: examining fashion experiences of minority women	Lena Cavusoglu	Portland State University
	Deniz Atik	University of Texas Rio Grande Valley (UTRGV)
Female plus size consumer challenge	Ana Julia Büttner	
	Marcelo Augusto Linardi	ESPM
	Suzane Strehlau	ESPM

Session 7 (09:00-10:00, July 13th, 2019)

Session 7.1: Digital and Social Media Marketing and Management in Fashion Industry XIII

Session Chair: Jinghe Han (Beijing Institute of Fashion Technology)

Room: 4110, Building 4

Perceived risk and value influence on sustainable fashion consumption	Jinghe Han	Beijing Institute of Fashion Technology
	Eunju Ko	Yonsei University
Multichannel presence, boon or curse?: a comparison in price, loyalty, regret, and disappointment	Satadruta Mookherjee	Binghamton University
	Jennifer J. Lee	Boston University
The influence of live streaming service of web celebrity on consumer impulsive buying behavior	Xiaolei Yu	Business School of Henan University
	Kyunghoon Kim	Changwon National University
	Shuman Wang	Business school of Henan University
Shooting with the e-stars: celebrity endorsement on building authenticity meanings for ethnic fashion brands	Elena Chatzopoulou	De Vinci Pôle Universitaire (EMLV)
Consumer engagement in mobile shopping through mobile fashion apps and AR	Anastasiia Napalkova	Far Eastern Federal University

Session 7.2: Digital and Social Media Marketing and Management in Fashion Industry XIV

Session Chair: Benjamin Voyer (ESCP Europe Business School)

Room: 4204, Building 4

	Lena Cavusoglu	Portland State University
Self-presentation patterns and fashion consumption behavior: new insights for social media marketing	Melike Demirbag-Kaplan	HWTK (Internationale Hochschule für Wirtschaft, Technik und Kultur) Berlin
	Ece Cam	Izmir University of Economics
Effects of message sidedness and brand engagement in product reviews for luxury brands: the mediating role of message credibility	Inea Kim	Dongguk Univ.
	Yung Kyun Choi	Dongguk univ.
	Marina Leban	ESCP Europe
	Benjamin Voyer	ESCP Europe
Millionaire micro-celebrities personal branding strategies on Instagram	Linda Lisa Maria Turunen	University of Helsinki
	Hannele Kauppinen-Räsänen	University of Vaasa
	Joonas Ketola	University of Vaasa

Session 7.3: Global Business-to-Business Culture & Fashion Markets

Session Chair: Anthony Di Benedetto (Temple University)

Room: 4205, Building 4

How b2b marketers can utilize social media and gain intelligence that is used to develop sustainable customer relationships in the fashion industry	Yang-Im Lee	University of Westminster
	Peter Trim	Birkbeck, University of London
	An Vu	Thuyloi University
Types of relationship asymmetry and the implementation of sustainable product development in fashion supply chains	Cagri Talay	Nottingham Trent University
	Lynn Oxborrow	Nottingham Trent University
	Stella Claxton	Nottingham Trent University
The contingency of liabilities of foreignness in value-creation on technological turbulence	Lee Jin Won	Jimei University
	Yuan Xina	Xiamen University
	Song Tae Ho	Pusan National University
The effect of third party organization endorsement on brand performance	Chunlin Yuan	Henan University
	Kyunghoon Kim	Changwon National University
	Hakil Moon	Eastern Michigan University
	Shuman Wang	Henan University
	Xiaolei Yu	Henan University
The effect of parasocial relationship in b2b purchasing platform on user loyalty: evidence from the china b2b purchasing platform	Xiaolei Yu	Henan University
	Kyunghoon Kim	Changwon National University
	Shuman Wang	Henan University
	Chunlin Yuan	Henan University

Session 7.4: Corporate Identity, Branding, and Reputation as Success Factors for Fashion Marketing II

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

Room: 4210, Building 4

Brand extension strategies: consumer evaluations of brand concept and brand equity	Kittichai Watchravesringkan	The University of North Carolina, Greensboro
	Areti Vogel	Stetson University
	Dilip Doraiswamy	The University of North Carolina, Greensboro
Luxury fashion branding on the internet	Carmen-Maria Albrecht	University of Applied Sciences Muenster
	Pietro Häger	University of Mannheim
Reputation model proposal for the fashion industry	Paula Gargoles	ISEM Fashion Business School, University of Navarra
	Ruzica Brecic	University of Zagreb Faculty of Economics and Business
	Alica Grilec	University of Zagreb Faculty of Textile Technology

Session 7.5: Cross-cultural and International Marketing

Session Chair: Nina Michaelidou (Loughborough University)

