THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

7th Annual International Colloquium on Branding

29-31 July & 1 August 2019, Athens, Greece

Edited by
Gregory T. Papanikos

2019

Abstracts
7th Annual International Colloquium on Branding
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First published in Athens, Greece by the Athens Institute for Education and Research.
ISBN: 978-960-598-296-6

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Kolonaki, 10671 Athens, Greece
www.atiner.gr

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(In Alphabetical Order by Author's Family name)

Preface

This book includes the abstracts of all the papers presented at the *15th Annual International Colloquium on Branding (29-31 July & 1 August 2019)*, organized by the Athens Institute for Education and Research (ATINER).

In total 27 papers were submitted by 30 presenters, coming from 18 different countries (Australia, Bolivia, Canada, China, Czech Republic, France, Germany, Hong Kong, India, Indonesia, Italy, Macao, Oman, Portugal, Romania, Turkey, UK, and USA). The conference was organized into 9 sessions that included a variety of topic areas, such as Brand-Centric Individual and Collective Relationships, Brands and their Consumers, Personal Branding, Brand Tactics and other. A full conference program can be found before the relevant abstracts. In accordance with ATINER's Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER's many publications.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which to discover colleagues and additional research relevant to their own work. This purpose is in congruence with the overall mission of the association. ATINER was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet to exchange ideas on their research and consider the future developments of their fields of study.

It is our hope that through ATINER's conferences and publications, Athens will become a place where academics and researchers from all over the world regularly meet to discuss the developments of their discipline and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published nearly 200 books. Academically, the institute is organized into 6 divisions and 37 units. Each unit organizes at least one annual conference and undertakes various small and large research projects.

For each of these events, the involvement of multiple parties is crucial. I would like to thank all the participants, the members of the organizing and academic committees, and most importantly the administration staff of ATINER for putting this conference and its subsequent publications together. Specific individuals are listed on the following page.

Gregory T. Papanikos
President

7th Annual International Colloquium on Branding
29-31 July & 1 August 2019, Athens, Greece

Scientific Committee

All ATINER's conferences are organized by the Academic Council. This conference has been organized with the assistance of the following academics, who contributed by a) setting up the program b) chairing the conference sessions, and/or c) reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
2. Cleopatra Veloutsou, Professor of Brand Management, University of Glasgow, UK.
3. Paulo Lencastre, Professor, Católica Porto Business School, Portugal.
4. Musa Pinar, Professor, Valparaiso University, USA.
5. James Clark, Professor, The University of Winnipeg, Canada.
6. Saul Newman, Professor, Flinders University, Australia.
7. Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA.
8. Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong.
9. Kathy Karatasas, Program Manager Multicultural Child and Family Services, Settlement Services International, Australia.

FINAL CONFERENCE PROGRAM
7th Annual International Colloquium on Branding, 29-31 July & 1 August 2019, Athens, Greece

Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece (close to metro station *Panepistimio*)

Monday 29 July 2019

07:50-08:40 Registration and Refreshments

08:45-09:15 (Room B - 10th Floor): Welcome and Opening Address by Gregory T. Papanikos, President, ATINER.

09:15-11:00 Session I (Room B - 10th Floor): Brand-Centric Individual and Collective Relationships

Chair: Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong.

1. Raymond Liu, Professor, University of Massachusetts Boston, USA, Jurui Zhang, Assistant Professor, University of Massachusetts Boston, USA, Haiping Xu, Associate Professor and Chair, University of Massachusetts Dartmouth, USA & Richard de Groof, PhD Student, University of Massachusetts Dartmouth, USA. An Empirical Study of Consumer Brand Advocacy in the Digital Community Environment.
2. Zhimin Zhou, Professor, Shenzhen University, China, Ge Zhan, Lecturer, Lingnan University, China & Nan Zhou, Professor, Shenzhen University, China. Authenticity in Online Brand Community: Antecedents and Consequences.
3. Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA & Cristobal Sanchez Ruz, PhD Student, Universidad Privada Boliviana, Bolivia. The Role of Cultural Values in Shaping Consumer-Brand Relationships.

11:00-12:30 Session II (Room B - 10th Floor): Brands and their Consumers

Chair: Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA.

1. Sandrine Prom Tep, Associate Professor, Université du Québec à Montréal (UQAM), Canada. The Impact of Product Placement on Branding in Online Video Game Streaming: An Eye-Tracking Study.
2. Paula Rodrigues, Associate Professor, Lusíada University - North, Portugal & Paula Costa, PhD Student, Universidade Portucalense, Portugal. Counterfeit Branded Luxury Goods: Consumers Differences Perceptions between New and Old Luxury Brands.
3. Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong. Exploring Millennials' Perceptions about Co-branding in Promotions.

12:30-14:00 Session III (Room C - 10th Floor): Entrepreneurship & Other Issues

Chair: Saul Newman, Professor, Flinders University, Australia.

1. Raihan Taqui Syed, Director – Center for Entrepreneurship and Business Incubation, Modern College of Business and Science, Oman & Hesham Magd, Head of Department, Business and Economics, Modern College of Business and Science, Oman. Academic Entrepreneurship and Edupreneurship within Entrepreneurial Ecosystem: Thematic Review of the Literature.
2. Vivek Pani Gumparthi, Research Scholar, Indian Institute of Management Kashipur, India. Bibliometric Analysis of Brand Experience.

3. Duygu Celebi, Research Assistant, Yasar University, Turkey, Ige Pirnar, Chair, Department of Business Administration, Yasar University, Turkey & Engin Deniz Eris, Associate Professor, Dokuz Eylul University, Turkey. Bibliometric Analysis of Social Entrepreneurship in Gastronomy.
4. Marketa Svarcova, Junior Researcher, Institute of Sociology, Czech Academy of Sciences, Czech Republic & Romana Markova Volejnickova, Junior Researcher, Institute of Sociology, Czech Academy of Sciences, Czech Republic. Precarity in Women Entrepreneurship in Regional Context of Czech Republic.

14:00-15:00 Lunch

15:00-16:30 Session IV (Room C - 10th Floor): Innovation

Chair: Kathy Karatasas, Program Manager Multicultural Child and Family Services, Settlement Services International, Australia.

1. Ahmad Rosli, PhD Student, The University of Queensland, Australia & Sarel Gronum, Lecturer, The University of Queensland, Australia. Open Innovation, Absorptive Capacity, and Performance in Australian Biotech SMEs.
2. Pascal Boer, Student, Hochschule Konstanz - University of Applied Sciences, Germany & Ditmar Ihlenburg, Professor, Hochschule Konstanz - University of Applied Sciences, Germany. How do Companies Engage in Cooperation on Product and Process Innovation in the Context of the Transformation to an Industry 4.0? – Quantitative Study of European Companies in the Secondary Sector Focusing on SMEs.

16:30-18:00 Session V (Room C - 10th Floor): Special Topics on Educational Issues

Chair: Cleopatra Veloutsou, Professor of Brand Management, University of Glasgow, UK.

