

# Detailed Session Information

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| <b>Consumer Psychology I</b><br><b>Session Chair: Youn, Nara (Hongik University)</b>   | <b>Time: 08:00-09:40</b><br><b>Room: Riverside 2</b>   |
| *Retail Is Detail! Give Consumers a Gift rather than a Bundle*: Promotion Framing and Consumer Product Returns                                     | <b>Lee, Shinyoung (Seoul National University)</b><br>Yi, Youjae (Seoul National University)  |
| Why Do We Get Angry? The Role of Surprise in Negative Consumption Experience   | <b>Lee, Eun Young (Korea University)</b><br>Park, Chansu (Korea University)  |
| Implicit Self-Theories on Evaluation of Artworks   | <b>Siu, Yuen Ting (Hongik University)</b><br>Youn, Nara (Hongik University)  |
| My Failure Means Your Success, That's Crucifying: The Effect of a Zero-Sum Mindset on Affective Responses toward Unsuccessful Outcomes             | <b>Han, Haejoo (Seoul National University)</b><br>Lee, Kyoungmi (Seoul National University)  |
| The Carry-over Effect of Irreversible Decision Making  | <b>Baek, Jaeun (Korea University)</b><br>Jang, Jungmin (Kimep University)  |
| <b>Consumer Psychology II</b><br><b>Session Chair: Park, Jongwon (Korea University)</b>  | <b>Time: 08:00-09:40</b><br><b>Room: Riverside 6</b>   |
| *Mind What You Remind Your Customers: Role of Experience Variety and Self-Construal on Purchase Evaluation*  | <b>Huh, Kyoung Tae (Seoul National University)</b><br>Lee, Youseok (Seoul National University)<br>Kim, Sang-Hoon (Seoul National University)                         |
| The Asymmetric Forgiveness toward Brands (Underdog vs. Top-dog) upon Brand Crisis Type (Relational Crisis vs. Non-relational Crisis)               | Park, Kiwan (Seoul National University)<br>Kim, Yaeri (Seoul National University)<br><b>Lee, Seojin Stacey (Seoul National University)</b>                           |
| Diverging Effects of Physical Cleansing on Unethical Consumer Behaviors: The Moderating Role of Decision Perspective and Extremeness of Immorality | Kim, Jungkeun (Auckland University of Technology)<br><b>Park, Jongwon (Korea University)</b>   |
| The Effects of Power on Consumers' Evaluation of a Luxury Brand's CSR  | Chang, Dae Ryun (Yonsei University)<br>Jang, Joonsuk (Yonsei University)<br><b>Lee, Hosun (Yonsei University)</b><br>Nam, Myungwoo (Georgia Institute of Technology) |
| <b>Consumer Psychology III</b><br><b>Session Chair: Choi, Jinhee (Korea University)</b>  | <b>Time: 09:50-11:30</b><br><b>Room: Riverside 2</b>   |
| Because I'm Afraid to Be Punished, I Don't Give: The Role of Relational Mobility and Fear in Charitable Behavior                                   | <b>Suzuki, Satoko (Hitotsubashi University)</b><br>Akutsu, Satoshi (Hitotsubashi University)<br>Fujikawa, Yoshinori (Hitotsubashi University)                        |
| Mobile Instant Messenger Users Seeking for Enjoyment: Factors Affecting Emoticon Usage Behavior According to Lifestyle                             | <b>Lee, Minhwan (Sungkyunkwan University)</b><br>Yan, Jinzhe (Sungkyunkwan University)<br>Kim, Yong June (Sungkyunkwan University)                                   |
| Time Drags When You Are Not Sure: How Uncertainty Influences Future Time Perception  | <b>Kang, Sungmo (Korea University)</b><br>Choi, Jinhee (Korea University)  |
| The Effect of Perceived Autonomy in Tight and Loose Culture  | <b>Lee, Fangju (Hongik University)</b><br>Youn, Nara (Hongik University)   |
| <b>Consumer Psychology IV</b><br><b>Session Chair: Xina, Yuan (Xiamen University)</b>  | <b>Time: 09:50-11:30</b><br><b>Room: Riverside 6</b>   |
| Perceived Team Authenticity: Perspectives from Korean Marketplace  | Lee, DongHun (University of Houston)<br>Maeng, Leeseob (Hanyang University)<br>Park, Jungkun (Hanyang University)<br><b>Hyun, Hyowon (Hanyang University)</b>        |
