



4th International Conference of Marketing, Strategy & Policy



Hosted by:



Dec 9-11, 2020

PROGRAMME OVERVIEW

9th December 2020

DOCTORAL COLLOQUIUM

9.00am Welcome Note

9.00-9.15am Welcome Talk by Prof **Suraksha Gupta**

9.15-10.15am Talk by Prof **TC Melewar**

10.15-10.30 Break

Presentations

12.30-13.30pm Lunch

PAPER DEVELOPMENT WORKSHOP Academy of Management Learning & Education

2pm - FACILITATORS:
Prof. Paul Hibbert, Editor; Dr Clare Rigg, Associate Editor

10th Dec 2020

11th Dec 2020

10.30am Welcome Talk on 10th December 2020

10.30-11am Welcome Talk by
Prof **Suraksha Gupta**

11-11.30am **Industry Speaker**
Kiran Nair
(COE Private Brands, Future Retail, India)

11.30am-12pm Break

12pm-12.45pm Opening Talk
Prof **V Kumar**

12.45-1.30pm
Prof **Pawan Budhwar**

1.30-2pm Lunch

Track A 2-3pm
A1 A2 A3 A4

3-3.45pm
Prof **Xiaolan Fu**

3.45-4pm Break

4-4.45pm
Prof **Michael Czinkota**

Track B 4.45-6.15pm
B1 B2 B3 B4

See You Tomorrow

Track C 8.30-10am

C1 C2 C2

Track D 10-11am

D1 D2 D3

Track E 11am-12pm

E1 E2 E3

12-1pm Lunch

1-1.45pm
Prof **Fevzi Okumus**

1.45-2.30
Round Table Meeting
Prof **Subodha Kumar** (Deputy Editor Production and
Operation Management)

2.30-3.15pm Break

3.15-4.45pm
Meet the editors
Journal of Business Research
British Journal of Management
Academy of Management Learning & Education
Production & Operations Management
Journal of Retailing
International Journal of Contemporary Hospitality
Management
Asian Business and Management

4.45-5.00pm
Closing Ceremony and Vote of Thanks

Best PhD Thesis Award
Best Paper Award
Best Conceptualisation Award
Best Methodology Award
Best Impact Paper Award

Stay Safe and Well

Doctoral Colloquium schedule

Day 1, Wednesday 09 December 2020

9.00-9.15	Welcome Talk	Prof Suraksha Gupta
9.15-10.15	Keynote speaker	Prof TC Melewar
10.15-10.30	Break	
10.30-12.30	Track A: Distinguished Faculty: Prof TC Melewar and Dr Yousra Asaad	
	Digital Corporate Branding and Communication in Higher Education (HE): A Study from Prospective International Students	Sidrah Mahboob, Sharifah Alwi and Dorothy Yen
	Building sustainable responses to advertising and branding through consumers' cognition and emotion	Hafizah Omar Zaki, Yusniza Kamarulzaman and Mozard Mohtar
	Investigating How Sustainable Brand Experience is Created and Formed and Its Effect on Brand Reputation	Mohamed Adel Abdelrazek, Marwa Tourky and William Harvey
	Track B: Distinguished Faculty: Prof. Suma Athreya and Dr Pantea Forouzi	
	Customer Engagement in Business-to-Business Setup	Sanket Vatawala, Bipul Kumar, Aditya Billore and Ashish Sadh
	Introduction of new medicines in India-delays and determinants	Aashna Mehta and Biswajit Dhar
	Subjective Norms and Technology Usage Behavior: The roles of QR code Scanning Intentions, Visual Design Complexity and Customer Trust.	Hina Yaqub Bhatti and Shazia Nauman
	Track C: Distinguished Faculty: Dr Tana Licsandru and Dr Sharifah Alwi	
	Personalized managerial response to online reviews: the moderating effects of review inconsistency and reviewer expertise.	Wangyan Jin and Yuangao Chen
	The effect of tactile sensations on consumer's choice satisfaction via the intermediary role of, cognitive effort and affective experience.	Aya Shaban
	Examining the informational and affective processing of co-creative consumer experiences with the private label brands	Gulbin Durmaz, Tc Melewar, Charles Dennis and Athina Dilmeri
	Building and sustaining reputation in UK social enterprises: A multiple case study analysis.	Mengqi Zhang