1. Ken Roberts, Emeritus Professor, University of Liverpool, UK. Transitions from Education to Work and non-Work in Saudi Arabia.
2. Marco Mazzocca, PhD Student, University of Padua, Italy & Paolo Sommaggio, Associate Professor, University of Trento, Italy. The Importance of the Socratic Debate in the Academic Education. The Case of the University of Trento.
3. Mei Hua Kerry Hsu, Lecturer, Macao Polytechnic Institute, Macao. The Need of Disaster Preparedness in Nursing Education.

21:00-23:00 Greek Night and Dinner

Tuesday 30 July 2019

08:00-11:00 Session VI: An Educational Urban Walk in Modern and Ancient Athens

Group Discussion on Ancient and Modern Athens.
Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)

11:30-13:00 Session VII (Room B - 10th Floor): Personal Branding

Chair: Paulo Lencastre, Professor, Católica Porto Business School, Portugal.

1. Musa Pinar, Professor, Valparaiso University, USA. Determinants of Developing Strong Personal Branding: An Exploratory Study with Turkish University Millennials.
2. Christopher Pich, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Guja Armannsdottir, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Maria Palazzo, Lecturer, Università degli Studi di Salerno, Italy & Agostino Vollero, Lecturer, Università degli Studi di Salerno, Italy. It's all about Entertainment: The Rise of Celebrity Political Brand Equity in Italy from

a Young Voter Perspective.

3. Guja Armannsdottir, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Stuart Carnell, Lecturer, Nottingham Business School - Nottingham Trent University, UK & Christopher Pich, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK. Exploring Personal Politic Brand Identities of Iceland's Parliamentarians.
4. Ning Zhang, Assistant Professor, Shenzhen University, China, Chunqun Liu, Graduate Student, Shenzhen University, China & Nan Zhou, Professor, Shenzhen University, China. Adopt the Spokescharacter Intercepted or Integrated? The Role of Perceived Visual Interactivity in Designing the Launcher Icon of Applications.

13:00-14:30 Session VIII (Room B - 10th Floor): Economic Development

Chair: James Clark, Professor, The University of Winnipeg, Canada.

1. Demos Vardiabasis, Professor, Pepperdine University, USA. Foreign Direct Investment Decisions and Financial Market Performances.
2. Bernard Gauthier, Professor, HEC Montreal, Canada & Frederic Lesne, Researcher, CERDI, Université Clermont Auvergne, France. Measuring Corruption in Presence of Reticent Respondents: Theory and Application.
3. Claudia Popescu, Professor, Bucharest University of Economic Studies, Romania. Assessing the Potential for Local Development in a Peripheral Region. Case Study: The Lower Danube Region.
4. Machya Astuti Dewi, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia, Sri Issundari, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia, Iva Rachmawati, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia & Meilan Sugiarto, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia. Developing Border Tourism in Sota, Merauke through Tourism Festival.

14:30-15:30 Lunch

15:30-17:00 Session IX (Room B - 10th Floor): Brand Tactics

Chair: Musa Pinar, Professor, Valparaiso University, USA.

1. Paulo Lencastre, Professor, Católica Porto Business School, Portugal, Cosme Almeida, Executive Director, Católica Porto Business School, Portugal, Ana Corte-Real, Professor, Católica Porto Business School, Portugal & Nuno Corte-Real, Professor, Católica Porto Business School, Portugal. Brand Mascots Taxonomy.
2. Ria Wiid, Senior Lecturer, University of Worcester, UK. Branding and Consumer Touchpoints.
3. Christina Bosse, Research Assistant, University of Applied Sciences Osnabrueck, Germany. The Role of "Slow Events" for Sustainable Destination Development - A Conceptual and Empirical Review.
4. Rasha Ali Alshehre, PhD Student, University of Dundee, UK. Handwritten Typefaces in Advertising.

20:30-22:00 Dinner

Wednesday 31 July 2019
Mycenae and Island of Poros Visit
Educational Island Tour

Thursday 1 August 2019
Delphi Visit

Friday 2 August 2019
Ancient Corinth and Cape Sounion

Khaled Aboulnasr
Associate Professor, Florida Gulf Coast University, USA
&
Cristobal Sanchez Ruz
PhD Student, Universidad Privada Boliviana, Bolivia

The Role of Cultural Values in Shaping Consumer-Brand Relationships

Consumers may connect to brands affectively through emotional attachment and cognitively through brand trust. Both variables play a critical role in building and maintaining successful consumer-brand relationships and have a strong impact on brand relationship quality (BRQ). Emotional brand attachment and brand trust were shown to have a positive impact on important relational outcomes such as brand loyalty, commitment and consumers' willingness to pay a higher price. Despite the growing body of research on the antecedents and consequences of emotional and cognitive consumer-brand connections, little research has investigated the idiosyncratic effects of cultural values on these two key relationships dimensions.

Culture has a profound impact on human and social behavior. Research on the effects of culture found that cultural differences may impact how people view themselves, deal with uncertainty, develop perceptions, make decisions, define their roles and identities in society and form relationships with others. It has a dominant and multifaceted effect on the development of societal norms and individual value and belief systems. These systems tap directly into consumption patterns and behavior. In the context of consumption behavior, culture was found to influence the extent to which consumers process and categorize product information, develop meaning for consumer goods, acquire brand associations, assign value to objects and transmit and interpret advertising messages.

The main question the present research seeks to address is how cultural values affect consumer-brand relationships. The answer to this question has important implications to the way firms develop branding strategies aimed at building and maintaining successful consumer relationships across consumers with diverse cultural backgrounds. We examine how Hofstede's cultural dimensions (Individualism, Uncertainty Avoidance, Masculinity & Power Distance) influence the way consumer connect with brands both emotionally and cognitively. We also measure the effect of these connections on brand commitment.

Rasha Ali Alshehre
PhD Student, University of Dundee, UK

Handwritten Typefaces in Advertising

American Marketing Association has defined branding as "name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors." Basically, a brand serves as a label that identifies a certain product and its information.

In a marketing perspective, it is commonly pointed out by authors that the brand image, brand positioning, brand identity, and brand equity converge towards the success of corporate branding. The verbal message and visual image are usually combined together, while the 'voice' pertains to the physical characteristics and features of the written words, which also pertains to the typeface design.

An investigation conducted by Schmitt, Tavassoli, and Millard (1993) on the influence of ad elements on the memory of the consumer used an 'associative network model perspective' that showed the correlation between a number of relations and memory retention, including brand recall. In a brief review of the adverts, the main message is giving attention by making it appear in bold, colored, enlarged and even highlighted to make sure that the target audience does not miss the business entity information.

The research is developed based on the research question with the handwritten typefaces that make the advertising more humane. The sans serif typeface has been noted as versatile thus being applied differently. Despite its traditional sense, among the categories, the handwritten typeface emanates the strongest classic, elegant, romantic, gentle, and sleek feeling.

The researcher believes that increasing people's awareness on the effects and influences of typefaces specifically handwritten typefaces in the marketing context will give marketers, advertiser and entrepreneur's alike, increased knowledge on how to better market their products especially as far as handwritten typefaces are concerned.

