

## ROYAL BANK INTERNATIONAL RESEARCH SEMINAR

MONTREAL, SEPTEMBER 26-28, 2019 JOHN MOLSON SCHOOL OF BUSINESS, CONCORDIA UNIVERSITY

**THURSDAY, SEPTEMBER 26, 2019** | 450 Guy Street, 2<sup>nd</sup> floor, MB 2.130  
REGISTRATION AND WELCOMING RECEPTION: 5:30 – 7:30 P.M.

**FRIDAY, SEPTEMBER 27, 2019** | 450 Guy Street, 14<sup>th</sup> floor, MB 14.250  
REGISTRATION: 8 – 9 A.M.

### PLEANARY SESSION I: 8 – 9 A.M.

Chair: Michel Laroche, Concordia University, Canada  
Guest Speaker: Kelley Main, University of Manitoba, Canada  
*The Dandelion Effect: When identity, culture and technology intersect*

### NEW FORMS OF INTERCONNECTIONS: 9 – 10:30 A.M.

Chair: Anna Margulis, Université du Québec en Outaouais, Canada

*Perceived value, trust, and engagement of Japanese online consumers in a secondary e-commerce marketplace*

Emi Moriuchi (Rochester Institute of Technology, U.S.A.)

Ikuo Takahashi (Keio University, Japan)

*A two dimensional model for classifying sharing economy participants: Implications for individualist versus collectivist cultural values*

Mohammad Reza Habibi (California State University, Fullerton, U.S.A.)

Michel Laroche (Concordia University, Canada)

*A cross-cultural study of smartphone nomophobia among Brazilian, Chinese, French, and U.S. Gen Z: The role of materialism*

Elodie Gentina (IÉSEG School of Management, France)

Virginie Maille (Kedge Business School, France)

Zhen Li (Texas Woman's University, U.S.A.)

**COFFEE BREAK: 10:30 – 11 A.M.** | 14<sup>th</sup> floor, MB 14.250

### NEW RESEARCH ON DIGITAL MEDIA: 11 A.M. – 12:30 P.M.

Chair: Thomas F. Stafford, Louisiana State University, U.S.A.

*Exploring gifting behavior on digital media: The moderator of mianzi*

Jung-Kuei Hsieh (National Taipei University, Taiwan)

Werner H. Kunz (University of Massachusetts Boston, U.S.A.)

Ai-Yun Wu (National Taipei University, Taiwan)

*When do ethnic minority consumers shop online? Understanding the role of individual characteristics and culture contact on online shopping adoption*

Ewelina Lacka (University of Edinburgh, U.K.)

Michael D. Williams (Swansea University, U.K.)

*Social media in Southeast Asia: Qualitative guidance for insights and decisions related to Facebook and Instagram use*

Thomas F. Stafford (Louisiana Tech University, U.S.A.)

Bao Duong (Louisiana Tech University, U.S.A.)



**JOHN MOLSON**  
SCHOOL OF BUSINESS

**LUNCH: 12:30 – 2 P.M.** 15<sup>th</sup> floor, MB 15.101

**APPLICATIONS OF NEW INFORMATION TECHNOLOGIES: 2 – 3:30 P.M.**

Chair: Kelley Main, University of Manitoba, Canada

*Proximity marketing in the banking industry: Using theory to improve customer experience*

Anna Margulis (Université du Québec en Outaouais, Canada)  
Harold Boeck (Université du Québec à Montréal, Canada)  
Michel Laroche (Concordia University, Canada)

*E-service quality, customer satisfaction and loyalty: Exploring the role of self-brand connections in Islamic banking in Indonesia*

Ahmad Jamal (Cardiff University, U.K.)  
Savira Ansory (Cardiff University, U.K.)

*The impact of online review variance of new products on consumer behavior*

Yuanyuan Wu (Jiangnan University, China)  
Lefa Teng (Jiangnan University, China)  
Qin Zhou (Jiangnan University, China)  
Chenxin Xie (Jiangnan University, China)  
Hui Zhang (Jiangnan University, China)

**COFFEE BREAK: 3:30 – 4 P.M.** 14<sup>th</sup> floor, MB 14.250

**CULTURAL INTERCONNECTIONS ISSUES: 4 – 5:30 P.M.**

Chair: Mark Cleveland, University of Western Ontario, Canada

*'Anti-globalscapes': Mapping the terrain of consumers' backlashes towards aspects of globalization*

Mark Cleveland (University of Western Ontario, Canada)  
Georgia McCutcheon (University of Western Ontario, Canada)

*The impact of online versus offline acculturation on purchase intentions*

Hatice Kizgin (University of Bradford, U.K.)  
Ahmad Jamal (Cardiff University, U.K.)  
Nripendra Rana (University of Bradford, U.K.)  
Yogesh Dwivedi (Swansea University, U.K.)