2PM: **Paper Development Workshop** by Academy of Management Learning & Education

Conference schedule

Day 2, Thursday, December 10, 2020

10.30-11.00	Welcome Talk	Prof Suraksha Gupta
11.00-11.30	Industry speaker	Kiran Nair (COE Private Brands, Future Retail, India)
11.30-12.00	Break	
12.00-12.45	Opening Talk:	Prof V Kumar
12.45-13.30	Keynote Speaker	Prof Pawan Budhwar Topic: Building Resilient Organisations During Crisis – Role of Leadership
13.30-14.00	Lunch	
14.00-15.00	Track A	
	A1 December 10, 2020 2-3pm	
	Inter-firm Collaboration as a Performance-Enhancing Survival Strategy within the Business Models of Urban Restaurants Affected by COVID-19	James M. Crick and Dave Crick
	Business innovation to tackle COVID-19 induced challenges: A study of British pub industry	Pallavi Singh, David Brown and Bidit Dey
	A2 December 10, 2020 2-3pm	
	Exploring stakeholders' expectations of firms' online marketing communication about sustainability in the legitimacy discourse	Azna Fall, Kaouther Kooli and Nektarios Tzempelikos
	Waste reducing Eco-innovation in Packaging Industry for Environmental issues and Green	Samina Sumrin and Suraksha Gupta
	A3 December 10, 2020 2-3pm	
	Leveraging Machine Learning and Predictive Voice Analytics to Monitor Emotional Labour of Hospitality Frontline Employees	Vishal Rana, Daraneekorn Supanti and Syed Mohyuddin
	The Role of Customer Analytics in New Product Performance: An Investigation of Internal and External Contingency Effects	Sena Ozdemir
	A4 December 10, 2020 2-3pm	
	Understanding Boredom in an Online Buying Context	Rebecca Ali, Dr. Gohar Khan and William Wang

	Robin Hood Insurance Broking: Driving growth with differentiation	Jitender Kumar
15.00-15.45	Keynote Speaker Short video platform, business model innovation and entrepreneurship from the bottom of the pyramid	Prof. Xiaolan Fu
15.45-16.00	Break	
16.00-16.45	Keynote Speaker The Generational Increment Shifting Data The Consul General	Prof. Michael Czinkota
16.45-18.15	Track B	
B1 December 10, 2020 16.45-18.15pm		
	Exploring the impact of COVID-19 on institutional voids in Brazil: policies for managing massive disruptions	Diego Vazquez-Brust, Samuel Bonsu, Ticiana Braga de Vincenzi, Natalia Yakovleva and Roberta Castro de Souza Piao
	Effects of COVID-19 on Organizational Practices in Ghana's Waste Management Sector	Samuel K. Bonsu, Diego Vazquez-Brust, Natalia Yakovleva, Roberta de Castro Souza Piao and Ticiana Braga de Vincenzi
	The pandemic consumer journey: A stockpiling perspective	Savvas Papagiannidis, Eleftherios Alamanos, Charles Dennis and Michael Bourlakis
B2 December 10, 2020 16.45-18.45pm		
	Understanding impulse buying of 'affordable luxury': Brand connection and revised stimulus-emotion-response framework	Dongmei Cao, Maureen Meadows, Suraksha Gupta and Rami Ayoubi
	Corporate rebranding: A multiple case study in the higher education sector	Abraham Joseph and Suraksha Gupta
	Building a sustainable nation branding framework through brand identity and brand essence: A case of "Malaysia Truly Asia"	Yusniza Kamarulzaman, Marlia Marzuki and Thinaranjeyan I Thirumoorthi
B3 December 10, 2020 16.45-18.45pm		
	Examining the antecedents of luxury brands engagement: A study of the young Indian Consumer	Ankur Srivastava and Purva Sharma
	Impact of Psychological Empowerment on Creative Performance of Salespersons: Exploring the Mediating and Moderating Mechanisms Through a Two Country Study	Sunil Sahadev, Kirk Chang, Ji-Hee Kim, Tanveer Ahmed and Philip Kitchen

Individual and Corporate Brand Moderated mediation model of illusion, butterfly effect and aesthetic stimuli communication.