Guja Armannsdottir
Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK
Stuart Carnell
Lecturer, Nottingham Business School - Nottingham Trent University, UK
&
Christopher Pich
Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK

Exploring Personal Politic Brand Identities of Iceland's Parliamentarians

Political branding research remains under-researched, particularly the internal orientation and intentional, desired positioning otherwise known as *political brand identity*. Existing studies that have tended to focus on the identity of 'party' political brands rather than that of politicians. Further, framing politicians as 'personal brands' allows us to explore the manifestations of intended identities, combined of personal characteristics such as personality traits, experiences feelings, beliefs and personal values, which up until now remained an under-developed research area. In this study, we explore the creation and management of personal political brand identity particularly from the perspective of the brand's creators. Further, this is achieved by bridging two streams of commercial branding theory such as *personal branding* and *brand identity*. More specifically, this study investigates the creation and management of personal political brand identity by building on the six-staged personal brand auditing framework (Philbrick and Cleveland 2015) to examine the personal political brand identities of politicians from an internal brand-creator perspective. Members of Parliament from the Republic of Iceland contextualises this study. The reason for this is twofold. Icelandic politics faced a succession of financial scandals, which has meant general elections have taken place in 2013, 2016 and 2017 instead of every four years. In addition, the last Icelandic general election witnessed an influx of new parliamentarians each possessing distinct identities and positions. Therefore, up to half of the Icelandic Parliament is represented by newly elected personal political brands.

This qualitative case-study approach reveals how personal political brands create, construct and communicate their identity. This research adopted semi-structured, in-depth interviews with Members of the Icelandic Parliament. In addition, as part of the case study analysis, public websites and public social media sites were analysed to help better understand the topic. This study adopted a two-staged thematic approach to analyse the key findings identifying common themes and patterns. This

study reveals that the personal brand identities of members of the Icelandic Parliament represented a clear brand mantra and created-managed via personal values and ideology and based on key issues that were personal to the individual. In addition, this study highlighted that personal brand identities were developed with offline and online touchpoints with the aim of communicating an aligned, clear and authentic political brand in the mind of Icelandic citizens. However, this study also revealed the challenges of managing an integrated, authentic personal brand identity given the problematic nature of the party-coalition political system. Our paper builds on the six-staged analytical process of personal branding and proposes the *Personal Political Brand Identity Framework* as an operational tool to introspectively evaluate personal political brand identity. This framework can be used by political actors across different settings and contexts to assess personal political brands from multiple perspectives. This in turn will address the explicit calls for further research on the internal perspective of political brands, which in turn will extend an under-developed area of political branding.

Pascal Boer
Student, Hochschule Konstanz - University of Applied Sciences, Germany
&
Ditmar Ihlenburg
Professor, Hochschule Konstanz - University of Applied Sciences, Germany

How do Companies Engage in Cooperation on Product and Process Innovation in the Context of the Transformation to an Industry 4.0? – Quantitative Study of European Companies in the Secondary Sector Focusing on SMEs

The transformation to an Industry 4.0, which is in general seen as a solution to increasing market challenges (f. i. increasing market complexity and shortening product lifecycles), is forcing companies to radically change their way of thinking and to be open to new forms of collaboration. In this context, the opening-up of the innovation process is widely seen as a necessity to meet these challenges, especially for SMEs. The aim of the study therefore is to analyse how cooperation today can be characterized, how this character has changed since the establishment of the term Industry 4.0 at Hanover Fair in 2011 and which cooperation strategies have proven successful. This empirical study consists of a secondary data analysis that includes country-specific data from 35 countries from 2010 and 2016 collected by the European Commission and the OECD focusing on the secondary sector. The research shows that MNEs in Europe still tend to cooperate more than SMEs, with a slight overall trend towards protectionism. Nevertheless, there is a clear tendency towards the opening-up of SMEs. In this regard, especially universities, competitors and suppliers have become increasingly attractive as cooperation partners for SMEs.

Christina Bosse
Research Assistant, University of Applied Sciences Osnabrueck, Germany

The Role of "Slow Events" for Sustainable Destination Development - A Conceptual and Empirical Review

In times of ever-shorter innovation cycles of products, the time factor is of great importance for organisations. Companies that can change their value chain quickly and flexibly, gain competitive advantages and successfully operate in the market. The digitization of the economy has further accelerated this development. However, this steady acceleration of the economy also has serious disadvantages. As the market in an industry changes faster and faster, the opportunities for companies to gain market share in the short-term increase. To address these challenges, one contemporary approach is based on the "slowing down" of economic activities, often also referred to as the "slow movement".

The "slow movement" has gained considerable recent attention as a social movement that seeks to counteract increasing globalisation, commercialisation and marketisation in Western societies (Nilsson et al., 2011). The "slow movement" has its roots in "slow food", an ecological and gastronomic movement founded in Italy in the 1980s, with three main fields of action: preservation of gastronomic traditions; promotion of network building between producers and consumers; and the enhancement of consumers' knowledge of food, nutrition and the environment (Nilsson et al., 2011). Over the last years, the movement dispersed into many other economic areas and sectors such as "slow cities (cittaslow)" (e.g. Miele, 2008) "slow work" (e.g. Reiche, 2019) , "slow mobility" (e.g. Maltese et al., 2017) or "slow travel and tourism" (e.g. Dickinson et al., 2011). A strategic approach to "slow events" and an analysis of whether and how events can be used in the marketing of towns and cities to support the "slow movement" is lacking. This research seeks to analyse how events can be used more actively and strategically to promote slower forms of life, support local businesses and preserve local traditions and the environment. More specifically, the research addresses the following research questions:

(1) What makes an event a "slow event", i.e. what are the main characteristics of an event for it to be regarded as "slow"?
(2) Which types of events are best suited to do so? Is there a potential to include business events or are festivals, cultural and other leisure events the better alternative?
(3) How can events strategically be used by (city) marketers to support the slow movement and build upon recent developments for a

more balanced, sustainable and responsible handling of the natural surroundings, resources and the environment?

The methodical framework of this research includes three steps. Firstly, the study analyses the literature related to the “slow movement” with a particular focus on slow tourism and slow events. Secondly, a definition of “slow events” is developed based on the findings from the literature review. Thirdly, empirical research through 15 semi-structured interviews with residents, public servants and business owners from the town of Bad Essen in the north of Germany (member of the “Cittaslow network”) is verifying and complementing the understanding of slow events from a practical point of view. This last step particularly helps to understand the ability of “slow events” to deliver real economic, social and ecological benefits for different stakeholders.

Duygu Celebi
Research Assistant, Yasar University, Turkey
Ige Pirnar
Chair, Department of Business Administration, Yasar University, Turkey
&
Engin Deniz Eris
Associate Professor, Dokuz Eylul University, Turkey

Bibliometric Analysis of Social Entrepreneurship in Gastronomy

As being an academic term, "entrepreneur" has first used by the economist; Richard Cantillon, as a specialist who willing to take a business related risks to gain profits (Casson, 1993). Similarly, Schumpeter (1934) explained "entrepreneur" as a person who is highly willing to take risks and talented in terms of converting a new ideas into innovations. Furthermore, description of "entrepreneurship" comes from the nature of entrepreneur which can be clarified as a practice of setting up a new business by the taking financial risks to gain profits. A new phenomenon; "social entrepreneurship" has emerged as a follow up concept of entrepreneurship, which gain increased popularity and become a critical issue in the context of both development and wellbeing of societies (Abu-Saifan, 2012). Social entrepreneurs try to produce permanent and sustainable (Mair and Marti, 2006) solutions to the social problems or needs such as poverty, unemployment, insufficient education or public health through the using of general entrepreneurship principles. Gastronomy has been a rising star for global industry for the benefits of one of the oldest forms of social gathering, profit-gathering business and niche local applications available for better quality of life and welfare of society. Social entrepreneurship is especially significant for gastronomy industry due to the social local benefits as cultural integration and employment it brings. In order to understand the promising research areas on the gastronomical social entrepreneurship applications, bibliometric analysis is chosen for this study since they are quite rare in the gastronomy field (Okumuş et al., 2018) as well as social entrepreneurship. The research in subject area consisted on different keywords stated in the Table 1, below. These keywords used as search items for articles title section to choose articles that are more accurate for the aim of the research. The analysis shows that there are 20 articles consisting of the combination variations of the stated key words and the full paper will show the details of each for aiding further studies.

