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Collana	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6173
Disciplina	658.8
Soggetti	Customer relations - Management Telemarketing Internet marketing Strategic planning Leadership Customer services Customer Relationship Management Digital Marketing Business Strategy and Leadership Customer Service and Call Center
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Session 1A: Charity & Social Marketing -- Session 1B: Unhappy customers: Consumer dissatisfaction and service recovery -- Session 1C: Impact of Consumer Behavior Factors on Retail Decisions -- Session 1D: Digital Influence: Power, Conflict, and Sentiment -- Session 1E: Appeals and Diversity -- Session 1F: New Product Development & Product Strategy in Dynamic Market Environments -- Session 1G: Digital Tools and Marketing Pedagogy -- Session 1H: Service Quality: Online Experiences and Feedback -- Session 1I: Doctoral Colloquium: Advertising -- Session 1J: Special Session: Opportunities and Challenges of Wearable Technology -- Session 2B: Citizenship behavior and services marketing -- Session 2C: Glimpsing into and deciding

about the future -- Session 2D: Luck, Intuition, and Salesperson Characteristics -- Session 2E: Digital Marketing and Branding -- Session 2F: Branding and celebrity endorsements -- Session 2G: Special Session - Applied Neuroeconomics -- Session 2H: Doctoral Colloquium: Consumer Behavior -- Session 2I: Special Session: Managing Retail in an Omnichannel Environment -- Session 2J: Special Session: Retailing and Pricing Cues -- Session 3A: Digital Advertising -- Session 3B: Brand Attachment and Brand Equity -- Session 3C: Impact of In-store Retail Cues -- Session 3D: Cyborgs, Wearables, and Avatars, Oh My! -- Session 3E: Co-creation, collaboration, and connectivity in services marketing -- Session 3F: Digital Marketing -- Session 3G: International Consumer Behavior -- Session 3H: Relationship Marketing: Bright and Dark Sides -- Session 3I: Movies and Creativity -- Session 3J: Finding Nemo: Understanding Elusive Customers in Sales -- Session 4A: Foods and Logos -- Session 4B: Animosity and Hate in Branding -- Session 4C: Factors Impacting Price Evaluations -- Session 4D: Brands: Placebos, Warranties and Freemium -- Session 4E: Enter The New Realm Of The Sharing Economy, Big Data, Augmented Reality, And Exclusivity -- Session 4F: Internal and External Influences on Organizational Success -- Session 4G: Special Session - The Role of In-Store and Online Retailing Factors -- Session 4H: Special Session: Transitioning to the First Year of a Tenure Track Job -- Session 4I: Female Consumers and Social Factors -- Session 4J: Special Session: Is the Marketing Function Influential or Not? -- Session 5A: Consumer Engagement on Social Media -- Session 5B: Emotions and Symbolism in Branding -- Session 5C: The Impact of Price on Promotion Evaluations -- Session 5E: Powerful others: How Consumers Influence each Other -- Session 5F: Corporate Social Responsibility: Crisis, Commitment, Consumption and Communication -- Session 5H: Doctoral Colloquium: Branding and Market Orientation -- Session 5I: WoM, Reviews, and Shopping Preferences -- Session 6A: Sensory Marketing and Healthful Consumption -- Session 6B: Brand Worlds, Merchandise and Counterfeits -- Session 6C: Factors Impacting Retailer Perception -- Session 6D: Relationship Marketing: Financial Implications -- Session 6F: Consumer Behavior: Going beyond Self-Benefits -- Session 6G: Global Marketing Strategies: Overview and Reviews -- Session 6H: Doctoral Colloquium: Services Marketing -- Session 6I: International and Cross-Cultural Factors -- Session 6J: The Incredibles: Creating Value in Sales -- Session 7A: Sensory Marketing, Retail Atmospherics, and Healthy Food Choices -- Session 7B: Social and economic communication -- Session 7C: Retail and Review Cues -- Session 7D: To keep or not to keep that is the question: Reactions to products growing old -- Session 7E: Astrometry, Salespeople and Word-of-mouth: Consequential Encounters -- Session 7E: Astrometry, Salespeople and Word-of-mouth: Consequential Encounters -- Session 7F: Cause Marketing & Green Marketing -- Session 7G: Special Session: Unveiling the Magic of Storytelling in Marketing -- Session 7H: Special Session: Learning about the magic of publishing using bibliometric and content analysis -- Session 7I: Firms, Retailers, and Customers -- Session 8B: Getting Consumer Insights from Sport Fans and Volunteers -- Session 8C: Roles of Channels on Preferences and Choices -- Session 8D: Cross Cultural Aspects of Brands -- Session 8E: Special Session: Designing an integrated three year marketing Bachelor's degree program -- Session 8F: Mindfulness: A New Look at Marketing Ethics -- Session 8G: Journal Review Process and Rejections: Interactive Q&A Discussion with Journal Editorial Reviewers -- Session 8I: Innovations & New Technologies: Implications for Strategic Marketing -- Session 8J: Express Your Selfie! Self-Concept, Identity and Self-

Expression -- Session 9A: CSR Medley: Sustainability, Celebrities, Measurement and Moral Emotions -- Session 9B: Emotions and the Self -- Session 9C: It's all about the Design -- Session 9D: eWOM: Let's Talk! Travel, Piracy, Culture and Information Overload -- Session 9E: Experiential Learning and Course Design -- Session 9F: Special Session: Exploring Difficulties & Pitfalls Doctoral Students Must Conquer in Becoming Researchers/Authors/Scholars -- Session 11A: Symbols, language, and imagery -- Session 11B: Brand Image, Brand Authenticity and Brand Heritage -- Session 11C: Marketing Metrics and Analytics I -- Session 11D: Brands and Identity: An International Marketing Perspective -- Session 11E: Managing the consumer experience -- Session 11F: Strategic Orientation & Commitment -- Session 12A: Consumer-Brand Relationships and New Media -- Session 12B: Digital Marketing and Social Media -- Session 12C: "The Game Plan": Managerial Considerations in Sport Marketing -- Session 12D: "Fantasia": Marketing Insights for Media Entertainment -- Session 12E: Marketing Metrics and Analytics II -- Session 12F: Social and cultural influences in services -- Session 12G: Cultural Aspects of International Marketing. .

Sommario/riassunto

This volume includes the full proceedings from the 2016 Academy of Marketing Science (AMS) Annual Conference held in Orlando, Florida, entitled Creating Marketing Magic and Innovative Future Marketing Trends. The marketing environment continues to be dynamic. As a result, researchers need to adapt to the ever-changing scene. Several macro-level factors continue to play influential roles in changing consumer lifestyles and business practices. Key factors among these include the increasing use of technology and automation, while juxtaposed by nostalgia and "back to the roots" marketing trends. At the same time, though, as marketing scholars, we are able to access emerging technology with greater ease, to undertake more rigorous research practices. The papers presented in this volume aim to address these issues by providing the most current research from various areas of marketing research, such as consumer behavior, marketing strategy, marketing theory, services marketing, advertising, branding, and many more. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.