| How Far Can a Brand Stretch? Effects of Construal Level on Brand Extension Perceived Fit and Evaluation  | <b>Lu, Fang-Chi (Korea University)</b><br>Nayakankuppam, Dhananjay (University of Iowa)<br>Sung, Li-Kuo (Shanghai University of Finance and Economics)               |
| Perceived Product Creativity and Mental Contrasting: What Makes a Consumer Replace the Product?  | <b>Sohn, Yong Seok (Kyung Hee University)</b><br>Yoo, Kun Woo (Kyung Hee University)   |
| Exploring Financial Literacy and Savings Behaviors Across Age Cohorts in Thailand: A Life Course Approach  | <b>Shannon, Randall (Mahidol University)</b><br>Yoopetch, Chanin (Mahidol University)<br>Moschis, George P. (Georgia State University)                               |
| How Cause-related Marketing Works: The Role of Market Environment and Its Message Frame  | Song, Tae Ho (Pusan National University)<br>Seo, HaeJin (Pusan National University)<br><b>Xina, Yuan (Xiamen University)</b>   |
| <b>Consumer Psychology V</b><br><b>Session Chair: Lee, Janghyuk (Korea University)</b>   | <b>Time: 11:40-13:00</b><br><b>Room: Riverside 2</b>   |
| Product Bundling Strategy in the 4th Industrial Revolution   | <b>Suh, Junhyuck (Sungkyunkwan University)</b><br>Lee, Sukekyu (Sungkyunkwan University)   |
| Identifying the Early Adopters and Showing their Opinion Leadership on the New Product Success   | <b>Jung, Heonsoo (Konkuk University)</b><br>Li, Qinglin (Konkuk University)  |
| Effects of Advertising Campaign on the Salesperson's Performance: Should a Multilevel Marketing Firm Advertise Its Brand to Customers?             | <b>Yoo, Changjo (Dongguk University)</b><br>Cho, Yoon C. (KDI School of Public Policy and Management)  |
| Asymmetrically Increasing Subjective Probabilities: Evidence from Lottery Sales Data   | <b>Lee, Janghyuk (Korea University)</b><br>Ahn, Hee Kyung (Hanyang University)<br>Cho, Cecile K. (Korea University)  |

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| <b>Advertising and Promotion I</b><br><b>Session Chair: Kang, Moon Young (KAIST)</b>  | <b>Time: 08:00-09:40</b><br><b>Room: Riverside 3</b>  |
| The Effect of Price Fluency and Duration Framing in Price Advertisements  | <b>Park, Kikyoung (Chosun University)</b><br>Ryu, Gangseog (Korea University)   |
| Advertising Allocation and Impact of Advertising on Event Ticket Sales: Which Product, Where, and When  | <b>Kang, Moon Young (KAIST)</b>   |
| Rival-benefiting Effect of Advertising: Experimental Extension and Empirical Investigation  | Song, Tae Ho (Pusan National University)<br>Kim, Sang Yong (Korea University)<br><b>Lee, Jin Won (Jimei University)</b>   |
| When Words Speak Louder than Pictures: The Effects of Psychological Distance and Product Purchase Frequency on Advertising Persuasiveness                   | <b>Choi, Yung Kyun (Dongguk University)</b><br>Yoon, Sukki (Bryant University)<br>Kim, Kacy (Elon University)<br>Kim, Yeonshin (Myung Ji University)                  |
| <b>Advertising and Promotion II</b><br><b>Session Chair: Shannon, Randall (Mahidol University)</b>  | <b>Time: 08:00-09:40</b><br><b>Room: Riverside 4</b>  |
| Do Luxury Brand Promotions Drive Purchases in Other Categories?   | <b>Sakashita, Mototaka (Keio University)</b><br>Viswanathan, Vijay (Northwestern University)  |
| Are Customers' Skepticism Good in CSR Marketing? The Mediating Roles of Skepticism on the Relationship between Knowledge and Behavior toward CSR Activities | Ahn, Jiseon (University of Houston)<br><b>Hyun, Hyowon (Hanyang University)</b><br>Park, Jungkun (Hanyang University)<br>Yoo, Weon Sang (Korea University)            |
| Communication Portfolio Management: Its Foundations and Applicability   | <b>Iwamoto, Akinori (Kansai University)</b>   |
| Spelling Choice for a Brand Name in the Korean Language Script: The Perceived Fit between Spelling and the Honorifics System on Ad Effectiveness            | Han, Jin K. (Singapore Management University)<br><b>Kim, Jung Kyun (Singapore Management University)</b><br>Sohn, Yong Seok (Kyung Hee University)                    |