Table 1. *Keywords and Number of Articles in the Literature*

Keywords			Frequency	Keywords			Frequency
Social Entrepreneur	AND	Culinary:	0	Social Entrepreneurship	AND	Culinary:	0
		Food:	3			Food:	3
		Foodie:	0			Foodie:	0
		Gastronomy:	0			Gastronomy:	1
		Restaurants:	0			Restaurants:	0
Social Enterprise	AND	Culinary:	0	Social Business	AND	Culinary:	0
		Food:	9			Food:	3
		Foodie:	0			Foodie:	0
		Gastronomy:	0			Gastronomy:	0
		Restaurants:	1			Restaurants:	0

Fanny Fong Yee Chan
Assistant Professor, Hang Seng University of Hong Kong, Hong Kong

Exploring Millennials' Perceptions about Co-branding in Promotions

In view of the fierce competition in the advertising market and the rising costs of advertising, many organizations have leveraged on joint promotions to gain credibility and reduce promotional costs. Utilizing a short survey of 221 respondents and a qualitative study of 25 focus group discussions, millennials' perceptions and preferences of joint promotion partners were explored. Survey results indicate that millennials favored a wide spectrum of brands which confirmed the decline of super or powerful brands. Previous studies in co-branding tended to focus on fast-moving consumers goods though millennials in the current study believed that clothing and accessories was the most appropriate category to adopt joint promotions. Qualitative insights were drawn from the focus group discussions which show that millennials saw the merits of joint promotions and have exercised a set of judging principles in selecting joint promotion partners. This study explores an emerging trend in marketing communications and provides useful insights for future research in the area of joint promotions to further enrich the literature on co-branding.

Machya Astuti Dewi
Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia
Sri Issundari
Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia
Iva Rachmawati
Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia
&
Meilan Sugiarto
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Developing Border Tourism in Sota, Merauke through Tourism Festival

The development of border tourism in Indonesia still faces many obstacles due to distance and the lack of public facilities. That situation implicated on low tourist arrivals. To attract tourist arrivals, the Indonesian government through the Ministry of Tourism conducted a Cross Border Festival in a number of border areas in Indonesia. The activity succeeded in attracting more tourists to come to the border, especially domestic tourists. One of the venues for the festival is Merauke, the border between Indonesia and Papua New Guinea. Cross border Tourism organized by the Ministry of Tourism of the Republic of Indonesia was held in the Sota border area, managed to increase the number of arrivals including the involvement of local communities as subjects in the border tourism industry. This article discusses the economic impact and public awareness of border tourism in Merauke, especially communities on the border. This research is based on documentation study, interviews, and field observations conducted in Sota, Merauke. The result indicated that the tourism festival which is intended to attract tourists to come to Sota, has a positive impact on people awareness and is able to encourage local people to play a greater role in the tourism industry. Unfortunately, the activities of the Cross Border Festival organized by the Ministry of Tourism were no longer continued in the following years.

Bernard Gauthier
Professor, HEC Montreal, Canada
&
Frederic Lesne
Researcher, CERDI, Université Clermont Auvergne, France

Measuring Corruption in Presence of Reticent Respondents: Theory and Application

We propose a method to detect reticent respondents and correct biases in survey-based corruption estimates using direct and indirect questions on bribery payments. We develop a simple formal model of response behavior to identify reticent respondents as well as predictions regarding direct and indirect questioning behavior. We test the predictions of the model and apply the proposed method to a survey of 382 newly created firms in Madagascar. The survey was carried out in March 2016 by the NGO Transparency International for which we drafted the survey instrument, organized the fieldwork, and monitored data collection. The survey sample was drawn from databases of companies created in 2015 obtained from tax centers located in the first and fourth arrondissement (boroughs) of the city of Antananarivo, Madagascar's capital city. We find that the frequency of bribery payment by firms measured by the standard way of measuring corruption activities ignoring reticence is underestimated by 47 percent. Our proposed technique to detect reticent respondents and correct biases using indirect and direct corruption questions has several advantages compared to current methods, especially Randomized Response Questioning (RRQ) and its derivatives, as it makes use of currently standard corruption question approaches. The reticence detection and bias correction technique could hence be used to correct past as well as current corruption surveys.

Vivek Pani Gumparthi
Research Scholar, Indian Institute of Management Kashipur, India

Bibliometric Analysis of Brand Experience

Brands deliver three kinds of benefits to consumers, utilitarian, experiential and symbolic. Hence in this competitive era, marketers do not just differentiate on utilitarian values, but also focus on other benefits. In this line of thought, marketers have realized that experience of customers is one of the central issues of marketing activities (Pine and Gilmore, 1998; Schmitt, 1999 and Berry et al, 2002) and can be instrumental in building consumer – brand relationships. Brakus et al (2009), who gave the scale of brand experience, defined brand experience as a set of sensations, feelings, cognitions and behavioral responses that are evoked by brand related stimuli, when consumers directly or indirectly interact with a certain brand. Experience is important from a brand perspective because, an experience is a delivered impression (Carbone and Haeckel, 1994), that is created in the minds of consumers as a result of the encounter with any of the brand offerings (brand related stimuli). This is a bibliometric analysis of brand experience construct. The purpose of this study is to give a broader understanding of the literature pertinent to this construct. This kind of study is hoped to give a direction for future researchers in the brand experience stream of research.

Schmitt (1999, 2003, 2012), was one of the pioneers to pursue extensive research on experiential marketing. Schmitt (1999, 2003) through his research studies has extensively developed the concept. According to him, customer experience management is a process of strategically managing a customer's entire experience with a company, when the customer interacts with various touch points initiated by the brand. According to Schmitt, brands facilitate five different types of experiences. They are: sense, feel, think, act and relate.

Khan. I et al., (2015), in their research reviewed the literature and observed that antecedents of brand experience can be divided into online and offline. Online antecedents according to their study are – trust and perceived usefulness and offline antecedents are – event marketing, brand contacts, brand – related stimuli and storytelling. On the other hand, they noted that customer satisfaction, brand loyalty, brand attitude, brand credibility, brand equity and purchase intention are significant consequences seen in the literature.

