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Disciplina	380.1
Soggetti	Marketing
	Estudis de mercat
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	Motivation research (Marketing)
	Market research
	Internet marketing
	Consumer Behavior
	Market Research/Competitive Intelligence
	Online Marketing/Social Media
	Llibres electrònics
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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Chapter 1: Investigation of the donation attitude-behaviour gap to celebrity-endorsed charitable campaigns: An Abstract -- Chapter 2: Developing and Validating Internet Compulsive Buying Tendency Measurement Scales -- Chapter 3: Food Waste and Reverse Supply Chains: Implications for Teaching Sustainability Awareness in Business Schools: An Abstract -- Chapter 4: Understanding the Impact of Return Policy Leniency on Consumer Purchase, Repurchase and Return Intentions: A Comparison Between Online and Offline Contexts: An Abstract -- Chapter 5: Town Hall Meeting with International Journal Reviewers: Insights and Understanding Why Manuscripts Fail the Review Process: An Abstract -- Chapter 6: Personal Value Characteristics as

and Agenda for Future Research: An Abstract -- Chapter 74: How Makeup Rituals Transform Makeup Wearers and Their Romantic Interests -- Chapter 75: The Influence of Well-Being on Consumers' Future Discounting Practices in the South African White Goods Industry: An Abstract -- Chapter 76: An Abstract: Should We Hope About Climate Change? The Power of Hope for Engaging in Pro-Environmental Behaviors -- Chapter 77: Feeling Guilty to Buy Online? Exploring Consumers' Perceived Negative Effects of E-Commerce on Society: An Abstract. Chapter 78: Research Method Topics and Issues that Reduce the Value of Reported Empirical Insights in the Marketing Literatures: An Abstract -- Chapter 79: Internal Branding And Leader-Member Exchange: Role Of Cultural Capital In Employee's Service Delivery Behaviour In Health Care Sector: An Abstract -- Chapter 80: A Comparative Study of the Impact of B2B Price Pressure: An Abstract -- Chapter 81: Advertising in Transforming Economies: Evidence from Early Market Reforms in China and Vietnam: An Abstract -- Chapter 82: Determinants of Media Consumption: Evidences From an Emerging Market: An Abstract -- Chapter 83: Moderation Effect of Investor and Manager Heterogeneous Beliefs on the Relationship of Advertising and Firm Value -- Chapter 84: Pilgrimage, Consumption and the Politics of Authenticity: An Abstract -- Chapter 85: A Process Evaluation of an Environmental Intervention – The Case of a Heritage Tourism Organ.

Sommario/riassunto	This proceedings volume examines transformation in marketing to better understand current and future standing of the marketing field. From whether there is a need for transformation in our field; what methodological transformations are necessary; historical looks at how the field has transformed and continues to transform; how learning institutes are transforming and how marketing theory, practice, consumption practices and people are transforming as the world continues to change. It is by understanding these changes and transformations that marketers have a better knowledge of the discipline. Featuring the full proceedings from the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC) held in Christchurch, New Zealand, this book contains research from scholars and practitioners from around the globe analyzing the need and drivers of transformation in marketing. 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.