Maria Jesus, Jerez Jerez and Paneta Foroudi

B4 December 10, 2020 16.45-18.15pm

The Impact of COVID-19 on Celebrity and Social Media Influencers' Branding Strategy

Anisah Hambali and Sharifah Faridah Syed Alwi

What matters most for online-personalized ads: The effect of product and brand personalization on eye-movements

Manel Mzoughi and Emna Cherif

Sustainable branding strategy via celebrity corporate brand

Anisah Hambali, Sharifah Faridah Syed Alwi and John Balmer

Day 3 Friday, December 11, 2020

9.00-10.00	Track C
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C1 December 11, 2020 8:30-10am	
Cognitive and affective antecedent's affective consumer attitude and sustainable tourism behaviour post COVID-19	Dr. Shveta Kalra, Dr. Chhavi Taneja and Kavita Sharma
Rethinking hotel strategies in COVID's times: Analysing the relationship between Social Capital and innovation performance under dynamic environments	Bartolomé Marco-Lajara, Mercedes Úbeda-García, Lorena Ruiz-Fernández, Esther Poveda-Pareja and Pedro Seva-Larrosa
Retailers, why don't you take into account what I feel and how I behave under crowd conditions?	Nesrine Tmimi, Hamida Skandrani and Kaouther Kooli
C2 December 11, 2020 8:30-10am	
The Effect of Mobile Money on Socioeconomic Sustainability in Sub-Saharan Africa	Wenxiu Nan and Yun Wu
Towards a Framework of Consumption Practices in Healthy Ageing.	Dorothy Yen, Geraldine Cohen, Liyuan Wei and Yousra Asaad
Students as value co-creators: The contribution of authority theory to service dominant logic in business schools	Maria Petrescu, Adina Dudau, John Gironda, John Ricky Ferguson, Monica Fine and Philip Kitchen
C3 December 11, 2020 8:30-10am	
Sharing but caring: Location based mobile applications (LBMA) and privacy protection motivation in times of a pandemic	Nuria Rodríguez-Priego and Lucia Porcu
Impacts of Gamification in Mobile Wallet: An fsQCA Approach	Yan Kong, Shuyang Li, Jingshan Yang and Yichuan Wang
Exploring the Impact of Intra-firm and Inter-firm Big Data Analytics Capabilities on Innovation Practice and Performance in the Oil and Gas Industry	Habib Abubakar, Sena Ozdemir, Frano Barbic and Maureen Meadows

10.00-11.00	Track D
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D1 December 11, 2020 10-11am	
Revisiting the 'Concentration Vs Spreading Debate' Following an Unanticipated Environmental Market Disruption: Risks/Rewards and Strategic Flexibility in Decision-Making Regarding Business Models	James M. Crick and Dave Crick
Cold chain management and business models for agriculture products	Hema Yadav, Pawanexh Kohli and Lalit Singh
D2 December 11, 2020 10-11am	

