



# 5th EMAC Regional Conference

Marketing Theory Challenges in Emerging Markets

September 24-26, 2014  
Katowice, Poland

[www.emacregional.ue.katowice.pl](http://www.emacregional.ue.katowice.pl)



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## Conference Overview



### Welcome

The 5th edition of the EMAC Regional Conference continues the initiative started several years ago by a group of academics interested in developing research on marketing in Central and Eastern Europe undergoing the process of systemic and economic transition. At that time, an important objective of the Conference was to contribute to closing the gap in marketing knowledge and research between different academic institutions across Europe.

Nowadays, the aim of the conference has become facing the challenge of developing new concepts and paradigms in marketing theory, resulting from the rise of new, fast growing and changing markets all over the world. The interest in these issues is shared by researchers far beyond Europe and regional insight has become even more important when confronted with the advances in globalization. The Conference also aims to encourage networking and inspire cooperation of academic researchers and marketing practitioners from different regions.

The 5th EMAC Regional Conference embraces two academic events: the Doctoral Seminar taking place on September 24th, and the Conference on September 25-26th, 2014.

The Doctoral Seminar will be organised in two parallel sessions: Consumer Behaviour and Marketing Management. The Faculty is formed by renowned academics from leading European universities. The presentation of dissertation proposals and group discussions is followed by a methodological workshop - a new initiative created to enhance the development of an academic career of the doctoral students.

For this EMAC Regional Conference edition 64 papers were submitted, 43 accepted for presentation during the Conference within seven fields: marketing theory and strategy, consumer behaviour, product management and innovation, marketing channels and logistics, marketing communications and new media, international marketing and business, and B2B marketing and networking. The presentations of the papers will be conducted in 12 parallel competitive paper sessions and during the poster session. The 5th EMAC Regional Conference follows the example of the last EMAC Annual Conference in Valencia of having an opening ceremony with a keynote speaker. The opening talk will be given by Adiamantos Diamantopoulos from the University of Vienna. There will be organized the Meet-the-Editors session where the renowned international journals as well as the regional journals will be presented by the editors. The presentations will be accompanied by exhibition of the journals. The Conference will also include a session of great interest where the practitioners will talk about the challenges faced by their firms in emerging markets.

We hope that you will greatly benefit from the discussions and exchange of ideas during the Doctoral Seminar and the Conference. We believe that these events will create good conditions for networking and cooperation between academics from the CEE region and beyond. We hope that you will enjoy your stay in Katowice and Poland.

The Organizing Committee of the 5th EMAC Regional Conference welcomes you to the University of Economics in Katowice!

*Maja Szymura -Tyc*  
Conference and Programme Committee Chair

## Organizing Committee

Maja Szymura-Tyc - Chair  
Danuta Babińska  
Aleksandra Czarnecka  
Magdalena Grochal-Brejda  
Patrycja Klimas  
Aleksandra Nizielska  
Sebastian Twaróg  
Olgierd Witczak

## Acknowledgements

We would like to thank all the authors who submitted their best work to the 5th EMAC Regional Conference. Many thanks go to all the reviewers who devoted their valuable time and put their expertise into the reviewing process. Special thanks are addressed to track chairs who highly committed to the coordination of the review process. We are also very grateful to the Doctoral Seminar faculty for their excellent work.

An appreciation goes to the EMAC Executive Committee, particularly to its former President Udo Wagner and the present EMAC President Maja Makovec Brenčič, both engaged in this project, as well as to the VP for Conferences Andrés Bauer. We also would like to thank Anne-Laure Marteaux for her back office support.

Finally, we would like to express our gratitude to our sponsors: the Faculty of Management of the University of Economics in Katowice, STORCK sp. z o.o., Warsaw, and PT MAYORA INDAH, Jakarta.

## Programme Committee

Maja Szymura-Tyc, University of Economics in Katowice, Poland - Chair

András Bauer, Corvinus University of Budapest, Hungary

Suzanne C. Beckmann, Copenhagen Business School, Denmark

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Udo Wagner, University of Vienna, Austria

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Veronica Wong, Kent Business School, University of Kent, United Kingdom

Leszek Żabiński, University of Economics in Katowice, Poland

Vesna Žabkar, University of Ljubljana, Slovenia

## Doctoral Seminar Chair

Danuta Babińska, University of Economics in Katowice, Poland

## University of Economics in Katowice

Founded in 1937, the University of Economics in Katowice is the largest and oldest business school in the region and one of the top universities in Poland. The University's excellence in education is confirmed by both full state accreditation and top rankings of its faculties within the national assessment system of research institutions. The University includes four faculties: the Faculty of Economics, the Faculty of Finance and Insurance, the Faculty of Management, and the Faculty of Informatics and Communication. It has four campuses in the region.

There are over 500 academic teachers and researchers involved in different fields of study and study programmes. The researchers with marketing background work in six departments: Department of Marketing, Department of Market Policy and Marketing Management, Department of Consumer Research, Department of Markets and Consumption, Department of Market and Marketing Research and Department of International Management. They constitute a community of almost 40 full-time marketing researchers conducting studies on a broad range of marketing issues.

Over the 77 years of its existence, the University of Economics in Katowice has made its mark on the lives of a few generations of students and greatly contributed to the social and economic development of the region. Currently, over 15,000 students follow 15 degree programmes with 60 specialisations offered at the undergraduate, graduate and postgraduate levels. The University of Economics in Katowice graduates pursue careers both locally and globally, with their competences in great demand both from the public and private sector.

The University of Economics in Katowice is a member of many international academic networks and organizations (e.g. EUA, NAFSA, EURASHE, EAIE). It cooperates with 186 partner universities from 40 countries. The University engages in many international activities and events for students (i.e. International Weeks) and academics (international conferences).



## Katowice and Upper Silesia Region

### Katowice

Katowice, the capital of the Upper Silesia Region formerly identified exclusively with heavy industries, has reinvented itself as a prosperous European city where tradition meets modernity. The city, whose origin goes back to the nineteenth century, takes great pride in its historical monuments, yet it looks toward the future. With its vibrant business life and strong academic community, Katowice has become one of the most attractive development hotspots in Poland and will be for decades to come. Being the heart of one of the largest population centres in Europe, it is a city of culture, innovation and growth.

### Upper Silesia

Upper Silesia is a region situated in the mid-south of Poland. The industrial and dynamic character of the Silesian conurbation contrasts with the beautiful ranges of the Silesian and Żywiec Beskid Mountains and numerous green areas and forests. The region's economic prosperity comes hand in hand with its cultural richness and diversity. In its stormy history, it was a region of flourishing economy and a place where different cultures and traditions coexisted. And while Upper Silesia is known for its rich past, fine places of interest and hospitality, it also enjoys great social and business potential. Nowadays, there are over 403,000 enterprises and two special economic zones in the region and it continues to see strong investment activity.



## General Information

### Conference Venue

#### **Advanced Information Technology Center** (acronym in Polish: CNTI)

University of Economics in Katowice  
5 Bogucicka Street  
40-226 Katowice

#### **Registration Desk**

The Conference registration desk is located on the 2nd floor.