We conducted a bibliometric analysis of brand experience, keeping in view the crucial role that it plays in consumer – brand relationships. We have analyzed 409 papers, extracted from Scopus database, from the time-period 1981 to 2018. In the paper, we discuss the evolution of the concept, literature review, general results, number of publications per year, most cited articles, most productive authors, country collaborations, authors' coupling, keyword co-occurrences, historical network of direct citations, most relevant sources, future research scope and limitations of the study.

Mei Hua Kerry Hsu
Lecturer, Macao Polytechnic Institute, Macao

The Need of Disaster Preparedness in Nursing Education

Introduction: Disaster could be happened everywhere and cause mass damage and casualties in affected area. Super Typhoon Hato hit Macao in 2017 which caused 16 people dead and at least 158 people injured. It is essential that nurses have knowledgee and skills to respond to disaster in order to provide nursing care for any disaster situation. There is a need to include disaster preparedness course into nursing education in Macao.

Aim: The purpose of this study is 1) to explore the situation of disaster preparedness in nursing education including disaster management and resilience; 2) to summarize the disaster preparedness curriculum for nursing practice and education in Macao.

Method: A literature search was conducted on major electronic databases from 2007 to 2017: Ovid MEDLINE, SCOPUS and CINAHL using the keywords; Disaster Preparedness, Disaster and nursing education; disaster preparedness and nursing education.

Results: The number of disaster preparedness program in Macao nursing education is still limited. The WHO and ICN Framework of Disaster Nursing Competencies are suggested for the disaster preparedness course to underpin nursing curriculum content in nursing education. The preparation and training of the faculty for disaster preparedness are important in nursing education.

Discussion: Disaster preparedness curriculum is needed in Macao which follow The WHO and ICN Framework of Disaster Nursing Competencies. The simulations of disaster scenarios such as typhoon, earthquake should be involved into the programme. More, the disaster preparedness programme should include the regulations, actions, and contingency plans to disaster in Macao.

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Brand Mascots Taxonomy

Purpose

The purpose of this paper is to present a Brand mascots taxonomy based on literature review related to this topic. The literature review systematized the studies of two research domains: brand and design, which allowed a more comprehensive classification of brand mascots.

Design/ Methodology/ Approach

Regarding the taxonomy, the study was carried out based on secondary data, which allowed to define mascot's types. After the mas ot's taxonomy definition it was tried to identify business examples that reinforced the nature of the mascot's classification. Several examples have been identified for each type of mascot, either in childrens brand signs or adult.

Findings

The study identified a key first classification of mascots: people-based mascots and mascots based on the object's antropormofism. The taxionomy defined 5 types of mascots, with distinct characteristics, and that should be used as distinct brand signs, its nature has different impacts on the consumer response.

Limitations

The defined taxonomy results from an interpretation of the authors, based on the literature review of the brand and the design area. This taxionomy may not cover all types of mascots in the business domain. it would be important to complement the study with a primary survey both with the brand managers and with the final consumer, kids anda adults.

Originality

The originality of the study results from his proposal of mascot's classification, something that until then has not been defined neither in the Brand literature nor in the graphic design studies.

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An Empirical Study of Consumer Brand Advocacy in the Digital Community Environment

Social media is widely used to build digital community to promote product and service brands. It is very important to examine how people's digital community engagement, customer experience, and online community motivation influence their online brand advocacy. In this study, we build a framework on how music consumers' consumption experience, consumer online engagement, and consumer online motivation influence their advocacy behavior. First, literature on music consumption, social network, and branding has been reviewed. Second, a framework on Consumer Brand Advocacy in the digital community environment has been proposed. Third, some measures for the key variables are developed and validated. Fourth, empirical data from two nation-wide surveys (about 1000 respondents each) are collected and the structural equations modeling approach and multivariate statistical methods have been used to test our model. Fifth, the hypotheses drawn from the framework are confirmed and the theoretical and managerial implications are discussed. Finally, the limitations of the research and future research are indicated.

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The Importance of the Socratic Debate in the Academic Education. The Case of the University of Trento

Debate has always been considered as a fundamental tool for developing knowledge and skills (curricular and extracurricular), as well as to represent a good way to educate into democratic coexistence and civic participation. This is because, since it embodies a sort of training strategy that “de-structures” and reassembles the traditional setting of a learners community in an innovative and participatory way, it builds a sort of "upside-down class" in which students are called to cooperate in order to manage access to different sources of information and to deal with them in a way that helps them to construct persuasive arguments and hypothesize counter-argumentations. In this sense, therefore, professors are called to assume a new role, leading but not directing students in this didactic experience.

Today, however, in Western societies the public debate seems to have in many ways deteriorated: the logic and the argumentative strategies are often designed or performed in a way that enables a delegitimization of the other party and a demotion of logical and argumentative tools into manipulative forms of persuasion, not immune to violent outcomes, as it is particularly evident in the daily use of social media (e.g. in hate speeches). In this context of post-democracy, it is a valuable tool for the formation of the new democratic citizens, as people willing to participate in a critical way, open to dialogue and confrontation, and so to non-violent interaction. Moreover, it is to be considered that, in the academic field, the practice of debate may lead to the development of ever greater integrity and ethics of scientific research which, today, seem to be undermined by monologist practices not based on a healthy professional relationship among peer.

The main purpose of this work is, therefore, to show how the introduction of this form of educational approach marked by the debate on university students can lead them to some indisputable academic and social benefits. In this regard, during the course of the presentation, the various steps undertaken in the last sixteen months by the University of Trento's strategic project called "NSF -Nuove Strategie per la Formazione" ("NTS -New Training Strategies") are presented. For this reason, after a short introduction regarding the idea of Socratic debate, the approach to the debate (academic and non-academic) followed by some volunteer

students of the University of Trento will be presented. A path that, as will be explained, despite having started in a top-down manner has subsequently developed to the establishment of a real student association open to citizens.

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It's all about Entertainment: The Rise of Celebrity Political Brand Equity in Italy from a Young Voter Perspective

Celebrity branding has been described as a strategy designed to utilize an individual's existing reputation and high levels of awareness to promote products, services and initiatives. Indeed, celebrity personalities often make a transition from one profession to politics and this is well documented. For example celebrity personalities such as Arnold Schwarzenegger [Austrian-US actor], Anna Soubry [UK journalist] and Donald Trump [US businessman-television presenter] have seamlessly made the transition into politics using their familiarity, experience and personal characteristics. Nevertheless, there are many typologies of political brands such as political parties, politicians, governments, and campaign groups. Further, there are explicit calls for further research on different typologies of political brands predominantly from a citizen-voter standpoint. In order to examine celebrity political brands the concept of brand equity will serve as a theoretical lens.

