

# 2011 Annual Conference of China Marketing Science

## Conference Schedule

### Honorable Host:

Journal of Marketing Science Editorial Board



### Co-Hosts:

Sun Yat-sen Business School



Faculty of Business, Lingnan University



### Co-Organizers:

Department of Management and Marketing, University of Macau



Department of Psychology, Sun Yat-sen University



Department of Marketing, Nanyang Technological University



### Sponsored by:

Department of Management Science,  
National Natural Science Foundation of China



August 19-22, 2011

Sun Yat-sen University, Guangzhou, China

**English Official Website:**

**<http://www.ln.edu.hk/mkt/JMS2011/index.html>**

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# Schedule at a Glance

## Program Schedule

### I. Doctoral Consortium

August 19, 2011 (Friday)

Room S131 at School of Business, Sun Yat-sen University

Chair: YU Hongyan

Time	Event	Speakers	Facilitator
08:30-09:00	Opening and Welcoming remarks	Representatives from SYSU Faculty of Postgraduate, School of Business and Department of Marketing	YU Hongyan
09:00-10:15	Best paper presentations (I)	ZHANG Ying, XU Jing, ZHENG Yuhuang, LIANG Jianping, CUI Geng, ZHANG Meng, JIN Liyin, XU Lan	ZHANG Ying
10:15-10:45	<i>Tea Break</i>		
10:45-12:00	Best paper presentations (II)	ZHANG Ying, XU Jing, ZHENG Yuhuang, LIANG Jianping, CUI Geng, ZHANG Meng, JIN Liyin, XU Lan	ZHANG Ying
12:00-14:00	<i>Lunch</i>		
14:00-14:45	Sharing Session by the First Prize Winner: <i>Award and its impact on academic career</i>	XU Lan, CHEN Zengxiang, CHEN Xi	XU Lan
14:45-15:00	<i>Tea Break</i>		
15:00-15:30	Discussion on the relationship between supervisors and doctoral candidates	WANG Haizhong, CHEN Zengxiang, LIU Hongyan, JIANG Hongyan	ZHENG Yuhuang
15:30-16:30	Experience Sharing by Young Faculties: From a doctoral candidate to a faculty member	ZHANG Ying, XU Jing, XU Lan	XU Jing
16:30-16:40	<i>Tea Break</i>		
16:40-17:40	Experience Sharing by Senior Professors	FU Guoqun, ZOU Shaoming, CHIU Chi-yue, ZHOU Nan	ZHOU Nan
17:40-19:00	<i>Self-arranged Dinner</i>		
19:00-21:00	Faculty Recruitment		ZHOU Yinghui

## II. Conference (Day One)

August 20, 2011 (Saturday)

School of Business Building, Sun Yat-sen University

Time	Location	Event	Facilitator
09:00-09:45	International Conference Hall	<p style="text-align: center;"><b>Opening Ceremony</b></p> <p>Welcoming remarks:</p> <ol style="list-style-type: none"> <li>1. Prof. FENG Zhiyan, National Natural Science Foundation of China</li> <li>2. Prof. FU Guoqun, Editor of Journal of Marketing Science, Peking University</li> <li>3. Prof. LI Zhongfei, Executive Dean of Business School, SYSU</li> <li>4. Prof. CHAN Tsang-sing, Associate Vice President, Lingnan University</li> </ol> <p>Unveiling the conference badge: Prof. LI Zhongfei, Prof. CHAN Tsang-sing, Prof. FU Guoqun, Prof. ZHAO Ping, Prof. SO Yuk-Chow</p>	WANG Haizhong (School of Business, SYSU)
09:45-10:15		<i>Tea Break</i>	
10:15-12:00	International Conference Hall	<p style="text-align: center;"><b>Keynote Speech / Best Doctoral Paper Presentation</b></p> <ol style="list-style-type: none"> <li>1. Prof. Durairaj MAHESWARAN, Stern School of Business, New York University <i>Title: The Role of Marketing in the Chinese Economy: A Consumer Research Perspective</i></li> <li>2. Recipient of the Best Doctoral Paper in the Doctoral Consortium</li> <li>3. Prof. ZOU Shaoming, Prof. Robert J. TRULASKE, University of Missouri <i>Title: Customer Participation in Service Recovery (CPISR): The Role of Attribution</i></li> </ol>	Patrick POON (Faculty of Business, Lingnan University)
11:45-14:00	Zi Jing Yuan Restaurant	<i>Lunch</i>	
14:00-15:30		<b>Concurrent Sessions</b>	Track Chairs
15:30-15:40		<i>Tea Break</i>	
15:40-17:10		<b>Concurrent Sessions</b>	Track Chairs
18:00-20:00	Bingsheng Canton Food Restaurant	<i>Conference Dinner</i>	
20:30-22:30	M202	<b>Journal of Marketing Science Editorial Board Meeting</b>	