Opening hours:

Doctoral Seminar  
*Wednesday, 24 September, 9.00-9.15*

EMAC Regional Conference  
*Wednesday, 24 September, 18.00-18.30*  
*Thursday, 25 September, 8.00-8.30*

### Conference Venue Facilities

#### Session rooms

- The Plenary Sessions are organized in the Auditorium on the 5th floor.
- The Doctoral Seminar Sessions and Workshop and the Competitive Papers Sessions are organized on the 2nd, 3rd and 5th floors. Please pay attention to the wall signs on each floor.
- The Poster Session is organized in the foyer on the 5th floor

#### Coffee breaks and lunches

- The Evening Party and Welcome Reception is organized on the 2nd floor.
- Coffee breaks and lunches are served in the foyer on the 4th floor.

#### Journals' Exhibition

- The journals' exhibition is organized in the foyer on the 5th floor.



### **Official Language**

The official language of the conference is English. No simultaneous translation is provided.

### **Conference proceedings**

Participants receive conference materials with abstracts of the competitive papers and papers from the poster session.

### **Doctoral Seminar and Conference Certificate**

The doctoral student is handed a personalised certificate of attendance at the end of the Doctoral Seminar. The conference participants are given the certificates at the time of registration at the Registration Desk

### **Name badge**

All participants should wear their name badge visible at all times in order to guarantee access to the scientific programme sessions, lunch area and to the social event.

### **Audiovisual equipment**

All meeting rooms are equipped with PC, projector and screen. Conference assistants assist speakers with uploading of presentations.

### **Internet**

Wi-Fi access:  
SSID: EMAC  
password: conference



Moreover, all participants have free of charge Internet connection in the Library located on the 3rd floor.

### **Facultative social programme**

The registration for the particular social event is possible in the organizer's information point located nearby the Registration Desk. Registration is possible only on Thursday, September 25th, payment in cash only in PLN or EUR.

### **Cloakroom**

Coats and smaller pieces of luggage may be left in the cloakroom located on the 2nd floor. Please note that the organizers do not accept any liability for any loss or damage to property.

### **First Aid**

The first aid kit is in the Information Point on the 2nd floor.

### **ATM (cash machine)**

ATMs are located in the Conference Venue building on the 2nd floor, as well as in the opposite building D on the ground floor.

### **Disclaimer**

*The Organizing Committee, the Conference Organization and the Conference venue (University of Economics in Katowice) accept no liability for personal injuries or loss, of any nature whatsoever, or for loss or damage to property either during or as a result of the conference. Participants and accompanying persons attending the conference and all related events do so at their own risk and responsibility.*

## Tracks, Chairs and Reviewers

### Tracks and Track Chairs

The Conference programme is organized along the following tracks:

#### **Track 1. Marketing Theory and Strategy**

Chair: József Berács, Corvinus University of Budapest, Hungary

#### **Track 2. Consumer Behaviour**

Chair: Berend Wierenga, Rotterdam School of Management, Erasmus University, Netherlands

#### **Track 3. Product Management and Innovation**

Chair: Maria Smirnova, Graduate School of Management, St. Petersburg State University, Russia

#### **Track 4. Marketing Channels and Logistics**

Chair: Udo Wagner, University of Vienna, Austria

#### **Track 5. Marketing Communications and New Media**

Chair: Vesna Žabkar, University of Ljubljana, Slovenia

#### **Track 6. International Marketing and Business**

Chair: Maja Makovec Brenčič, University of Ljubljana, Slovenia

#### **Track 7. B2B Marketing and Networking**

Chair: Michael Kleinaltenkamp, School of Business and Economics, Freie Universität Berlin, Germany

#### **Track 8. Special Interest Group**

Chair: András Bauer, Corvinus University of Budapest, Hungary

## Reviewers

Reviewer Last Name	Reviewer First Name	Affiliation/University
Agapito	Dora	University of Algarve
Alkanova	Olga	Saint- Petersburg State University
Awdziej	Marcin	Kozminski University
Aygoren	Oguzhan	Bogaziçi University
Baltas	George	Athens University of Business and Economics
Barbu	Catalin	University of Craiova
Bauer	András	Corvinus University of Budapest
Beckmann	Suzanne C.	Copenhagen Business School
Belanche Gracia	Daniel	University of Saragossa
Ben Dahmane	Norchene	IHEC Carthage
Berács	József	Corvinus University of Budapest
Blesa	Andreu	University Jaume I
Boksem	Marteen	Erasmus University Rotterdam
Çakıcı	Meltem	Okan University
Chan	Priscilla	Manchester Metropolitan University
Chatzipanagiotou	Kalliopi	University of Glasgow
Chien	P. Monica	University of Queensland
Chimhundu	Ranga	University of Southern Queensland
Crespo	Catia	Polytechnic Institute of Leiria
Didonet	Simone	Universidade Federal do Paraná
Dobre	Costinel	West University of Timisoara
Doligalski	Tymoteusz	Warsaw School of Economics
Ducroux	Sylvie	FBS
Duliniec	Elżbieta	Warsaw School of Economics
Duman Kurt	Sumeyra	Dokuz Eylul University
El-Murad	Jaafar	University of Westminster
Ermer	Beatrice	HHL Leipzig Graduate School of Management
Fonfara	Krzysztof	Poznan University of Economics
Garcia-Bardidia	Renaud	University of Lorraine
Geigenmüller	Anja	Ilmenau University of Technology
Gronhaug	Kjell	Norway School of Economics
Hariri	Bardia	Cardiff Metropolitan University
Holzmueller	Hartmut	TU Dortmund University
Karaosmanoglu	Elif	Istanbul Technical University
König	Tatjana	HTW Saar
Langaro	Daniela	ISCTE-IUL
Laurent	Gilles	INSEEC Business School
Lisjak	Monika	Erasmus University Rotterdam
Lopez Sanchez	Jose Angel	University of Extremadura
Lucia	Laura	University of Saragossa
Mazur	Jolanta	Warsaw School of Economics

Reviewer Last Name	Reviewer First Name	Affiliation/University
Musarra	Giuseppe	University of Leeds
Nagy	Gábor	Corvinus University of Budapest
Nau	Jean-Philippe	University of Lorraine
Ognjanov	Galjina	University of Belgrade
Ordabayeva	Nailya	Erasmus University Rotterdam
Ozretić Došen	Đurdana	University of Zagreb
Panda	Rajeev Kumar	National Institute of Technology Rourkela
Petljak	Kristina	University of Zagreb
Rancati	Elisa	University of Milan-Bicocca
Rao	Vithala	Cornell University
Raskovic	Matevz	University of Ljubljana
Ratajczak-Mrozek	Milena	Poznan University of Economics
Rebiazina	Vera	National Research University Higher School of Economics
Redler, Prof. Dr.	Joern	Baden Wuerttemberg Cooperative State University Mosbach
Rezende Pereira	Carolina	University Nove de Julho
Romaniuk	Jenni	University of South Australia
Rozhkov	Alexander	GSOM Saint-Petersburg University
Rudny	Wlodzimierz	University of Economics in Katowice
Saginova	Olga	Plekhanov Russian University of Economics
Salazar	Ana	University Fernando Pessoa
Sancho-Esper	Franco	University of Alicante
Sen	Handan	Nijmegen School of Management, Radboud University
Seric	Maja	University of Valencia
Shehu	Edlira	University of Hamburg
Skare	Vatroslav	University of Zagreb
Smyczek	Slawomir	University of Economics in Katowice
Spais	George	Hellenic Open University
Sztangret	Izabela	University of Economics in Katowice
Tkaczyk	Jolanta	Kozminski University
Tortora	Debora	University of Salerno
Troilo	Gabriele	SDA Bocconi School of Management
Twaróg	Sebastian	University of Economics in Katowice
Uray	Nimet	Istanbul Technical University
Van Herk	Hester	VU University Amsterdam
Van Rekom	Johan	Erasmus University Rotterdam
Verlegh	Peter	University of Amsterdam
Wagner	Udo	University of Vienna
Wong	Veronica	Kent Business School, Kent University
Zarkada	Anna	Athens University of Economics and Business
Zieliński	Marek	Poznań University of Economics

## Doctoral Seminar

The Doctoral Seminar of the EMAC Regional Conference is a special forum for doctoral students to meet their peers and leading academics in the field of marketing in order to discuss their dissertation research. All topics and methodological approaches within the broad field of marketing have been considered. Doctoral students at different stages of their dissertation process could apply for participation. Doctoral Seminar precedes the main conference, which takes place on September 25-26, 2014.