| Operationalizing Big Data for Academic Research: A Case for Consumer Behavior   | Cotte, Benoit (Mahidol University)<br><b>Shannon, Randall (Mahidol University)</b>  |
| <b>Advertising and Promotion III</b><br><b>Session Chair: Yeo, Jun Sang (Dongguk University)</b>  | <b>Time: 09:50-11:30</b><br><b>Room: Riverside 3</b>  |
| The Power of Negative Online Product Reviews: Application of the Third Person Effects in Online Product Reviews among Smartphone Users                      | Park, Jae Hee (University of North Florida)<br>Lee, DongHun (University of Houston)<br><b>Park, Jungkun (Hanyang University)</b><br>Yoo, Weon Sang (Korea University) |
| Persuading Cynics to Prevent a Dangerous Behavior: A Low-key Approach Works Better on a Threatening Issue   | <b>Ryu, Hyerin (Sungkyunkwan University)</b><br>Jun, Sunkyu (Sungkyunkwan University)   |
| When is Personalized Service Effective? The Role of Consumer Control  | Kim, Hye Young (Korea University)<br><b>Song, Ji Hee (University of Seoul)</b><br>Lee, Jong-Ho (Korea University)   |
| Indirect, So It Is Persuasive, But Not for Me: The Role of Metaphoric Thinking Tendency   | <b>Bok, Sang Yong (Dongguk University)</b><br>Yeo, Jun Sang (Dongguk University)  |
| <b>Advertising and Promotion IV</b><br><b>Session Chair: Park, Kiwan (Seoul National University)</b>  | <b>Time: 09:50-11:30</b><br><b>Room: Riverside 4</b>  |
| Illusion of Processing Fluency on Pro-social Campaigns: Unjustifiable Efforts Produce Guilty Feelings   | Kim, Yaeun (Temple University)<br><b>Kim, Yaeri (Seoul National University)</b><br>Venkatraman, Vinod (Temple University)<br>Park, Kiwan (Seoul National University)  |
| The Unexpected Impact of Perceived Information Clarity on Consumers' Responses to CSR Activities  | Kim, Minkyu (UNIST)<br><b>Kim, Molan (UNIST)</b>  |
| Analysis of Heterogeneous Voting Behavior in Multiparty Elections: Implications for a Political Campaign Advertising  | <b>Kim, Minki (KAIST)</b><br>Yoon, Seokjoon (KAIST)   |
| The Angel Wears Prada: Brain Activation by Luxury Brand's Corporate Social Responsibility Initiatives   | Choi, Han Ah (Sungkyunkwan University)<br>Kim, Dong Hyun (Sungkyunkwan University)<br><b>Lee, Eun-Ju (Sungkyunkwan University)</b>                                    |
| <b>Advertising and Promotion V</b><br><b>Session Chair: Lee, Sungho (University of Seoul)</b>   | <b>Time: 11:40-13:00</b><br><b>Room: Riverside 3</b>  |
| Reconsidering Memory Effects of Ad Repetition-Variation Strategies in the Conditions Configured by Brand Familiarity and Message Similarity                 | <b>Lee, Sungho (University of Seoul)</b><br>Yeu, Minsun (Harbin Institute of Technology)<br>Im, Seunghee (University of Suwon)<br>Lee, Doo-hee (Korea University)     |
| The Effect of Reference Group and Advertising Context on the Type of Luxuriousness  | Lee, Jong-Ho (Korea University)<br><b>Lee, Sungkyu (Korea University)</b><br>Garrett, Tony C. (Korea University)  |
| Information Distortion in Retransmission Word of Mouth  | Jun, Sung Youl (Sogang University)<br>Ju, Tae Wook (Daelim University)<br><b>Lee, Jacob C. (UNIST)</b>  |
| <b>Advertising and Promotion VI</b><br><b>Session Chair: Han, Sangman (Sungkyunkwan University)</b>   | <b>Time: 11:40-13:00</b><br><b>Room: Riverside 4</b>  |
| The Effect of Firms' Exchange-Specific and Social Information on Customer Intentions  | <b>Park, Kikyoung (Chosun University)</b><br>Ryu, Gangseog (Korea University)   |
| The Impact of Product Concept Demonstrations on Product Line Design   | <b>Kim, Taewan (Sungkyunkwan University)</b><br>Choi, Ji-Hung (Eastern Michigan University)   |
| The Effects of Social Media Advertising on Social Search in China   | <b>Lee, Seung Min (Korea University)</b><br>Gao, Xing (Korea University)<br>Kim, Sang Yong (Korea University)<br>Kim, Da Yeon (Korea University)                      |