### III. Conference (Day Two)

August 21, 2011 (Sunday)

School of Business Building, Sun Yat-sen University

Time	Location	Event	Facilitator
09:00-10:00	<b>Theme Talks by Guest Speakers</b>		
	International Conference Hall	<b>Consumer Behavior Perspective</b> 1. Prof. ZHANG Ying, Peking University and University of Texas at Austin <u>Title: Loyalty Marketing: Managing Customer Relationships through a Goal Structure</u>  2. Prof. ZHANG Meng, The Chinese University of Hong Kong <u>Title: Psychological Distance: Theory and Research Opportunities</u>	LI Dongjin, Nankai University
	S131	<b>Marketing Strategy Perspective</b> 1. Prof. Robert FISHER, University of Alberta, Canada <u>Title: How Does Consumption Leads to Happiness and Well-being?</u>  2. Prof. ZHOU Kevin, The University of Hong Kong <u>Title: When West Meets East: Strategic Orientations during Institutional Changes in China</u>  3. Prof. FURUKAWA Ichiro, Hitotsubashi University, Japan <u>Title: The Current Status and Issues of B2B Marketing in China, from the Perspective of Japanese SMEs</u>	WANG Tao, Wuhan University
	M301	<b>Research Methodology Perspective</b> 1. Prof. Andre BONFRER, The Australian National University <u>Title: Marketing Analytics in Academia and Practice</u>  2. Prof. CHEN Yubo, University of Arizona and Tsinghua University <u>Title: Modeling Social Interactions: Using Non-traditional Data and Multi-method to Study Market Behavior</u>	TU Ping, Peking University
10:00-10:30		<i>Tea Break</i>	
10:30-12:00		<b>Concurrent Sessions</b>	Track Chairs
12:00-14:00	Zi Jing Yuan Restaurant	<i>Lunch</i>	
14:00-15:30		<b>Concurrent Sessions</b>	Track Chairs
15:30-15:40		<i>Tea Break</i>	

**III. Conference (Day Two) (Continued)**

**August 21, 2011 (Sunday)**

**School of Business Building, Sun Yat-sen University**

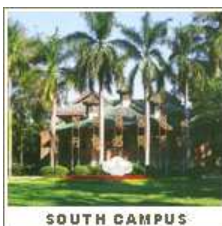
15:40-17:00	International Conference Hall	<p style="text-align: center;"><b>Keynote speech</b></p> <p>1. <i>Prof. CHIU Chi-yue</i>, Nanyang Technology University, Singapore and University of Illinois at Urbana-Champaign, USA <u><i>Title: Management of Exclusionary Cultural Responses to Global Companies: Processes and Implications</i></u></p> <p>2. <i>Prof. Robert WYER</i>, University of Illinois at Urbana-Champaign, USA and The Chinese University of Hong Kong <u><i>Title: The Role of Mindsets and Procedures in Consumer Information Processing</i></u></p>	ZHUANG Guijun, XI'AN Jiaotong University
17:00-17:30	International Conference Hall	<b>Best Paper Awards and Closing Ceremony</b>	Patrick POON (Faculty of Business, Lingnan University)
17:30-18:30	M202	<p style="text-align: center;"><b>Social time</b></p> Drink and light refreshments will be served	SHI Zhuomin and He Yun (SYSU)

#### **IV. Conference (Day Three)**

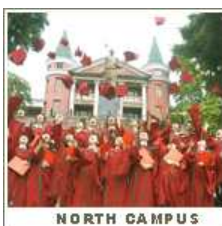
**August 22, 2011 (Monday)**

**Sun Yat-sen University**

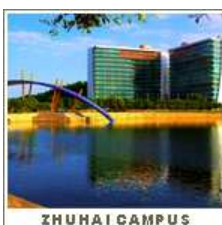
**Self-arranged University Campus Tour**



The Guangzhou South Campus is located in Haizhu District, Guangzhou, with a total area of 1.17 square kilometers.



The Guangzhou north Campus is located in Dongshan District, Guangzhou, with an area of 0.39 square kilometers.



The Zhuhai Campus is located at Tang Jia Wan, Zhuhai covering an area of 3.48 square kilometers, and is divided into two areas of the Li Garden and Rong Garden.