### Aims

The objectives of the Doctoral Seminar are:

- to receive feedback from the co-chairs,
- to initiate networking among marketing researchers and receive guidance on how to write a paper for an international journal,
- to help the participants share knowledge and learn from each other.

The Doctoral Seminar will be held in a collaborative, open and friendly atmosphere. With respect to this philosophy, participants are required to attend the entire seminar. All participants will receive a certificate of attendance.

Additionally, the Doctoral Seminar will offer young researchers an opportunity to participate in a **methodological workshop** conducted by internationally renowned researchers.

### Faculty

Suzanne C. Beckmann, Copenhagen Business School, Denmark

Berend Wierenga, Rotterdam School of Management, Erasmus University, Netherlands

Adamantios Diamantopoulos, Faculty of Business, Economics & Statistics, University of Vienna, Austria

Michael Kleinaltenkamp, School of Business and Economics, Freie Universität Berlin, Germany

### Tracks and Co-Chairs

#### Track: Consumer Behaviour

**Co-Chairs:** Suzanne C. Beckmann, Adamantios Diamantopoulos

#### Track: Marketing Management

**Co-Chairs:** Berend Wierenga, Michael Kleinaltenkamp

### Participants

#### Maja Arslanagić-Kalajdžić, University of Ljubljana

Modeling antecedents and consequences of customer perceived value in business relationships

#### Michał Bartosiak, Università Di Milano Studi Bicocca

Inter-Organizational Exchange Behavior in Marketing Channels. Evidence from the Diamond Industry

#### Fabian Bartsch, University of Vienna

Consumers' positive dispositions towards globality and consumption intentions: A global brand perspective

#### Malwina Berger, University of Economics in Katowice

Conflict management in relation between insurance company and consumer in Poland – measurement and determinants

#### Anja Buerke, HHL Leipzig Graduate School of Management

Consumer Confusion and Sustainable Consumption – An Empirical Analysis of the Impact of POS Marketing in Food Retailing

#### Marta Grybś, University of Economics in Katowice

Consumer behavior research on the banking service market in virtual environment

#### Andrea K. Moser, Leuphana University Lüneburg

Climate Protection in the Case of Fast Moving Consumer Goods: Consumers and the Attitude-Behavior Hypothesis

# Conference Programme

## Programme Overview

<b>Wednesday, 24 September 2014</b>		
18.30 – 20.30	Welcome Reception	
<b>Thursday, 25 September 2014</b>		
8.00 – 8.30	Registration	
8.30 – 9.15	Opening Ceremony – plenary session	
9.15 – 9.45	Coffee Break	Journals' Exhibition
9.45 – 11.00	Competitive Papers Sessions	
11.00 – 12.15	Meet-the-Editors – plenary session	
12.15 – 13.45	Lunch	Marketing Regional Forum
13.45 – 15.00	Competitive Papers Sessions	
15.00 – 15.30	Coffee Break	Poster Session
15.30 – 16.45	Competitive Papers Sessions	
16.45 – 17.30	Marketing Practice Challenges in Emerging Markets – plenary session	
17.30 – 19.00		Visiting Katowice and Nikiszowiec
19.30 – 22.00	Gala Dinner	
<b>Friday, 26 September 2014</b>		
9.00 – 10.30	Competitive Papers Sessions	
10.30 – 11.00	Coffee Break	
11.00 – 12.30	Competitive Papers Sessions	
12.30 – 14.00	Lunch	
14.30 –		Facultative Social Programme



### Does Country-of-Origin Still Matter in an Era of Global Brands?

Since the early 1960s, a constant stream of research has shown that the (national) origin of a product or brand influences consumers' quality evaluations, risk perceptions, brand preferences and purchase intentions. Such "country-of-origin" (COO) effects have been observed across a variety of product categories, respondent groups, and countries. Recently, however, the relevance and value of the COO concept have been repeatedly questioned in light of increased globalization and multinational production activities. This talk challenges the view that COO has become less important, arguing instead that understanding and managing COO effects is still a major challenge for companies and countries alike – particularly for countries seeking to improve their export activities and enhance their international competitiveness.

### Keynote Speaker

**Professor Adamantios Diamantopoulos,  
BA, MSc, PhD, DLitt**

Adamantios Diamantopoulos is Chaired Professor of International Marketing at the University of Vienna, Austria (<http://international-marketing.univie.ac.at/>). He is also Visiting Professor at the University of Ljubljana, Slovenia, Visiting Research Professor at Loughborough University, UK, and Senior Fellow at the Dr Theo and Friedl Schöller Research Center for Business & Society, Nuremberg, Germany. During the academic year 2012/13, he was the *Joseph A. Schumpeter Fellow* at Harvard University.

His main research interests are in international marketing and research methodology, and he is the author of some 200 publications in these areas. His work has appeared, among others, in *Journal of Marketing Research*, *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Service Research*, *Journal of International Marketing*, *Journal of Retailing*, *MIS Quarterly*, *Organizational Research Methods* and *Information Systems Research*.

He has presented his research at some 150 international conferences and has been the recipient of several Best Paper Awards, the most recent being the *2013 Hans B. Thorelli Award* for significant and long-term contribution to international marketing theory or practice awarded by the *Journal of International Marketing*. He sits on the Editorial Review Boards of a dozen academic journals and acts as a referee for several professional associations and funding bodies. In 2000, he was elected Fellow of the *British Academy of Management* and in 2014 Fellow of the *European Marketing Academy*.



## Keynote Speaker



### Arkadiusz Ociepka

Arkadiusz Ociepka graduate of the Silesian University of Technology in Gliwice MSc (Eng), the Cracow University of Economics and the Stockholm University (MBA); notorious traveller and tennis player. Arkadiusz is the representative of Jakarta based Indonesian company PT Mayora Indah for Europe. The company is one of the biggest food producers in South East Asia with the yearly revenues exceeding 2 billion USD and with export to more than 100 markets all around the world. He joined the company in 1999 and has been a witness of its transformation from local manufacturer into the fast growing, international player on the world food market.

## Kopiko coffee candy - how the little sweet from Indonesia made a world class career

Indonesia represents an economy transforming from a local power into the world class member of G20. The Indonesian companies are growing together with the economy. The Kopiko coffee candy story shows how the little sweet from Indonesia has made a world class career along with its country of origin.