Brand equity can be conceptualized as the value ascribed to brands. The value is reflected in imagery, experiences, and expectations consumers associate with brands. If consumers identify consistent perceptions and associations projected by the brand and reveal favorable expectations, experiences which are clearly differentiated from competitors this translates into positive-strong brand equity. One framework that has received some attention is the *customer based brand equity* framework (Keller 1993). This framework is structured via five dimensions such as *identity-saliency, imagery-performance, rational-emotive responses* and *relationships-resonance*. Despite widespread acclaim and limitations of brand equity, there appears to be a paucity of research devoted to *customer based brand equity* of political brands. Therefore, *customer based brand equity* will serve as a framework to explore the imagery, experiences, and expectations consumers ascribe to celebrity political brands. In order to contextualise this study, this project will focus on two leading Italian political brands: Matteo Salvini (Lega Nord Party Leader - Deputy Prime Minister of Italy and Di Maio Luigi (Five Star Movement Party Leader - Deputy Prime Minister of Italy). Furthermore, both politicians position themselves as ‘celebrities-entertainers’. Therefore, this study will:

- *Explore political brand equity of Italian political brands*
- *Investigate how Italian political brands are positioned by entertainment and celebrity status*
- *Assess the transfer potential of the customer based brand equity as a mechanism to understand the rise of celebrity political brands*

This study adopts a qualitative approach using focus groups combined with qualitative projective techniques. Focus groups will be conducted before June 2019. Young Italian voters aged 18-24 years will form the sample as both political parties - Lega Nord Party and the Five Star Movement target young voters 18-24 years. The findings will be analysed/transcribed by the researcher adhering to the rigorous process of thematic inquiry. The findings will advance research in political branding by exploring the rise of celebrity political brands with the support of customer based brand equity and assess its applicability as an operational tool. This study will also have implications for practice as political actors such as politicians, candidates, parties and groups will be able to utilize this research as a guide of how to investigate and manage celebrity political brand equity and make refinements/improvements if required.

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Determinants of Developing Strong Personal Branding: An Exploratory Study with Turkish University Millennials

Recently, the concept of branding has been extended to include personal brands and branding. This paper investigates the student brand as it refers to the totality of attributes, serving as brand associations of student brand that translate to high employability and attractiveness to potential employers in highly competitive job markets. Specifically, this exploratory study intent to identify the criteria or attributes that are perceived as important for creating student brand up on graduation, as well as to determine how students they evaluate their performance on each criterion in order to determine existence of any difference (gaps) between perceptions and performance regarding these attributes. Based on 828 surveys, results show that while students perceive self-motivation, interpersonal skills, being self-confident, having strong work ethic, verbal communication skills and discipline as the most important top six attributes, they perceive that evaluation of their performance was below on each of these top six attributes. Study also found that female students attach significantly higher importance and higher evaluation of their performance to the first five attributes than male students do. The study discusses the implications regarding for identifying the attributes (brand associations) important, and deficiencies for creating a strong student personal brand, as well as limitations of the study.

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Assessing the Potential for Local Development in a Peripheral Region. Case Study: The Lower Danube Region

During the 20th century, the Danube Valley Region has been radically changed in terms of economic base and function, from the agricultural outlet in the first half of the century to the manufacturing belt in the second half and the on-going redefinition of the regional economy. The Danube Valley is placed in a particular regional context characterized by the peripheral geographical location and constrained economic performance; the agricultural legacy of the region and the high level of rurality; the scale of urbanization with small and medium-sized towns subject to successive rounds of disinvestments. The population of almost 2 million inhabitants is set in a continuous belt of settlements with a share of the urban ones of about two thirds. As a result of profound socio-economic changes caused by the transition from the centralized economy to the market economy, the economic restructuring and deindustrialization, by intensifying internal and external migration flows, the demographic decline affected 90% of both the rural and urban settlements. The decline in birth rates and the transformation of local economies with negative effects on the labor market added to the inherited demographic characteristics related to population aging, the mortality rate above the national average, the outmigration to the large urban centers in the neighborhood that exert gravitational pull over the Danube Region. The economic performance is often constrained by underdeveloped economic structures, a dependence on relatively small regional and local markets and the absence of efficient communication links to the national „core” and other peripheral urban centers. Additionally, the agricultural legacy of the region and consequently the high level of rurality alongside the proximity to dynamic large cities outside the region has led to underdevelopment, out migration, poor human capital, low incomes, rising unemployment combined with “survival” self-employment, and eventually to poverty. Since rurality is closely associated with underdevelopment, the Danube towns are deprived of development opportunities due to the laggard socio-economic context of the region. The paper is aiming to assess the potential for local development of 238 communes and 28 towns of various demographic scale and economic performance. Using statistical measures and GIS tools, the analysis focuses on identifying the patterns of concentration in terms of economic activity and population, the territorial connectivity and the networks of cooperation. The findings help designing the local development policy aiming to overcome differences in density, the

distance and the divisions which strain the socio-economic growth of the region within the framework of the EU Strategy of the Danube.

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The Impact of Product Placement on Branding in Online Video Game Streaming: An Eye-Tracking Study

Videogame streaming platforms such as *Twitch* combining video games and social media, are gaining popularity and introducing new business models specific to social commerce (s-commerce); from 2014 to 2017 this industry has grown from 192 to 355 billion viewing minutes per year. Streaming platforms offer an attractive touch point for brands targeting millennials who are moving away from television (Nielsen, 2017). In marketing research, the positive effect of product placement on brand recall and recognition has been widely demonstrated in traditional media such as film or television (Gregorio & Sung, 2010; Stern & Russell, 2004; Lehu, 2005), or video games (Glass, 2007; Hang, 2014; Lee & Faber, 2007). However, despite this consumer hype around live streaming of video games on *Twitch*, in which product placement is ubiquitous and is the main source of revenue for streamers (Hamilton et al., 2014), few studies have been conducted to measure the effectiveness of brand placement on consumer behavior in this emergent type of participative platform. Leveraging theoretical frameworks taken from marketing and the computer-human interaction field, this study aims to better understand the impact of a peripheral and small-sized product placements on brands in this new form of social media environment. The method uses direct eye tracking measures of attention, and reported measures for awareness, attitude and purchase intention for the brand. Designed to be representative of *Twitch* content, a video was made of a professional gamer's streaming session playing the game *Hearthstone*. As part of an experimental design using a mini tablet as mobile device, the video was randomly presented in two versions (with / without product placement) to 40 subjects who then answered a questionnaire. The experiment was conducted in a laboratory to limit the influence of external variables and thus maximize the internal validity of the research. The results demonstrate that product placement, even when peripheral and small in size in proportion to the scene setting, captures the attention of video game streaming viewers. Furthermore, that attention to brand placement positively affects brand recall and recognition, which in turn positively influence attitude towards the brand. Extending theoretical understanding of product placement to the unique and increasingly important media context that streaming now represents, this empirical study validates existing brand placement tactics used in such s-commerce streaming platforms. In addition, the use of eye tracking enables direct measurement of the attention paid to product placement; attention is often neglected in studies examining the effect of brand placement. Eye tracking measures thus validate the key role of attention on brand recall and recognition. From a streamer's perspective, this study shows that they can influence their audience using brand placement. From a strategic branding perspective, this research offers marketing managers relevant suggestions for monetizing and exerting influence in this sector which is especially popular with young people.

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Transitions from Education to Work and non-Work in Saudi Arabia

Saudi Arabia rarely features in any field of English language youth studies. This is despite the availability of considerable official data in English language on young people's education, employment, and links between them, routinely analysed by gender, province and nationality. However, this evidence has never been analysed using the 'transition paradigm' that has been developed and is now favoured in Western studies of youth education and employment. This paper reports a small-scale interview study among 23 Saudis all aged 25-35 which was designed to fill gaps and enable typical life stage transitions to be identified. The paper describes and justifies the research methods, sketches the Saudi context, then gives examples of the youth transitions that became normal during the latter decades of the 20th century. We then sketch the changed Saudi Arabia context of the 21st century, and give examples of 'difficult transitions' which, we suggest, will become more common. The paper continues with a discussion of how Saudi youth will respond to their new circumstances, concludes that the 'transition paradigm' can be applied and works well in an Arabic and Islamic context, and makes proposals for further research.