*Cultural priming and the malleable self: Differences between ethnic minority and majority consumers*

Boris Bartikowski (Kedge Business School, France)  
Marie-Odile Richard (State University of New York Polytechnic Institute, U.S.A.)  
Heribert Gierl (University of Augsburg, Germany)

**RECEPTION: 5:30 – 7:30 P.M.** 1450 Guy Street, 2<sup>nd</sup> floor, MB 2.130

**SATURDAY, SEPTEMBER 28, 2019** 1450 Guy Street, 14<sup>th</sup> floor, MB 14.250  
**REGISTRATION: 8 – 9 A.M.**

**INTERCONNECTING THROUGH COMMUNICATIONS: 8:30 – 10 A.M.**

Chair: Zhiyong Yang, University of North Carolina-Greensboro, U.S.A.

*Global connections: A cross-national content analysis of place-based brand iconicity in advertising*

Nicolas Papadopoulos (Carleton University, Canada)

*Effects of company reputation-related social media competence on psychological contracting*

Vignesh Yoganathan (University of Bradford, U.K.)  
Victoria-Sophie Osburg (Sheffield University, U.K.)  
Boris Bartikowski (Kedge Business School, France)

*A meta-analytic investigation into the relationship between anthropomorphism and consumers' responses: Cross-cultural effects and boundary conditions*

Franklin Velasco Vizcaíno (Universidad San Francisco de Quito, Ecuador)  
Zhiyong Yang (University of North Carolina at Greensboro, U.S.A.)  
Narayanan Janakiraman (University of Texas at Arlington, U.S.A.)

**COFFEE BREAK: 10 – 10:30 A.M.** 14<sup>th</sup> floor, MB 14.250

**INTERCONNECTED RESEARCH POT-POURRI: 10:30AM -12:00PM**

Chair: Boris Bartikowski, Kedge Business School, France

*Dig deeper with deep learning: Consumer review content*

Shimi Naurin Ahmad (Morgan State University, U.S.A.)  
Michel Laroche (Concordia University, Canada)

*The effects of uppercase vs. lowercase letters on consumers' perceptions*

Lefa Teng (Jiangnan University, China)  
Fan Wang (Jiangnan University, China)  
Yuanyuan Wu (Jiangnan University, China)  
Tianjiao Liu (Jiangnan University, China)

*Framing death primes in marketing communications: Cross-cultural differences in ad response*

Heejung Park (University of Wyoming, U.S.A.)  
Elizabeth A. Minton (University of Wyoming, U.S.A.)  
Nathalie Spielmann (Neoma Business School, France)

**LUNCH: 12 – 2 P.M.** 15<sup>th</sup> floor, MB 15.101

**RESEARCH ON IDENTITY: 2 – 3:30 P.M.**

Chair: Chun Zhang, University of Dayton, U.S.A.

*How religious minority groups engage in diasporic and dominant consumption rituals: The case of British Muslims participating in Eid and Christmas in the U.K.*

Amna Khan (Manchester Metropolitan University, U.K.)  
Theeranuch Pusaksrikit (Thai Chamber of Commerce, Thailand)  
Rebecca Abushena (Manchester Metropolitan University, U.K.)

*To market or not brand heritage identity: An international study of family-owned wineries*

Nathalie Spielmann (NEOMA Business School, France)  
Allan Discua Cruz (Lancaster University, U.K.)  
Beverly B. Tyler (North Carolina State University, U.S.A.)  
Daniele Cerrato (Università Cattolica del Sacro Cuore, Italy)  
Karin Beukel (University of Copenhagen, Denmark)  
Brooke Lahneman (Simon Fraser University, Canada)

*Antrepreneurship and transmodernity*

Esi Abbam Elliot (Midwestern State University, U.S.A.)  
Carmina Cavazos (University of Hartford, U.S.A.)  
Ahmad Jamal (Cardiff University, U.K.)

**COFFEE BREAK: 3:30 – 4:00 P.M.** 14<sup>th</sup> floor, MB 14.250

**NEW RESEARCH FRONTIERS : 4 – 5 P.M.**

Co-chairs: Michel Laroche, Concordia University, Canada  
Boris Bartikowski, Kedge Business School, France  
Hatice Kizgin, University of Bradford, U.K.