## Marketing Practice Challenges in Emerging Markets



### **First rule: be prepared for everything**

Each market should be treated individually when planning international commercial expansion. Local particularities always influence the strategy and the method of introduction of a new brand. When acting on any market, developed as well as developing one, domestic habits and culture, as well as experience shown by local contractors and wholesalers, should be taken into consideration. Exporter must also be prepared to face domestic barriers, official and unofficial, and flexibly and creatively find a solution to eliminate them.

### **Keynote Speaker**



### **Michał Gosławski**

Born in 1981 in Łódź, Poland. University of Łódź Faculty of International Studies graduate, specialization Euromarketing. In Atlas since 2006, since 2009 Foreign Markets Manager. Responsible for development of international sales of construction products offered by ATLAS to Western Europe countries. Introduced ATLAS brands into new markets: Ireland, the United Kingdom, Holland, Norway, Sweden, Cyprus, Iceland. His responsibilities include all levels of marketing and commercial cooperation with partners located abroad. In his free time keen on international voyages and good literature on history.

## Meetings

### Meet-the-Editors

September 25th, 2014 – Thursday 11.00 – 12.15

#### **Journal of Business Research:**

presented by Patrycja Klimas, University of Economics in Katowice

#### **Journal of Marketing Behavior:**

board member Berend Wierenga, Erasmus University

#### **Journal of Business Market Management:**

editor Michael Kleinaltenkamp, Freie Universität Berlin

#### **Journal of Economics and Management:**

editor Wojciech Czakon, University of Economics in Katowice

#### **International Journal of Management and Economics:**

editor Jolanta Mazur, Warsaw School of Economics

#### **Economic and Business Review:**

editor Vesna Žabkar, University of Ljubljana

#### **Tržište/Market:**

editor Đurđana Ozretić Došen, University of Zagreb

#### **Akademija MM:**

editor Maja Makovec-Brenčič, University of Ljubljana

### Marketing Regional Forum

September 25th, 2014 – Thursday 13.00 – 13.45

The EMAC Regional Marketing Forum is a new initiative created to exchange views and ideas on EMAC regional and other activities. The invitation from the EMAC heads is directed to the EMAC national representatives and EMAC Programme Committee members present at the conference.

## Social Events

**Welcome Reception** at the Conference Venue  
*September 24th, 2014 - Wednesday 18.30-20.30*

**Visiting Katowice and Nikiszowiec**  
*September 25th, 2014 – Thursday 17.30-19.00*

We are happy to invite you for a discovery trip around the Katowice City. During the bus sightseeing tour you will visit the most interesting and beautiful places in the old part of the city and you will have an opportunity to experience its unique atmosphere. We will show you how Katowice has developed to become a city where tradition meets modernity, guiding you through the places important for the history of Katowice and Upper Silesia to the venues of its vibrant business and cultural life today.

### Katowice Highlights

This part of the tour begins from the Silesian Parliament with a touch of historical background. Then it takes you to the majestic Archcathedral of Christ the King, the largest cathedral in Poland. On the way there you will see the classic examples of art nouveau and modernist architecture as well as the symbol of the city – Spodek (the Saucer in English) – Katowice's signature sports and cultural arena. This journey in time will finish with the contemporary architecture of Katowice.



### Nikiszowiec Sights

The Nikiszowiec tour will take you to a small district which was specially designed and built for miners working in a nearby coal mine. Its rich history and unique architecture from the beginning of the 20th century create a very special atmosphere. This former miners' settlement comprises 9 quarters of red brick tenement houses connected with characteristic batten plates.

**Gala Dinner** with jazz concert at Patio Park Restaurant  
*September 25th, 2014 – Thursday 19.30-22.30*

### Facultative Social Programme\*

*September 26th, 2014 – Friday after lunch*  
Visiting Cracow – short guided trip  
Visiting Coal Mine Museum Guido  
Visiting Auschwitz Museum

*September 27th, 2014 – Saturday, starting at morning*  
Visiting Cracow – long guided tour

\* *extra paid; for more information see the conference website: [www.emacregional.ue.katowice.pl](http://www.emacregional.ue.katowice.pl)*



## Competitive Papers

### Measuring the Integration of Multiple Channels as Dynamic Capabilities

IRMA AGARDI, CORVINUS UNIVERSITY OF BUDAPEST (irma.agardi@uni-corvinus.hu)

#### Abstract

Building upon the dynamic capability approach, the paper describes the necessary capabilities to integrate multiple channels that were identified in previous qualitative research. A multi-item scale was developed to quantify innovative and integrative capabilities and their relationship to performance measures. Empirical research was conducted to test the multi-item scale with a sample including 116 companies. The results suggest that both constructs perform well to capture innovative and integrative capabilities of the firm and capabilities are reinforcing each other. Finally, the empirical research found that innovative capabilities contribute to higher performance in terms customer satisfaction, customer loyalty and sales volume.

**Keywords:** multichannel, innovative, capability

### Optimum Advertising Expenditures in Bank Sector during and after the Great Recession

MONIKA-ANETTA ALT, BABES-BOLYAI UNIVERSITY (monika.alt@econ.ubbcluj.ro)

Zsuzsa Săplăcan, Babeş-Bolyai University

József Berács, Corvinus University, Babeş-Bolyai University

#### Abstract

The Great Recession had significantly affected the performance of many companies in the world. The banking sector was among the most affected sectors. Previous research showed that advertising spending has positive effect on B2C companies' performance during the recession. However, this sector is characterized by advertising overspending during the recession. The purpose of this study is to identify benchmarks in the Romanian banking industry and reveal the optimal advertising spending level between 2007-2012. Data envelopment analysis results show that after the crisis, the Romanian bank sector continually increased its efficiency. Half of the studied banks spend at an optimal level on advertising. Except for one bank (Volksbank) all of them decreased advertising spending in 2009 and therefore they reached the optimal level again.

**Keywords:** Optimum Advertising Expenditures, Bank, Recession

## **Short and Long Term Impact of Marketing in Higher Education Institutions: A Study in Developed, Transition, and Developing Economies**

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### **Abstract**

This research seeks to examine the effect of three different marketing activities – traditional advertising, internet advertising, and relational marketing activities – on student choice of a university. In addition, we study the long-term impact of marketing in the context of Higher Education. We compare the results across three different markets – developed (Canada), developing (Peru), and transition economies (Slovakia and Hungary). Despite the increasing amount of university marketing activities and the costs involved we still know little about their effectiveness. The study provides evidence of the most important factors that contribute to short and long term performance in the context of higher education marketing.

**Keywords:** marketing impact, choice, net promoter score, higher education, emerging markets

## **Conceptualizing marketing accountability of the firm**

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### **Abstract**

Marketing accountability is currently receiving a lot of attention from scholars and practitioners. The aim of this article is to gain a better understanding of the concept and its underlying dimensions. Based on the literature review, we offer an improved definition of marketing accountability, taking a resource-based view and dynamic capabilities standpoint. Through qualitative research, we identify three dimensions of marketing accountability: marketing metrics, firm capabilities and managerial competences. An outline of possible items for self-assessment of marketing accountability in the firm is then provided. Study offers possible directions for further research and argues for internal and external marketing accountability effects.