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| <b>Marketing Strategy I</b><br><b>Session Chair: Lee, Eun-Ju (Sungkyunkwan University)</b>  | <b>Time: 08:00-09:40</b><br><b>Room: Riverside 5</b>   |
| Consumer Adoption of Autonomous Vehicles  | <b>Lee, Eun-Ju (Sungkyunkwan University)</b><br>Nordirov, Zafarjon (Sungkyunkwan University)   |
| The Effect of Environmental Uncertainty on Governance Mechanisms in Marketing Channels: Contextual Effects of Interfirm Benevolence                         | <b>Kim, Minjung (Sungkyunkwan University)</b><br>Ryu, Sungmin (Sungkyunkwan University)<br>Key, Sookyong (Sungkyunkwan University)<br>Woo, Mirea (Sungkyunkwan University) |
| An Empirical Study on Influence of Celebrity Endorsement Contracts of Technology-driven and Marketing-driven Firms on Corporate Value                       | <b>Jang, Hojoon (Seoul National University)</b><br>Lee, Kyoungmi (Seoul National University)   |
| A Bonding through Characters: The Influence of Interdependency on the Evaluation of Character Collaboration Product   | <b>Yun, Jiweon (Korea University)</b><br>Choi, Jinhee (Korea University)   |
| <b>Marketing Strategy II</b><br><b>Session Chair: Choi, S. Chan (Rutgers Business School)</b>   | <b>Time: 09:50-11:30</b><br><b>Room: Riverside 5</b>   |
| Does Business Reference Content Form Really Work in B2B Purchase Decision?  | <b>Jung, Changmo (Hyundai Mobis)</b><br>Lee, Hangeun (Yonsei University)<br>Kim, Youngchan (Yonsei University)   |
| The Effect of Collaboration with Luxury Brands on Consumer Adoption Intention: The Moderating Role of Self-image Congruity                                  | <b>Jang, Sungghyun (Yonsei University)</b><br>Im, Subin (Yonsei University)  |
| Private Label Sourcing and Negotiation: Dual Brander vs. Dedicated Supplier   | <b>Choi, S. Chan (Rutgers Business School)</b>   |
| The Effect of Moral Deficiency on Purchase Intention: The Role of Consumer Psychological Characteristics  | <b>Key, Sookyong (Sungkyunkwan University)</b><br>Park, Minhye (Sungkyunkwan University)   |
| Art Infusion Effect on Advertising Attitude: The Moderating Role of Materialism Values  | <b>Seo, Jiyoung (Korea University)</b><br>Lee, Seon Min (Korea University)<br>Lee, Doo-Hee (Korea University)  |
| <b>Marketing Strategy III</b><br><b>Session Chair: Lee, Sanghak (Korea Aerospace University)</b>  | <b>Time: 11:40-13:00</b><br><b>Room: Riverside 5</b>   |
| A Social-Cognitive Perspective on Idea Generation in Crowdsourcing Communities: The Impact of Exposure to Ideas Posted by Others                            | <b>Chen, Bo (Sungkyunkwan University )</b>   |
| The Effects of the Severity of Sports Accidents on Sponsorship Effects: Focusing on the Fear Appeal Theory  | <b>Lee, Sanghak (Korea Aerospace University)</b><br>Shim, Jaedok (Korea Aerospace University)  |
| Are You Enjoying Your Shopping Process? : Relationship between Website Aesthetic Design & Performance and Consumer's Perceived Value during Online Shopping | <b>Kim, Jin Suk (Yonsei University)</b><br>Im, Subin (Yonsei University)   |
| The Impact of Psychological Distance and Authenticity on Energy Conservation Behavioral Intention   | <b>Kim, Young Doo (Hansei University)</b>  |

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| <b>Industry Session</b><br><b>Session Chair: Chung, Jaihak (Sogang University)</b> | <b>Time: 11:40-13:00</b><br><b>Room: Riverside 6</b>                        |
| The Success of POSCO-Thainox: Hard Disk Driver Materials                           | <b>Kim, Hyung-Chul (POSCO-Thainox)</b>                                      |
| Creative Marketing   | <b>Chaipornkaew, Nuntawat (Nawin Consultant)</b>                            |
| The Overview of Thailand FMCG Market   | <b>Wuthithanakul, Aitsanart (Kantar Worldpanel Thailand)</b>                |
| Naming Strategies as a Tool for Communication: Application to Movie Titles         | <b>Chung, Jaihak (Sogang University)</b><br>Eoh, Jiyeon (Sogang University) |