	How does corporate social responsibility (CSR) affect hotel employees' resilience and work engagement? The role of gender	Daraneekorn Supanti, Ken Butcher and Sasiwemon Sukhabot
	Management of Corporate Identity for the pursuit of sustained CSR implement	Marwa Tourky, Sharifah Faridah Syed Alwi, Ahmed Shaalan and John Balmer.
	D3 December 11, 2020 9-10am	
	Antecedents and Consequences of Ethical Leadership for Employee Organisational Citizenship Behaviours	Doane Shichen Ye, Suraksha Gupta, Haytham Siala and Eftychia Palamida
	The Impact of I4.0 on HRM in the service industry – A Research Agenda	Mohammad Islam, Suraksha Gupta, Alan McKinlay, and Parth Patel
11.00-12.00	Track E	
	E1 December 11, 2020 11am-12pm	
	Tourism Advertising During a Pandemic: When to Stress Safety and When to Stress Normalcy	Sean Coary
	Business Resilience in COVID-19: Characteristics and Strategies from Subscription-based Over the Top Media platforms in India	Emmanuel Elioth Lulandala and Kavita Sharma
	From the darkness comes the light: Actualising Artificial intelligence (AI) in driving business value	YiChuan Wang, Mengran Xiong and Hossein Olya
	E2 December 11, 2020 11am-12pm	
	Building the Organizational "ABILITY TO COPE" Model in Change, Crisis and Disruptive Situations – Analyzing Underlying Institutional and Individual Factors	Monica Khanna, Isaac Jacob and Anjali Chopra
	Are women entrepreneurs more resilient than men? Effect of entrepreneurial self-efficacy on success in Thailand	Daraneekorn Supanti, Vishal Rana and Suphitcha Ek-Uru
	E3 December 11, 2020 11-12pm	
	An empirical study of the factors that influence Australian customers' intention to continue to use sugar-related mobile apps	Tareq Rasul, Aaron Wijeratne and Samaneh Soleimani
	The adoption of wearable healthcare technology: a systematic literature review	Mingxue Wei, Yichuan Wang and Suraksha Gupta
12.00-13.00	Lunch	
13.00-13.45	Keynote speaker	Prof Fevzi Okumus
13.45-14.30	Round Table Meeting	Prof Subodha Kumar (Deputy Editor Production and Operation Management)
14.30-15.15	Break	

15.15-16.45 Meeting the editors

Journal of Business Research
British Journal of Management
Academy of Management Learning & Education
Production & Operations Management
Journal of Retailing
International Journal of Contemporary Hospitality
Management
Asian Business and Management

16.45-17.00 Closing Ceremony and Vote of Thanks

Best PhD Thesis Award
Best Paper Award
Best Conceptualisation Award Best Methodology
Award Best Impact Paper Award

Title: Towards a Framework of Consumption Practices in Healthy Ageing.

Authors: Dorothy Yen, Geraldine Cohen, Liyuan Wei and Yousra Asaad

Abstract: Whilst the world population are growing older and living for longer, healthy ageing has become an important agenda for governments and societies in many developed and developing countries. Extent literature on healthy ageing tends to discuss healthy ageing from healthcare and public health disciplines. They refer to the activity theory of ageing and assume that the more active a person is, the more satisfied they are with their life (Lemon et al., 1972; Estes et al., 2001). This leads to a growing body of evidence that supports positive effects of various types of activities on older adults' health outcomes. These activities are of social, productive, physical, spiritual types and include leisure, sports as well as productive activities such as paid and volunteer works (Buchman et al., 2009; Paillard-Borg et al., 2009; Windle et al., 2010). Nevertheless, this body of research remains fragmented and suffers from two shortcomings. Firstly, it tends to focus on a particular domain of activities and wellbeing in isolation and lacks a holistic view that regards wellbeing being a perceived state of harmony amongst ageing consumers (Stanley and Cheek, 2003). Secondly, it downplays the role of elderly adults as ageing consumers and overlooks their own effort and motivation to self-engage with these activities as part of their healthy-ageing practices.