**Keywords:** marketing accountability, marketing metrics, capabilities and competences

## International expansion and transferring knowledge – the case of Polish diagnostic companies

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### Abstract

Responding to changes in the environment regarding the improvement of organizational structure, products and applying effective management methods are among most important contemporary challenges for the health care organizations (HCOs) have become active players in international markets in recent times. For gaining and sustaining competitive advantages and to develop the international expansion HCOs mainly focus on managing intellectual capital. In case of companies originating from the CEE markets, pursuing international operations, the processes of knowledge management occur differently than in the case of companies from developed economies. The aim of this article is to identify the specificity of managing knowledge transfers of CEE companies from the diagnostic industry in the process of catching up with their global competitors.

**Keywords:** knowledge transfers, diagnostic companies, internationalization process

## “If you’re not on Facebook, you don’t exist?” – Small firms and social networks

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### Abstract

In view of the dearth of research on the use of social networks among small firms, the purpose of this study was to provide an insight into the use of social networks among small firms in Slovenia based on a qualitative cross-sectoral study. Semi-structured, in-depth interviews were conducted in 11 firms with fewer than 50 employees, which are actively present in at least one social network. The analysis suggests that the use of social networks among the interviewed firms is still in a relatively initial phase. The primary reason for using social networks is cost-effective promotion which can reach a wider audience and help increase sales. The perceived advantages of using social networks vary among the interviewed firms given their industry, size, product characteristics, target group and type of their market.

**Keywords:** social networks, social media, usage

## **Imitative behaviours as a basis for consumers' segmentation: an example from the Polish market**

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### **Abstract**

This paper investigates tendencies to imitative behaviours among Polish consumers, uses them as a basis for clustering, and explores the differences between identified segments. The empirical analysis is based on data obtained from a consumer research conducted in autumn 2010 on 1,200 respondents. The data were analyzed using K-means method, chi-square and ANOVA tests. Cluster analysis produced three segments: (1) pattern followers; (2) recommendations users; and (3) independent consumers, with significant cluster differences across socio-demographic and psychological features. When designing marketing strategy, managers should take into consideration the specific character of these segments.

**Keywords:** consumer behaviour, imitative behaviours, market segmentation

## **Exploring the influence of national pride on consumers' orientation towards domestic products**

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### **Abstract**

National pride encompasses the feeling of pride with positive characteristics, as well as with some specific achievements and symbols of home country. Consumer ethnocentrism is generally defined as consumer orientation towards domestic products. Domestic products are objects of pride and identity to ethnocentric consumers. The aim of this study is to explore the influence of national pride on consumer ethnocentrism in Bosnia and Herzegovina. Structural equation modeling was used to test the postulated relationships. The results have confirmed the thesis that national pride influences consumer orientation towards domestic products through consumer ethnocentrism as well as through home country image.

**Keywords:** national identity, national pride, consumer ethnocentrism

## **Customer Analysis: Does It Help to Improve Firm Performance? Research Results from Polish Insurance Market**

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### **Abstract**

The paper attempts to answer the research question, whether conducting customer analysis improves firm performance. It presents results of research among Polish insurance agents. According to its findings, conducting customer analysis positively influences firm performance. Other factors that determine firm performance to a large extent are related to economies of scale and established competitive position (i.e. co-workers, low perception of risk related to other channels, agents' reputation). The use of dedicated CRM software does not influence firm performance.

**Keywords:** customer profitability, customer lifetime value, firm performance

## **Scent marketing effectiveness – neuro-marketing as a response to developing practice of scent marketing**

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### **Abstract**

The sense of smell is the most basic and is said to be the strongest of human senses. What is more, human does not have control over smell reception. Its influence can be observed on subconscious level. Traditional marketing communication, which engage customers' sight and hearing senses, started to loose on effectiveness in modern world. As a result the dialogue has aroused if scent marketing is effective as a form of marketing communication. Due to its subliminal influence it is believed that neuromarketing will be the best form of research over the scent marketing influence on consumers' minds and behaviour. The scent marketing effectiveness is analyzed in the paper through exploratory research methods among which there are secondary data and case studies analysis.

**Keywords:** Scent marketing, Sensory marketing, Neuromarketing

## **What are sales capabilities and how do they affect performance?**

### **A preliminary investigation**

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Gabriele Troilo, Bocconi University

#### **Abstract**

In most companies sales organizations play an increasingly strategic role and are becoming more important to create competitive advantage. important to create competitive advantage. The Resource-Based Theory (RBT) has been extensively used to identify marketing capabilities and analyze how they contribute to achieving competitive advantage. However, the RBT has not been applied to sales capabilities. In this research, using PLS-SEM on a sample of 214 companies in a major European country, we empirically examine how sales capabilities influence a firm's sales growth and profitability. Our study makes two important contributions. First, we extend the capability debate to sales. Second, we add to the sales literature.

**Keywords:** sales, capabilities, performance

## **Adoption of really new products: Retro appearance and the bandwagon effect**

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#### **Abstract**

The literature has paid far too little attention to the potential impact of retro appearance and bandwagon effect on the adoption of really new products. By integrating the retro appearance and bandwagon perspectives, we aim to contribute to the understanding of adoption of really new products. We purport that retro appearance and peer effect – familiar product appearances and observing peer usage – may attenuate the negative prejudgments towards really new products associated with perceived risks and facilitate adoption.

**Keywords:** really new products, retro, bandwagon effect, perceived risk

## **Do Shoppers, Retailers, and Manufacturers Have Different Perspectives of Supermarket Shelf Layouts?**

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### **Abstract**

In the field of shelf research, many marketers and scholars mainly rely on sales data, in-store instruments, as well as shelf-space optimization models in their studies. This research aims at comparing shelf layouts from three perspectives, i.e., the shoppers', the retailers' and the manufacturers' views. Preliminary findings show that shelves designed by shoppers differ from shelves used by the retailer and optimized by the manufacturer. Moreover, shoppers tend to categorize products based on product line and type of product. Anecdotal evidence from marketers suggests that practitioners need to know how their customers search for products in front of the supermarket shelves.

**Keywords:** Supermarket Shelf Layouts, Product Assortment, Eye Tracking

## **Analyzing the gaps between CRM system perception by different groups of employees: the case of international pharmaceutical company in emerging markets**

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### **Abstract**

Building long-term customer relations plays a pivotal role in contemporary management practice. Customer relationship management process in a company involves various different actors ranging from top management to line-level employees. One of the key areas of it is related to the utilization of corporate CRM system which serves as crucial information source in providing better customer insight. This article explores directions for improving the use of CRM system through analyzing the gaps between its perception by managers and sales representatives in a multinational pharmaceutical company. The field research is based on a quantitative data from online questionnaires. The sample consists of 219 representatives based in four emerging markets. These initial findings could be useful for other pharmaceutical companies in emerging markets.

**Keywords:** CRM system, Emerging markets, Pharmaceuticals

## **Drivers of Life Satisfaction for the 50+-Consumer: Differing Results from the U.S., Germany, and the Ukraine**

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### **Abstract**

Marketing research usually focuses on the well-being of companies achieved by serving customer needs. This research takes a different view: it focuses on the well-being of consumers, specifically those in the promising 50+ market. Drivers of life satisfaction are derived and empirically tested in the US, Germany, and Ukraine. The results reveal that factors proposed by Self Determination Theory – competence, autonomy, and relatedness – drive satisfaction in the elderly. But the relative weight of these factors varies between countries. As income thresholds are met, the importance of health as a driver of life satisfaction appears to increase considerably.