The Guangzhou East Campus is located at the north end of the Guangzhou University City in Xiaoguwai, Panyu, and covers an area of 1.13 square kilometers.

# English Concurrent Sessions

## Concurrent Session I

**Time: 14:00-15:30, August 20, 2011**

**Venue: Sun Yat-sun Business School**

### Session I - 1 (Room: S132)

Time	Speaker	Title
14:00-14:30	Xuehua WANG, Cheris W.C. CHOW, Zhilin YANG	003CMS How Positivity of and Empathy Reflected by Online Reviews Influence Online Purchase Intentions: A Choice Mechanism Perspective
14:30-15:00	Yuanfeng CAI, Zhaoyang GUO	041CMS Exploring the Antecedents of Compulsive Buying Tendency among Adolescents in China and Thailand: A Consumer Socializational Perspective
15:00-15:30	Xinming HE, Keith D. BROUTHERS, Igor FILATOTCHEV	044CMS Export Channel Selection and Export Performance: Resource-Based and Institutional Perspectives

### Session I - 2 (Room: S135)

Time	Speaker	Title
14:00-14:30	Zhimin ZHOU, Chenting SU , Ning ZHANG	048CMS Transforming Visitors into Members: Viewing Posts and Perceived Values in Online Brand Communities
14:30-15:00	Xiaoyu ZHOU, Yu ZHANG	063CMS Customer's Perspective on Service Co-Creation: An Empirical Investigation of the Antecedents and Consequences
15:00-15:30	Yuanyuan ZHOU, Alex SL TSANG, Minxue HUANG, Nan ZHOU	064CMS When does a Delayed Resolution Make Better? The Effect of A Delay Between Complaint and Problem Resolution



## Concurrent Session II

Time: 15:40-17:10, August 20, 2011

Venue: Sun Yat-sun Business School

### Session II - 1: Marketing Strategy and Marketing Management (Room: S131)

Time	Speaker	Title
15:40-15:56	Aamir KHAN, Hugh WILSON, Moira CLARK	001CMS Market Orientation, Customer Value Orientation and Firm Performance
15:56-16:12	Samaa Taher ATTIA	023CMS Market Orientation in Egypt: Are We Missing the Camel Here?
16:12-16:28	Lisa C. WAN, Patrick POON, Chunling YU	025CMS A Study of the Impact of Face Concern on CSR Brands
16:28-16:44	Shenyu LI, Siva K BALASUBRAMANIAN, Peter T L Popkowski LESZCZYC	047CMS The Profit Impact of the Manufacturer-Reseller Relationship: A combined View of Resource Based View, Transaction Cost Economics and Relationship Marketing
16:44-17:00	Shaohui MA	058CMS When is the Best Time to Reactivate Your Customers if the Time of Attrition is Unobservable

### Session II - 2: Consumer Psychology and Behavior (Room: S132)

Time	Speaker	Title
15:40-15:56	Songting DONG, Ping ZHAO, Deqiang ZOU, Ming DING	030CMS Measuring Customer Loyalty by Accelerating Their Repurchases
15:56-16:12	Jiyeon KIM, Janghyuk LEE, Sang Yong KIM, Xina YUAN	021CMS The Impacts of Effort Level on Reward Redemption Speed in a Multi-brand Loyalty Program
16:12-16:28	Rosa CHUN, Lavinia CHAN	035CMS Attitude Toward Authentic and Counterfeit Luxury Brands
16:28-16:44	Qian XU, LV SHASHA	057CMS Improving Consumer Responses by Post-Choice Confirmatory Information
16:44-17:00	Felix TANG, Vane-ing TIAN, Cindy CAI	028CMS The Relative Importance of Risk Perception, Ethics, and Value-for-Money in Purchasing Counterfeits

### Session II - 3: International Marketing and Cross-Cultural Marketing (Room: S133)

Time	Speaker	Title
15:40-15:56	Xiaoling GUO Xiaoyan SHANG	040CMS Being a Global Citizen or a Local Fellow? Influences of Consumer Global-local Identities on Attitude Toward Global Brands: Evidence from an Emerging Market
15:56-16:12	Chi-yue CHIU, Daniel Yung Jui YANG	045CMS Symbolic Exclusionism Theory: Consumer Reactions to Global Business
16:12-16:28	Geng CUI, TS CHAN, Yuanyuan ZHANG	055CMS Effect of Institutional Factors on the Foreign Market Entry Modes of Emerging Market Multinationals: Evidence from of China
16:28-16:44	Hua XU, Cheung Lung LUK	065CMS Social Capital and Cultural Capital under Sustainable Development Context: Case Study of a Microfinance Institution in China
16:44-17:00	Henry FOCK, You Yan Rona CHAU	069CMS Cognitive Cultural Intelligence and the Ambition of Young People in Global Market