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Counterfeit Branded Luxury Goods: Consumers Differences Perceptions between New and Old Luxury Brands

The preference of counterfeit versions of luxury brands is a growing phenomenon. A growing body of research has been directed toward understanding consumers' responses to counterfeits. This research intend to study if there are differences in the choice of counterfeit luxury brands among consumers who have different preferences, between what they consider New or Old Luxury brands. The research examines the influence of choice of new or old luxury brand, age, brand love and consumer-based brand authenticity on consumer choice of buy counterfeit luxury brands. The data collection was done through a structured questionnaire held in the two major metropolitan areas of Portugal – Porto and Lisbon. To measured brand love, we used the short scale of Bagozzi et al. (2017) with six items and to measure consumer-based brand authenticity, we used four items of the Ilici & Webster (2014). We used confirmatory factor analysis and logit regression to analyze data collected for new and old luxury brands. The main findings suggest that, for Portuguese consumers, the probability of buying luxury counterfeit brands increases 27.7% if the respondent prefer new luxury brands, increases 70.7% if the respondent is oldest and increases 105.7% if the respondent perceived the luxury brand as an authentic luxury brand. By other hand, the probability of buying luxury counterfeit luxury brands decrease 29.2% when consumers love luxury brands. This research is important to the development of the brand management of luxury brands because it was proved that a strong relationship with the consumers decrease the probability of buying counterfeit luxury brands. By other hand, taking into account the previous studies, this research fulfill a gap in the literature by investigating the effect of consumer perception on what is new or old luxury in counterfeiting.

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Open Innovation, Absorptive Capacity, and Performance in Australian Biotech SMEs

The Australian biotech industry is mostly made up of SMEs and although the industry is innovative with a growing industry value, the role of absorptive capacity and importance of open innovation is undefined. This exploratory empirical study investigates the relationships between absorptive capacity, open innovation, and performance in Australian biotech SMEs. Absorptive capacity is viewed from a dynamic capability and multi-dimensional perspectives. Multiple regression analyses were carried out on survey data obtained from 58 biotechnology SMEs to test relationships between absorptive capacity, open innovation, and performance in the presence of organizational influences (firm size, age, type, biopharma sector). Regression findings indicate that *formal* open innovation engagement - comprising of joint-R&D, joint-commercialization, in-licensing, and out-licensing activities - is significantly negative-related with all three performance measures examined respectively – sales growth, profits growth, and combined performance (sales, profits growth), and these findings are influenced by absorptive capacity which is significantly positive-related with the same performance measures. Subsequently, the findings are influenced when firm age increases and when a firm is independent and not a subsidiary of a larger parent corporation. Also, the findings show that absorptive capacity is significantly positive-related with open innovation, but the opposite is not significantly positive. Our findings contribute to the open innovation, absorptive capacity, and exploration and exploitation literatures by providing new insight on the multi-dimensional nature, impact, and relationship of the study constructs on Australian biotech SMEs. Thus, these firms should avoid engagement in formal open innovation activities and engage in *informal* open innovation activities such as knowledge sourcing strategies instead to leverage their absorptive capacity for performance outcomes. Also, limitations of the study and avenues for future research are addressed.

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Precarity in Women Entrepreneurship in Regional Context of Czech Republic

The paper focuses on the specifics of women entrepreneurship in the regions of the Czech Republic from the perspective of their own reflection of entrepreneurship in the context of the Czech labour market. As an analytical framework, we use intersectionality to refer the intersecting of different axes od disadvantages (eg gender, age or education) and the theory of precarity that defines the areas of entrepreneurship which precarity may influence. We focus on personal perception of precarity, using qualitative methods, ie problem-oriented interviews and focus groups. The analysis of qualitative data enables to examine the motivation to start entrepreneurship for women in different life situations (graduates, women after/during parental leave, women in pre-retirement age) considering to the specifics of employment in the regional environment. The paper deals with the individual choices of women entrepreneurs in the connection with the structural characteristics of entrepreneurship, eg regional specifics and legislative framework of entrepreneurship in the Czech Republic. Within this paper the motives for entering to the entrepreneurship, the choices of branches of entrepreneurship and the financial aspects of entrepreneurship will be discussed. We will reveal how much the legislation, working, structural and regional conditions of the Czech labour market affect to the work strategies of women who decide to do business in the Czech Republic.

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Academic Entrepreneurship and Edupreneurship within Entrepreneurial Ecosystem: Thematic Review of the Literature

Purpose – There is a vast amount of literature focused on entrepreneurial ecosystems. However, it is disintegrated in terms of understanding the influencing parameters within its components. The purpose of this study is to review and consolidate the literature by adopting a 'funnel-approach'. This is done by considering Mazzarol's model of Entrepreneurial Ecosystem - derived from the work of Isenberg, narrowing down to two components - Universities as Catalysts and Education & Training. The ultimate focus on this study are the two ends of these components – Academic Entrepreneurship & Edupreneurship.

Design/Methodology/Approach – This work adopts thematic literature review approach and includes studies that are covered in journals, white papers and text books. Data is collected from secondary sources - key search engines such as Scopus, Elsevier, Taylor & Francis and Google Scholar.

Findings – Over 50 research articles, papers and books were perused in the process of drafting this thematic review. It is found that the published literature covers the concept of Academic Entrepreneurship, independently, to a large extent. However, there is limited literature on Edupreneurship. Moreover, a gap was noticed in the literature about investigating the reason (s) or the influencing factors which result in faculty, students, professionals or entrepreneurs pursuing and continuing the path of either Academic Entrepreneurship or Edupreneurship.

Research Limitations/Implications – This work intends to give rise to a new avenue for both empirical and conceptual research by highlighting the role of Edupreneurship and Academic Entrepreneurship as vital contributing elements for the growth and sustainability of entrepreneurial ecosystem. Future investigations can assess the degree of impact these two elements have on the ecosystem. Also, more comprehensive studies could be carried out to evaluate the impact of elements on ecosystems based in different geographic locations.

Practical Implications – The role of Edupreneurship and Academic Entrepreneurship in an entrepreneurial ecosystem gives the much-needed impetus for stronger and effective collaboration among governmental agencies, private investors, consultants and educators.

Social Implications – Unemployment has been on a rise in many countries across the world. With effective regulatory framework and optimal financial & infrastructural support, Edupreneurship and Academic Entrepreneurship would assuage, to an extent, the problem of unemployment.

Originality/Value – This work bears the novelty of integrating the two elements – Edupreneurship and Academic Entrepreneurship through two components of the Entrepreneurial Ecosystem.

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Foreign Direct Investment Decisions and Financial Market Performances

We have selected data from MNE executives, asking them to answer questions related to cross border investments, based on their experiences and Foreign Direct Investment (FDI) expertise.

Our goal is to answer the degree upon which FDI decisions of the International companies are related to the uncertainty indicated by the stock market risk and volatility.