Room: 4303, Building 4

	Patricia Sanmiguel	ISEM Fashion Business School - University of Navarra
Is online fashion a "flat world"? An analysis about brands and markets behavior	Teresa Sadaba	ISEM Fashion Business School - University of Navarra
	Simone Guercini	University of Florence
Perceived similarity as a lever to develop the modest fashion market in France	Alice Audrezet	Institut Supérieur de Gestion - Paris
	Béatrice Parguel	CNRS & Paris-Dauphine University
Does culture matter in online fashion products purchase behavior? Evidences from a cross-cultural analysis of Alibaba customers	Monica Faraoni	University of Florence
	Lala Hu	Catholic University of the Sacred Heart
	Lamberto Zollo	University of Florence
	Riccardo Rialti	University of Florence
Can regulatory focus influence the judgement of "these suit me!" ? A comparison between western and eastern consumers	Mayuko Nishii	Waseda University
Assessing how risk perceptions regarding high or uncertain domestic shipping charges influence purchase decisions: the case of online auction marketplaces for decorative arts and luxury goods	Sari Silvanto	California State University, Dominguez Hills
	Jason Ryan	California State University, San Bernardino

Session 7.6: Fashion Marketing in Emerging Economies II

Session Chair: Udo Wagner (University of Vienna)

Room: 4304, Building 4

Fashion consumption at time of economic crisis	Cemre Serbetcioglu	Izmir University of Economics
	Zeynep Ozdamar-Ertekin	Izmir University of Economics
	Bengu Sevil Oflac	Izmir University of Economics
Possession attachment towards global brands: the "world of barbie" shaping the mindset of young Indian girls	Udo Wagner	University of Vienna
	Isaac Jacob	K.J.Somaiya Institute of Management Studies & Research
	Monica Khanna	K.J.Somaiya Institute of Management Studies & Research
	Krupa Rai	K.J.Somaiya Institute of Management Studies & Research
Aspects of celebrity endorsements and brand values influencing young adults' attitude and purchase intention of cosmetics brands in South Africa	Duh Helen Inseng	University of Witwatersrand
	Banqobile Tshabalala	University of Witwatersrand
Consumers' loyalty towards cosmetics south African web-stores: a female perspective	Nobukhosi Dlodlo	Vaal University of Technology

Session 7.7: 2019 KAPPS-GAMMA Joint Symposium

Session Chair: Cunhyeong Ci (Kookmin University)

Room: 4305, Building 4

The impact of tv advertising on viral: analysis using real-time ad ratings	Cunhyeong Ci	Kookmin University
	Hyo-Gyoo Kim	Dongguk University
	Seungbae Park	Seoul National University of Science & Technology
	Heebok Lee	Sangji University
Millenials and on and off luxury purchasing: factors driving their choices	Serena Rovai	Excelia Group - La Rochelle Business School
	Silvia Ranfagni	University of Florence
	Simone Guercini	University of Florence
The effect of marketing automation in b2b marketing	Silva Davide	Lusofona University
How servitization affects customer experience?	Kyeong Kook Jang	Changwon National University
	Joonheui Bae	Kyungpook National University
	Kyung Hoon Kim	Changwon National University

Session 7.8: Relationship Marketing in Fashion and Art Context: Real and Virtual Worlds

Session Chair: Sandra Loureiro (Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE))

Room: Room: 4310, Building 4

Are new digital influencers ruining your business? The effects of negative word-of-mouth initiated by social media new influencers in fashion on consumers' intentions to purchase and recommend the brand	Daniela Langaro	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
	Sandra Maria Correia Loureiro	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
	Ana Beatriz Paula	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL)
The influence of cross-cultural effect on Kérastase (L'Oreal Group) consumer-brand relationship and engagement	Pedro Nobre	L'Oreal
	Ricardo Godinho Bilro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
Analyzing the impact of massclusivity campaigns on luxury and mass-market fashion brands	Joana Fonseca dos Santos	Instituto Universitário de Lisboa (ISCTE-IUL)
	Ricardo Godinho Bilro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
	Sandra Maria Correia Loureiro	Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE)
Storymaking: an investigation on the process of co-created brand storytelling in the Sporting Goods Industry	Daniela Langaro	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
	Charlotte Hackenberger	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
	Sandra Maria Correia Loureiro	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
How atmospheric cues in a virtual reality fashion stores affect the sense of presence	Maria Crespo	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
	Sandra Maria Correia Loureiro	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
	Ricardo Godinho Bilro	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
	João Guerreiro	INSTITUTO UNIVERSITARIO DE LISBOA (ISCTE-IUL) and Business Research Unit (BRU/IUL)
Fashion and beauty advertising models' age and its impact on over 50 female consumers' purchase intention	Hélia Pereira	Lisbon University Institute (ISCTE-IUL)
	Maria De Fátima Salgueiro	Lisbon University Institute (ISCTE-IUL)

The future of apparel production in the U.S.	Eundeok Kim	Florida State University
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Mommy can wear heels too: millennial mommy influencers' fashion advertorials on Instagram	Leslie Cuevas	University of Tennessee Knoxville
	Heejin Lim	University of Tennessee Knoxville

For More Information:

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

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