### Session II - 4: Marketing Strategy and Marketing Management; Others (Room: S135)

Time	Speaker	Title
15:40-15:56	Zheng FANG, Minghua JIANG, Xueming LUO	011CMS Dynamic Effects of Service Recovery on Customer Satisfaction
15:56-16:12	Xi CHEN, Zuohao HU, Ping ZHAO	013CMS Exploration Towards the Driving Forces of Chinese Born Global Firms' Formation
16:12-16:28	Sajal KABIRAJ,	019CMS Fostering Good Governance through Entrepreneurial Innovation for Chinese SMEs
16:28-16:44	Rong HUANG, Emine SARIGÖLLÜ	010CMS Examining the Relationship Between Locus of Control and Environmental Attitude and Behavior
16:44-17:00	Hongming ZHANG, Jing HU	072CMS The Archetypes of Luxury Brands Based on Analytical Psychology: Evidence from an Emerging Market

## Concurrent Session III

**Time: 10:30-12:00, August 21, 2011**

**Venue: Sun Yat-sun Business School**

### Session III- 1: Consumer Psychology and Behavior (Room: S131)

Time	Speaker	Title
10:30-10:46	Yu Sum Eugenia WANG	020CMS A Study on the Attitudes towards Software Piracy among University Students in Hong Kong
10:46-11:02	Mei-Fang CHEN, Pei-ju TUNG	034CMS The Moderating Effect of Perceived Environmental Knowledge on Consumer's Visit Intention of Green Hotels
11:02-11:18	Tak HUANG, Jessica Yuk-yee KWONG	024CMS Difficult and Varied: When People See Greater Variety Through Baffled Eyes
11:18-11:34	Mei-Fang CHEN	027CMS The Impact of Health Consciousness on Consumers' Modern Health Worries and Willingness to Use Functional Foods
11:34-11:50	Hossein HAKIMPOOR, Khairil Anuar Bin ARSHAD, HUAM Hon Tat, Naser KHANI	061CMS Artificial Neural Networks' Applications in Management Sciences

### Session III- 2: Product and Brand Management (Room: S132)

Time	Speaker	Title
10:30-10:46	Ling JIANG, Veronique COVA	009CMS Passion for the Status Goods - Explore the Perception and Social Orientation of Chinese Consumer Towards Counterfeit Luxury-brand Consumption
10:46-11:02	Xiaomeng DU, Xiaoying ZHENG, Siqing PENG	012CMS In or Out of Your Name Brand Store? -- The Interactive Effect of Evaluation Mode and Category Width on Brand Extension
11:02-11:18	Wenbo Ji, Yi XIE	015CMS The Impact of Lay Theories on Scandal Spillover across Brands with Different Countries of Origin
11:18-11:34	Hao ZHANG, Xiaoyu ZHAO, Jie PIAO, Eunju KO	018CMS Antecedents and Influence of Luxury Brand Perception - Using Korean Sample to Predict the Future of Chinese Luxury Market
11:34-11:50	Xiaolin LI, WANG Haizhong	046CMS The Effects of Brand Equity on Shareholder Value: The Moderating Effects of Institutions

### Session III- 3: Advertisement and Communication (Room: S133)

Time	Speaker	Title
10:30-10:46	Xia WANG, Chunling YU, Yujie WEI	037CMS Peer Communication on Social Media and Its Impact on Purchase Intention: A Consumer Socialization Framework
10:46-11:02	Jing WANG	049CMS Consumption Timing with Time Constraint - Category and Regulatory Focus Differences
11:02-11:18	Ying HO, Nga Cheng CHAN	052CMS Effects of Regulatory Focus and Progress Level on Consumer Behavior in Loyalty Programs
11:18-11:34	Chanthika PORNPIKAPAN, Siu Fong Isabel FU	053CMS A Review of the Effect of Message Source Attractiveness on Persuasion
11:34-11:50	Letty Y Y Kwan, CHIU Chi Yue, Avinish CHATURVEDI, Mudhu VISWANATHAN	071CMS The Social Cognitive Consequences of Thinking Analytically and Holistically