Countries in the study include many European countries (UK, Belgium, Germany, Italy, Romania) along with China, India, Mexico, and Canada.

The industries surveyed are: Manufacturing, Healthcare, and Consumer Packaged Goods.

We have gathered the data and we are in the process of further analyzing them. We are also planning to complete the rest of the interviews during April and May and then finalize our conclusions.

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Branding and Consumer Touchpoints

An organisation may well have developed a strong brand, yet when things go wrong at critical points in the customer journey, and the brand fails to respond in an appropriate way, the brand's equity is at stake. This paper explores brand response to consumers in the furniture industry, in particular, the case of UK brand Sofology. Sofology constructed their brand on differentiation around the customer experience. Their stores offer one of the most advanced omnichannel platforms in UK retail, and in-store, 'sofologists' take customers through the vast space which oozes style, colour, comfort and room plan. The physical encounter with the brand activates the consumer on both sensory and emotional levels, and together with the suave sales process, consumers tend to leave as vocal Sofology advocates. Following their store visit, customers are encouraged to provide feedback on Trustpilot, and the brand trades on its many five-star ratings.

An analysis of TrustPilot reviews reveal that 88 percent of 81,693 reviews rate Sofology as *excellent* (5 stars), five percent as *great*, one percent each for *average* and *poor* and five percent as *bad* (1-star). However, further analysis of 200 reviews in each of the two extreme categories show an alarming trend: the 5-star reviews tend to be based on the store experience and includes many consumers who were browsing and not purchasing. The average 5-star review consists of 22 words, and 1-star reviews on the post-purchase experience an average of 175 words. The longest 1-star review in the sample consists of 1,249 words.

Keller's Customer-Based Brand Equity (CBBE) model aims to assist management in their brand-building creation. Based on Keller's (2001) blue-print to building strong brands, for many, Sofology stumbles at the second step, namely brand performance. Prominent TV advertising campaigns – one featuring American actor, Owen Wilson, and reality TV show *Gogglebox* sponsorship attract consumers, yet at the crucial touchpoint when the brand enters the home, the brand fails to perform. Although the CBBE model places the consumer at the centre, when things go wrong, the various steps taken by the organisation in building its brand become irrelevant. Especially when the consumer has to spend time and cognitive effort to sort out issues or worry about whether the brand will deliver on its promises.

The framework approaches customer-based brand equity from the brand's perspective and fails to consider the consumer experience at critical touchpoints, which often include third party service suppliers. Crucial in these experiences are how the brand performs at the touchpoint, or place where contact experiences are linked to the brand, and communication – where focus should be more on informing, answering and listening than on persuasion. This paper aims to extend the CBBE framework to incorporate both consumer touchpoints and relationship communication.

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Adopt the Spokescharacter Intercepted or Integrated? The Role of Perceived Visual Interactivity in Designing the Launcher Icon of Applications

Prior research demonstrates that it is crucial for firm to interact with a consumer by websites which are often the first, and sometimes the only way (Lowry, et al., 2014). However, in recent years, the increasing number of smartphone subscribers has driven the usage of mobile application software for mobile devices, commonly referred to as mobile"apps" (Hsu, et al., 2015). In addition, recent industry trends suggest that in attempts to find distinctive strategies, many managers turn to the tactic of anthropomorphizing their brands (i.e., imbuing brands with humanlike features; Aggarwal and McGill, 2012). There are many firms applying their spokescharacters to design their launcher icons and capitalize two models of spokescharacter composition. For example, the Tmall app (an online professional and integrated shopping platform covers clothes, bags, cosmetics and other major categories) adopts the intercepted spokescharacter to design the launcher icon. On the contrary, the launcher icon of Jingdong app (an online professional and omnibus shopping mall covers 13 categories including household appliances, mobile phones, computers, beauty makeup, personal care, food and tourism and other major categories) adopts the integrated spokescharacter. Hence, we want to explore whether designing the launcher icons with the intercepted or integrated spokescharacter on the smartphone terminal have a different impact on consumers' perception of the enterprise.

While many companies tend to enhance consumer's evaluation by employing their spokescharacters in mobile application, little is known about the impact of the model of spokescharacter composition in designing the launcher icons of apps. According to gestalt psychology, choosing the intercepted spokescharacter to design a launcher icon that would attract users' attention and might influence brand attitudes. Three studies show that the composition of spokescharacters influences brand evaluations. The first study suggests that users prefer the brand that the launcher icon designed spokescharacters intercepted (vs. integrated). The second study explores the underlying mechanism of the effect. Our results demonstrate that brands utilizing intercepted (vs. integrated) spokescharacters causes more perceived visual interaction for users in designing launcher icons. The third study assesses the moderating role of brand power. As a result, when brand power is high, users are more likely to evaluate the brand launcher icons with intercepted (vs. integrated) spokescharacter favorably. People usually have a need for power. When brand power is high, consumers might be motivated to persue power and they are more willing to interact with brands, which enchances the perceived visual interactivity and bring more positive attitudes when they face the intercepted spokescharacter icons.

This study enriches both gestalt psychology and anthropomorphism theory. The findings suggest that, in the launcher icons, the powerful brands designing the spokescharacter intercepted elicit higher perceived viausl interactivity than the less powerful brands designing the spokescharacter integrated. The perceived viausl interactivity plays an important role in exploring the underlying mechanism of both theories. The findings also have important implications for firms to capitalize the composition of spokescharacters to advertise its brand power or service. The results may provide further insights into spokescharacter marketing strategies.

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Authenticity in Online Brand Community: Antecedents and Consequences

Purpose

Online brand community (OBC) authenticity means a real existence in OBC. Based on the concept of brand authenticity, OBC authenticity was approached as a second-order construct with four first-order factors: continuity, credibility, integrity, and symbolism. The purpose of this study is to investigate the antecedents and consequences of OBC authenticity. Specifically, we seek to answer how interactions among OBC members drive OBC authenticity, and how OBC authenticity influences brand engagement.

Design/Methodology/Approach

The relationships among OBC interactions, OBC authenticity, and brand engagement were hypothesized. Quantitative data were collected from an online survey of 524 OBC members, most of whom are online forum users of major mobile phone brands in China. Employing the software of SmartPLS, Structural equation modelling was used to evaluate the fit of the data with the proposed model.

Findings

The findings indicate that both information interaction and social interaction enhance OBC authenticity. The effect of information interaction on OBC authenticity is positively moderated by trust propensity. OBC authenticity has a positive and strong effect on brand engagement.

Research Implications/Limitations

This research extends the authenticity theory to a brand community context. The findings in this study have important implications to brand relationship and brand community research.

This study provides strategic guidelines to develop brand communities and to stimulate brand engagement. Managers must simultaneously consider

both information interaction and social interaction in order to enhance members' authentic experience.

In order to measure OBC authenticity accurately, the specialized scale of OBC authenticity should be developed in the future.

Originality/Value

This study contributes to the literature by developing a new construct which is OBC authenticity. We have identified two types of interactions in online brand communities as important sources of OBC authenticity. We have also identified boundary conditions of these effects by drawing from the concept of trust propensity. Furthermore, we pointed out OBC authenticity can lead to brand engagement.