**Keywords:** Life satisfaction, Self-Determination Theory, cognitive age

## **Museum marketing and virtual museums in 21st century: Can museums survive without it?**

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### **Abstract**

Museum marketing is a dynamic and complex field, usually (mistakenly) considered less attractive to researchers. The goal of this paper is to discuss current role of marketing in museums and market trends which are affecting their business (new visitor needs, search for intelligent fun, and new technologies - virtual museums) in the context of a transitional market. The results of an exploratory qualitative research, conducted in 17 Croatian museums show that museum professionals have positive opinions about marketing although they still consider it as tactical and not as strategic tool. Moreover, they perceive virtual museums only as extensions of existing physical museums. Findings provide a valuable insight to arts marketing academics and professionals about changes in museum marketing and help to shape (at least) one of the missing parts of marketing museum picture.

**Keywords:** arts marketing, museums, virtual museums

## Price unfairness and its consequences

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### Abstract

Price fairness is gaining on its relevance in the field of marketing and in a more specific field of pricing. Defined as a subjective judgment of fairness, acceptability and reasonability of a certain price discrepancy, price fairness is known to influence shopping behaviour. Our experiment design confirms that price fairness influences is known to influence shopping behaviour. Our experiment design confirms that price fairness influences the intention to buy as well as some forms of negative behaviour that may harm the seller, such as negative word of mouth, complaints and leaving the seller. Our findings also confirm that the intensity of price fairness perception correlates with the severity of consequences for the seller.

**Keywords:** Price, fairness, consequences

## Consumers against organizations?

### – Negative electronic word-of-mouth in virtual commerce communities

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### Abstract

Electronic word-of-mouth enables organizations to influence customers but it can also take a key part in the information dissemination process. It enables users to consult, actively share and discuss opinions and experience related to products and services, thus strengthening their bargaining positions and their position as information sources. In our paper we examine the influence of negative e-wom through a content analysis of user-generated product reviews (n=300) within virtual commerce communities. A typology of negative opinions is offered and the effects thereof on potential consumers investigated. In our sample, most negative reviews were commonly biased or prejudiced and of poor quality, not reflecting actual user experience. Committed users showed support for renowned products when these faced negative and/or biased reviews.

**Keywords:** negative electronic word-of-mouth, consumer empowerment, virtual commerce community

## Large Industrial Vs. Small Services Companies: Respected And Financially Successful?

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### Abstract

In this paper we investigate the relationship between firm reputation and financial performance, mediated by customer loyalty and market share/sales volume and moderated by firm industry and size. Firm reputation in the eyes of customers is conceptualized as a formative construct. We use a representative sample of 464 firms with more than 20 employees from the emerging economy of Slovenia. Results suggest that firm reputation has both direct and indirect positive effect on performance, while the effect is stronger for larger and industrial firm vs. smaller, service companies.

**Keywords:** reputation, performance, industry

## The use of the case-study method in international business studies

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### Abstract

The main objective of the article is to present the use of the case-study method in research conducted within the international business field. The paper is prepared on the base of the critical literature overview. The first part of the article presents the theoretical remarks about international business and case study, while the second part describes the types of case studies. The third part of the article is dedicated to the remarks on the objectives and the scientific character of case studies. The paper ends with the summary presenting the main advantages and disadvantages of the case-study method. The findings entail several implications for international business researchers and managers. They could be treated as a hint how to possess information about the specific futures of the company's activity on international market with the use of case study method.

**Keywords:** case study, multiple case study, qualitative methods

## **Exploring the relationship between online flow experience and perceived quality of a brand website: a conceptual model**

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### **Abstract**

The aim of this study is to develop a conceptual model with flow as a mediating variable for brand website perceived quality. First, we review flow and perceived quality studies in literature. Second, based on a previous study which investigates the relationship between online flow and perceived quality of a brand website, we develop the conceptual by including user's motivation as a key factor which influences website perceived quality. In our model, flow is a mediating variable between users' motivation, perceived skills, perceived challenge, and telepresence, on one hand, and perceived quality of a brand website, on the other hand. Considering the theoretical contribution and managerial implications of these relationships, we support the need for testing this model.

**Keywords:** optimal experience (online flow), perceived quality, brand website

## **eWOM - Do men and women differ in their trust? An evolutionary perspective**

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### **Abstract**

While considerable research has examined how electronic word-of-mouth (eWOM) influences consumer behavior, no research has considered how the gender of the reader might influence how the eWOM is perceived. Grounded in evolutionary psychology theorizing, an experiment was conducted to examine how male and female subjects differ in their perceived trust of eWOM with different valences (positive, negative, and mixed). The results indicated that females have higher levels of trust for eWOM than males. In addition, mixed eWOM was considered more trustworthy than positive or negative eWOM. Theoretical and practical implications are discussed.

**Keywords:** eWOM, gender, evolutionary

## **Determinants of conflicts in the inter-national B2B networks**

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### **Abstract**

The purpose of this paper is to study and evaluate exporters' task and emotional conflicts with international distribution channels, as well as their antecedents and export performance consequences. In-depth interviews with international salespeople and managers and their international reps (e.g. distributors, agents, subsidiaries) were used. The research identified some unexpected international sources to conflict, like entry mode, knowledge about the foreign market, information flow, profit distribution, type of foreign activities and level of internationalization. The main contribution is twofold: (1) in contrast to most studies which focus on internal conflict causes this paper evaluates also external influences; (2) the identification of new sources to conflict in the international environment depending on the context, situation and time.

**Keywords:** conflict, international, antecedents

## **The Use of Food-Related Consumer Decision-Making Styles for Market Segmentation: The Case of Croatia**

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### **Abstract**

The purpose of this research is to examine the existence of food-related CDMS groups by using modified Sproles and Kendall's (1986) CSI instrument in food-product environment. The empirical analysis is based on data obtained from consumer survey. The data were analysed using factor analysis, Cronbach alpha coefficients and k-means cluster analysis. Research results confirmed eight-factor model, and three food-related CDMS were identified: Recreational consumers, Novelty-driven consumers, and Economic consumers. Marketing strategies should be tailored to the specific characteristics of those consumer groups.

**Keywords:** consumer behaviour, consumer decision-making groups, market segmentation

## Seniors' Travel Motivation: Analysis of Push and Pull Factors

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### Abstract

The senior market draws attention in the tourism industry mainly because of its substantial size, increasing purchasing power and time flexibility after retirement. Typically, seniors in Eastern European countries did not have possibilities to accumulate sufficient retirement funds; they often have less of the gained travel experience than the same generation in many other parts of the World. Therefore, travel motivation of seniors from Eastern European countries might include some specifics and present a relatively under-researched phenomenon. The primary task of the paper is to measure the importance of the major push and pull factors for Lithuanian senior travellers' motivation. Later on, the obtained knowledge may be used to compare how the factors differ in their rankings from the evidence from other countries.

**Keywords:** Senior, Travellers, Motivation

## How Far Away Is China? Comparing Young-Adults' Consumer Innovativeness And Consumer Ethnocentrism With The Western Balkans

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### Abstract

The purpose of our research was to compare consumer innovativeness and consumer ethnocentrism of young-adult consumers (18-30 years). We use matched convenience student samples in the first China-Western Balkan comparison of young-adult consumers. After testing for measurement invariance, comparing consumer innovativeness and consumer ethnocentrism mean scores, and linking the results to Hofstede's cultural scores, we find some support for a glocal consumer identity perspective. A higher relative degree of homogeneity, consumer innovativeness and lower consumer ethnocentrism among young-adult consumers in China and the Western Balkans provides important implications for companies from the respective markets, especially in terms of marketing standardization.