### Session III- 4: Services Marketing and E-Marketing; Others (Room: S135)

Time	Speaker	Title
10:30-10:46	Xia WANG, Hean Tat KEH, Run REN	017CMS A Meta-Analysis on the Consequences of Service Fairness
10:46-11:02	Chung-Leung LUK, Wendy W N Wan, Cheris WC Chow, Jessie Lou	043CMS Interpersonal Relationship, Service Quality, and Seller Expertise: How Important Are They To Adolescent Consumers?
11:02-11:18	Kenneth K KWONG, John WK LEUNG	060CMS Effects of Service Delivery on Customer Delight: An Experimental Approach in a Service Environment
11:18-11:34	Zhen ZHU, Xiaoyu WANG, Qingyun JIANG, Michael LEVY	022CMS Understanding Perceived Values in Adopting New Product Category: A Study on Cafe Consumers in Chinese Cities
11:34-11:50	Lan JIANG, Darren W DAHL, Joandrea HOEGG	038CMS Seeing Smiles: Consumers' Adoption of Anthropomorphized New Products

## Concurrent Session IV

**Time: 14:00-15:30, August 21, 2011**

**Venue: Sun Yat-sun Business School**

### Session IV- 1: Consumer Psychology and Behavior; Product and Brand Management

**(Room: S131)**

Time	Speaker	Title
14:00-14:16	Ling PENG, Ada WONG, Patrick POON	062CMS The Effects of Image Congruence and Self Monitoring on Product Evaluations: A Comparison between Genuine and Counterfeit Products
14:16-14:32	John THOGERSEN, Yanfeng ZHOU	068CMS Chinese Consumers' Attitudes Towards Organic Food
14:32-14:48	Fang LIU	070CMS The Impact of Negative Emotion and The Nature of an Event on Consumer Reactions to Negative Publicity
14:48-15:04	LI Ling-yee, Esther	073CMS Course-Specific Motivated Learning and Outcomes
15:04-15:20	Karen KAIGLER-WALKER, Zelda L GILBERT	066CMS Chinese Women's Perception of Appearance and Use of Appearance-Related Products: From Grounded Theory to Industry Application

### Session IV- 2: Services Marketing and E-Marketing (Room: S132)

Time	Speaker	Title
14:00-14:16	Christine LIM, Joan HENDERSON	008CMS Singapore's Mainland Chinese Outbound Tourism Market
14:16-14:32	Lisa C. WAN	026CMS The Impact of Personal Similarity and Regulatory Focus on Consumer Evaluations on Service Failures that Happen to Others
14:32-14:48	Ling PENG, Geng CUI, Chunyu LI	042CMS Professional Critics or Ordinary Consumers, Whom and How Much Can We Rely on: An Empirical Investigation of the Movie Industry
14:48-15:04	Muyu WEI	067CMS Perceptions of Service Failures: A Test and Extension of Affective Forecasting Theory
15:04-15:20		

### Session IV- 3: Research Methods and Analytics; Others (Room: S133)

Time	Speaker	Title
14:00-14:16	Man-lok LAM, Wing-sun LIU, Kin-man Chester TO	033CMS Researching Chinese Consumers: Proposal of an Ethno semiotics Approach
14:16-14:32	Geng CUI, Nevin ZHANG, Yi WANG	054CMS Customer Selection and Forecasting for Direct Marketing Using Hierarchical Bayesian Networks
14:32-14:48	Geng CUI, Man-leung WONG, Xian WAN	056CMS Cost-sensitive Learning via Priority Sampling to Improve the ROI of Direct Marketing
14:48-15:04	Xiaoyu ZHOU, Huiming CHEN	059CMS Donations to Charity as Purchase Incentives: Do It With the Right Reason!
15:04-15:20	William H. MURPHY	004CMS A Study of the Challenges Facing a Chinese Supplier to Global Customers

### Session IV- 4: Others (Room: S135)

Time	Speaker	Title
14:00-14:16	Fang WU, Paul MESSINGER	029CMS A Utility-based Model of Asymmetric Competitive Structure Analysis Using Aggregate Scanner Data and Forced Switching Data
14:16-14:32	Jinzhu SONG	032CMS Diverse Regional Markets in China: A View from the Literature
14:32-14:48	Qing YAO, Rong CHEN, Ping ZHAO	014CMS Precise Versus Imprecise Promotional Rewards at Small Probabilities: Moderating from Purchase Value and Promotion Budget
14:48-15:04	Luqiong TONG, Rui ZHU, Yuhuang ZHENG, Ping ZHAO	050CMS Exploring the Influence of Ambient Temperature on Consumers' Cognitive Performance
15:04-15:20	Zixi JIANG, Margaret GORLIN, Jing XU, Ravi DHAR	051CMS The Beautiful are the Bold: How Feeling Beautiful Influences Preferences

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