Addressing to this knowledge gap, this paper explores ageing consumers' self-engaged healthy ageing practices in relation to their wellbeing, from a group of retirees in the UK. Using qualitative data collected through in-depth interviews, this paper illuminates how ageing consumers' self-directed practices affect their physical, emotional and psychological wellbeing. Drawing from a balance theory perspective, the findings reveal that participants engaged in three types of healthy ageing practices, including the maintenance of body, stimulation of mind and care of soul. However, those who engaged with body, mind and soul practices concurrently were enjoying better wellbeing, whilst participants who failed to engage in the three dimensions spontaneously are less balanced and suffer from some loss of wellbeing. The paper contributes to healthy ageing literature by bringing in a holistic understanding of healthy ageing, through the development of a consumer-centred healthy ageing practice framework. It identifies various ageing practices associated to the domains of body, mind and soul, and illustrates that only when all three healthy ageing practices are enacted spontaneously, ageing consumers' wellbeing can be effectively and holistically maintained.

Title: Students as value co-creators: The contribution of authority theory to service dominant logic in business schools

Authors: Maria Petrescu, Adina Dudau, John Girona, John Ricky Ferguson, Monica Fine and Philip Kitchen

Abstract: Business schools are facing a number of challenges which are affecting student learning experiences and the quality of education that students receive. Some of these challenges include shifts in supply and demand, globalization bringing about increased competition, higher tuition costs, grade inflation, unsustainable growth, artificial rankings, declining faculty status, and emphasis on customer satisfaction over learning. Given this changing educational landscape, it seems that a reflection is necessary in order for business schools to better adapt to the new realities they are facing in order to provide enhanced value for themselves and their various stakeholders alike. Therefore, this research examines the elements of value expected by various business school stakeholders from the educational process, as well as the roles of the student and the business school in the business education ecosystem. Service dominant logic and authority theory are used as theoretical lenses, and a mixed-method approach is utilized to conduct three studies. Study 1 utilizes a fuzzy-set qualitative comparative analysis (fsQCA) to evaluate the factors and combination of variables that affect student experiences with their business school. Study 2 conducts a qualitative conceptual mapping content analysis that examines key concepts and themes identified in consumer reviews of business schools written by students, alumni, and parents. Study 3 is a three-round quantitative Delphi study that explores what factors business school administrators, faculty, and staff members believe are most important to students when evaluating an educational institution, in order to compare these with the factors identified in our previous two studies in order to see if there are any differences. This research uncovers what matters most to various stakeholders when it comes to evaluating their experiences with a business school and why individuals might choose one business school over another.

33	Dr. Shveta Kalra, Dr. Chhavi Taneja and Kavita Sharma	Cognitive and affective antecedents affecting consumer attitude and sustainable tourism behavior post COVID-19	Resilient Tourism and Hospitality	C1	11-Dec-20	8.30-10am			
34	Bartolomé Marco-Lajara, Mercedes Úbeda-García, Lorena Ruiz-Fernández, Esther Poveda-Pareja and Pedro Seva-Larrosa	Rethinking hotel strategies in COVID's times: Analysing the relationship between Social Capital and innovation performance under dynamic environments	Resilient Tourism and Hospitality	C1	11-Dec-20	8.30-10am	Prof. Etinder Pal Singh	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/87417844481 Meeting ID: 874 1784 4481 Passcode: MSP2020	RK
80	Nesrine Tmimi, Hamida Skandrani and Kaouther Kooli	Retailers, why don't you take into account what I feel and how I behave under crowd conditions?	Retail	C1	11-Dec-20	8.30-10am			
10	Wenxiu Nan and Yun Wu	The Effect of Mobile Money on Socioeconomic Sustainability in Sub-Saharan Africa	Resilience for Sustainability	C2	11-Dec-20	8.30-10am			
62	Dorothy Yen, Geraldine Cohen, Liyuan Wei and Yousra Asaad	Towards a Framework of Consumption Practices in Healthy Ageing	Resilience for Sustainability	C2	11-Dec-20	8.30-10am	Dr Pantea Foroudi	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/85116362280 Meeting ID:85116362280 Passcode: MSP2020	PP
66	Maria Petrescu, Adina Dudau, John Girona, John Ricky Ferguson, Monica Fine and Philip Kitchen	Students as value co-creators: The contribution of authority theory to service dominant logic in business schools	Resilience for Sustainability	C2	11-Dec-20	8.30-10am			