**Keywords:** Young-adult consumers, China, Western Balkans

## Cooperation, Innovations and Knowledge in MICE Tourist Product Perception

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### Abstract

The aim of the article is to create a method for researching the perception of cooperation, knowledge and innovation in events organised within the MICE (meetings, incentives, conventions and exhibitions) industry. Paper adapts conceptual approach based on pertinent literature review and interviews with MICE representatives. The analysis refers to research in the field of products and product value perceptions, however, in this case the value is determined by knowledge and innovation. The main research result is a proposed method for assessing the perception of cooperation, knowledge and innovation in MICE products taking into account the perspective of innovation beneficiaries.

**Keywords:** MICE industry, innovations, product perception

## Testing Contemporary Marketing Practices (CMP) model in Russian market: evidence from empirical research

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### Abstract

Previous research has shown that emerging markets represent a significant part of the world economy and tend to expand their share. However, they are still not well examined in marketing field. Specifically, one of the BRIC economies, Russia seems to be neglected in the overall marketing strategy academic discussion. Previous research indicates that CMP model is commonly used as a classification scheme of marketing practices both in developed and developing markets. This article examines how CMP model works in Russia. The objective of the paper is to test CMP model in Russian market in order to reveal what types of marketing practices (transactional marketing, database marketing, interactive marketing, network marketing and relationship marketing) are more often used by Russian companies. The article is based on empirical data (quantitative study of 303 Russian companies) and implies cluster analysis conducted to show that types of marketing practices are common for Russian market.

**Keywords:** Contemporary Marketing Practices, Emerging Markets, Russia

## **Developing a Conceptual Model of Relationship between Market Orientation and Design Orientation**

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### **Abstract**

While the role of other functions within marketing are continuously researched and measured, the role of design has been neglected. This research has the intention to investigate the direct and indirect relationships between market orientation and design orientation, with the customer as the focus of both constructs. We will validate existing models of market orientation, design orientation and design management, investigate the variables of design, improve them and propose the new design orientation model incorporated into the marketing system. To achieve that, we have to prepare the research by developing the initial conceptual model of relationship between MO and DO.

**Keywords:** design, marketing, relationship

## **How does lapsed brand usage influence future consideration in emerging markets?**

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### **Abstract**

This paper examines the attractiveness of lapsed users, defined as past but not current brand users, as targets for acquisition. Drawing on data of over 500 cellphone users in BRIC countries, the results show lapsed users are more likely to consider a cellphone brand than those with no experience. Further, very few lapsed users have a negative attitude to their former brand. This informs our understanding of lapsed users particularly that behavioural rejection rarely means attitudinal rejection. Further these results suggest practitioners, often with contact details of lapsed customers, can use these databases for recruitment efforts.

**Keywords:** Lapsed-users, attitude, consideration

## **The three-way non-symmetrical correspondence analysis of laddering data**

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### **Abstract**

In the analysis of Summary Implication Matrix or Summary Ladder Matrix data, several methods are proposed. Hierarchical value maps as a graphical tool of presentation of the results are accompanied by other multidimensional methods: multidimensional scaling, correspondence analysis, factor analysis or nonlinear canonical correlation. However, most of them are used for the analysis of interdependence structures among sets of variables. The proposed application of three-way non-symmetrical correspondence analysis (T-WNSCA), as a dependence analysis, clearly distinguishes between dependent (attributes) and independent (consequences and values) variables in the analysis of SLM/SIM matrices.

**Keywords:** smoking, laddering, T-WNSCA

## **The role of market orientation and orientation towards new market segments on product innovation performance in the context of Russian economy**

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### **Abstract**

Russia is rather losing positions in competing on product innovations in comparison to other BRIC economies. However, the drivers of product innovations in Russian economy is underrepresented in academic literature. The paper aims at adding to existing theory on the role of market orientation vs. orientation to the new market segments in driving firm performance with the focus on product innovation. As suggested by Sahwney et al (2006), we study the role of key innovative offering dimensions – platform and solution innovation – in influencing firm performance outcomes. The study is based on a quantitative survey of 207 Russian innovative firms with multiple respondents approach, resulting in 331 qualified respondents. Our results demonstrate the difference in effect of orientation towards existing market vs. new customer segments in shaping platform and solution innovation and influencing firm performance.

**Keywords:** innovation, market orientation, Russia

## **Impact of host country institutions on MNCs' customer value creation and distribution**

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### **Abstract**

The purpose of this article is to show how institutional conditions of host markets influence international Customer Relationship Management in a variety of ways. Host market institutions, apart from being standardization barriers and causing differences in customers' value perception are also, under some circumstances, a kind of invitation to lower CRM standards. As an example of such a situation and its consequences some empirical evidence from Poland is shown and discussed here. Interviews and questionnaires distributed among Polish customers and enterprises reflect the impact of Polish institutional order on the creation of CRM systems in companies and reveal the vast area of value perception discrepancies and gaps between reality and model content of CRM, together with its diversity, depending heavily on a quality of market/country institutions.

**Keywords:** value for customer, Customer Relationship Management, host market institutions

## **Testing brand value measurement methods in a random coefficient modeling framework**

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### **Abstract**

Our objective is to provide a framework for measuring brand equity, that is, the added value to the product endowed by the brand. Based on a demand and supply model, we propose a structural model that enables testing the structural effect of brand equity (demand side effect) on brand value (supply side effect), using Monte Carlo simulation. Our main research question is which of the three brand value measurement methods (price premium, revenue premium and profit premium) is more suitable from the perspective of the structural link between brand equity and brand value.

**Keywords:** random coefficients logit, brand equity, brand value

## **Exploring Relationships between Innovation Type, Exports and Innovation Cooperation. Research Outcomes for Polish Enterprises**

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### **Abstract**

Various studies explore the relationships between innovation and exports confirming the impact of innovation on the exports or vice versa. Majority of the empirical researches focuses on the relationship between product or process innovation and exporting, leaving aside studies on the organizational and marketing innovation and exports. Another stream of research covers the relationships between the innovation and cooperation and between the internationalisation and cooperation based on an assumption that the cooperation (networking) promotes both the innovation and internationalisation of firms. The aim of the study is to examine the relationships between the product, process, organizational and marketing innovations and exports as well as the influence of the innovation cooperation on the innovation performance and exports of manufacturing firms in Poland based on Community Innovation Survey data.

**Keywords:** innovation, exports, cooperation

## **Specific Emotions and Explicit Content in Customer Complaints: Implications for Predicting Customer Loyalty**

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Halil Pak, TOBB Economics and Technology University  
Hilal Terzi, Middle East Technical University  
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### **Abstract**

Few works emphasize the emotional nature of complaint behavior, and those that do so mostly focus on negativity. The idea that specific emotions might lead to idiosyncratic reactions and that in some cases positive emotions may also be aroused has been largely neglected. This study explores this area by identifying specific emotions expressed by complainers and then relating them to their solution and loyalty scores. Complaint texts posted on a well-known web site were content analyzed and six types of emotions and three types of text contents were identified. Results show that solving problems increases loyalty, regardless of emotions, while emotions relate significantly to text content. Results further support that distinct emotions have differing implications.

**Keywords:** consumer emotions, complaint behavior, complaint management

## **Customer Complaint Handling in Social Media: A Justice Theory Approach**

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### **Abstract**

As customers increasingly adopt social media as the primary channel for voicing their complaints, the line separating the conceptual boundaries of submitting a complaint directly to a company and complaining to masses becomes thinner. Consequently, formerly established typologies of voice converge in social media to produce a giant negative chatter. We aim to examine if the dominant three dimensional justice theory driven complaint handling framework can be generalized to handle complaints voiced through social media. We present a study that investigates how satisfaction with justice dimensions of complaint handling relates to complainant loyalty by using real data from an online consumer complaint platform. As a secondary objective, we aim to explore industry (manufacturing vs. service) specific differences in this regard.

**Keywords:** complaint handling, social media, justice theory

## **A Comparison of Traditional and Electronic Price Tags: Processing, Evaluation and In-Store Reactions**

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### **Abstract**

Flexible pricing strategies bear high costs and error risks for brick-and-mortar retailers. One possibility to overcome this problem is the use of electronic shelf labeling systems. Following the call for a better understanding of the impact of new technologies on consumer behavior, this research investigates differences in processing, evaluation of and in-store reactions to traditional vs. electronic price tags. Drawing on information rate theory, the current study discusses processing differences, benefits and drawbacks of electronic price tags compared to traditional paper price tags. A laboratory experiment reveals that electronic price tags increase the information rate, are more negatively evaluated but do not impact in-store reactions.

**Keywords:** Price Tags, Shelf Labels, Information Rate

## **Analysing the Role of Country-of-Origin in Chinese Gift Giving of Wine**

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### **Abstract**

This study develops our understanding of consumption in China in a gift-giving context and highlights boundary conditions under which country of origin effects impact gift-giving of wine, leveraging from the Theory of Planned Behaviour (TPB) and Social Network Theory. Using survey results from 617 Chinese consumers, product image and gift packaging had significant moderating effects on relationships that were previously assumed to be robust. Results also suggest that country of origin (China) and ethnocentrism exhibited significant impact on the formation of purchase behavior towards wine as a gift.

**Keywords:** Gift-giving, wine consumption, China

## **Do the ends justify the means? How values moderate consumer responses to cause-related marketing**

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### **Abstract**

Taking as a theoretical framework attribution and human values theories, this study examines consumer responses to cause-related marketing (CRM). The main thesis states that values can change the direction of the relationship between perceived motives behind a CRM program and consumer responses, including the firm and program evaluations. The results show that altruists can express less favorable responses to the firm when they perceive the program is carried out for business benefits, whereas individuals attaching a great significance to their own personal interests accept using CRM programs to benefit the firm.

**Keywords:** cause-related marketing, attribution, human values

## Poster Sessions

### Perception of cooperation with partners from a given country as one of the determinants of trust in international cooperation

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#### Abstract

Trust is a basic coordination mechanism in interfirm relations while lack of trust is perceived as a cooperation barrier. However, building trust across cultural or national borders can be difficult. This study presents the results of the research on 278 Polish exporters and importers cooperating with partners from China and Germany and proves that the perception of cooperation with partners from a given country influences the trust level in the cooperation with a given partner coming from this country. This dependence is the weakest in case of starting to trust the partner after the beginning of the cooperation.

**Keywords:** trust, cooperation, culture

### The entrepreneurial marketing concept and its application by the international new ventures

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#### Abstract

The study's aim was to analyze the entrepreneurial marketing (EM) concept and its application by the inter-national new ventures (INV). The EM comprises of such central elements as: market orientation, entrepreneurial orientation and innovativeness. In the international environment additional significance is attributed to the firm's networking abilities. Based on a CATI study of INVs from the Polish industrial processing sector, we have found that innovativeness was their common characteristic. They often exceeded competitors in the speed of introducing innovations and were flexible in entering new markets. Moreover, similar as in the foreign-based INVs, our study has shown that there may exist a relationship between the application of the EM concept and performance of the INVs, which however requires further study with respect to some mediating factors.

**Keywords:** entrepreneurial marketing, SME inter-nationalization, international new ventures

## **Branding and Search Engine Marketing**

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### **Abstract**

The paper investigates the role of paid search advertising in delivering optimal conversion rates in engine marketing (SEM) strategies. We specifically examine the impact of the rank of sponsored links, as well as various metrics of "ad creative" that provide a vehicle for advertisers to communicate and measure brand value within the context of paid search advertising. Using a randomized variation of a firm's SEM strategy, we find that ad creatives contain significant brand elements that improve the firm's conversion rate (CR). Among these, brand domain, quality and landing rate specificity have significant positive relationships with CR. These relationships suggest that an advertiser is perceived to be of higher quality among the sponsored search links when branding and brand management are fully emphasized in its SEM.

**Keywords:** Search, Rank, Brand

## **The Most "Valuable" Commercial Music from 2012**

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### **Abstract**

Nowadays we're surrounded by advertisements. Countless commercials are broadcasted on the television, on the radio and on the Internet. Most of these contain music, which can have different effects on the people who hear them. As a part of the marketing communication strategy at a company, there are lots of opportunities in the use of music in their commercials. What are the most commonly used elements of music in the top brands' commercials? What kind of relationship can be found between the ad and its music? What was proved to be „mainstream” in 2012 when it comes to commercial music?

**Keywords:** marketing communication, commercials, brands

## **Consumer characteristics and ethno-centric attitudes towards food products. Evidence from Poland.**

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Marcin Awdziej, Kozminski University  
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### **Abstract**

The aim of this paper is to analyze the consumer ethnocentrism towards food products. In particular, we were interested in the relationship between age, gender and income of respondents and consumer ethnocentrism level. This is underdeveloped area in marketing literature. The results of the study suggest that the relationship between the level of consumer ethnocentrism and consumer characteristics is weak. Gender and income were found not to affect the level of ethnocentrism, while the influence of age was weak. In general, ethnocentrism towards food products was found to be weak, yet it showed tendency to grow with consumer's age.

**Keywords:** ethnocentrism, food, marketing

## **Customer Lifetime Value Management and Firm Performance. Empirical Evidence from Polish Insurance Market**

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### **Abstract**

The purpose of this article is to identify the relationship of customer lifetime value management and firm performance by empirical verification of a conceptual model. In the presence of the increasing level of competition in many industries, it is important to build long-term relationships with customers. Customer lifetime value management is the composition of marketing activities, that can be useful to build these kind of relationships through the prism of customer lifetime value. The thesis about the effectiveness of customer lifetime value management in the field of customer knowledge creation has been verified positively by the results of the study. The study was conducted from August till September 2012 and was attended by 1.245 micro-enterprises operating on financial advisers market in Poland (here: insurance agents).

**Keywords:** customer, performance, insurance

## **The Impact of Integrated Marketing Communication on Tourism Marketing of Selected Polish Cities/Towns – Case Studies**

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### **Abstract**

City tourism marketing also called cultural tourism marketing is becoming more and more popular in Poland. City tourism enjoys significant growth thanks to the application of integrated marketing communication that has been based on traditional marketing communication. The aim of this paper thus, shall be the reference analysis of marketing communication and integrated marketing communication and presentation of their effective application based upon the example of tourist marketing in selected Polish cities.

**Keywords:** marketing communication, tourism, polish cities