

Conference Schedule

12th November 2013

- 14.00 - 16.30 Doctoral workshop *MU Building 5th Floor Room 503*
Professor Russell Belk
Topic "Qualitative and Visual Consumer Market Research"
- 15.00 - 15.30 Break
- 16.00 - 18.00 Conference pre-registration

13th November 2013

- 08.00 - 09.00 Registration
- 09.00 - 09.15 Conference Announcements
- 09.15 - 10.15 First plenary session *MU Building 5th Floor Room 503*
Professor George P. Moschis
Topic "Do you know how old you are? How your body and soul reveal your real age?"
- 10.15 - 10.45 Break
- 10.45 - 11.45 Second Plenary session *MU Building 5th Floor Room 503*
Professor Russell Belk
Topic "Extended Self in a Digital World"
- 12.00 - 13.30 Lunch
- 13.30 - 15.00 Parallel sessions #1

Consumer Behavior #1 *5th Floor Room 501*

Relationship between the Context of a Purchase and the Consumer's Information-Seeking Behavior based on Computational Neuroscience
Shigemitsu, Morokami

Linking service characteristics and customer characteristics to customer satisfaction
Satoko Suzuki, Kosuke Tahemura, Ken Fujiwara

Conceptualising Persuasive Messages Using Elaboration Likelihood Model in a Social Media Perspective
Shasha Teng, Kok Wei Khong

Examining the antecedents of Trust in Social Media Network in Malaysia
Kok Wei Khong, Ngozi Celestina Omyemeh, Hao Suan Samuel Lee

Consumer Behavior #2 *5th Floor Room 502*

Materialism and Subjective Well-being: Causal Relationships and Third Variable Effect
Fon Sim, Ong, Andrew M. Baker, George P. Moschis, Teerapong Pinjisakikool

Transforming well-being through self-reliance: consumption as symbolic violence?
Benjamin Ellway

Diversifying over Ambiguity: How People Evaluate Multiple Uncertain Prospects
Dolchai La-ornual

What are the factors that can explain the resistance of Aging Consumers to use Technological Innovative Products and Services?
Jul Thanasrivanitchai, Randall Shannon

- 15.00 - 15.30 Break
- 15.30 - 17.00 Retail site visit (optional)
- 19.00 - 21.30 Official conference dinner
Ginger Centara Grand @ Central World

Conference Schedule

14th November 2013

09.00 - 10.30 Parallel sessions #2

Shopping and Tourism 5th Floor Room 501

The perceived image of New York, Tokyo, Paris and Sydney from Koreans perspectives: focusing on City Brand Personality
Suh Yong Gu, Hee Jung, Lee

Getting the click: A qualitative analysis of factors affecting the acceptance of click-able mobile display advertisements
Jeffrey Milidantri, Randall Shannon

Factors affecting Thai people's attitudes towards downloading digital music both legally and illegally
Ong-on Sahachairungrueng, Randall Shannon

Exploratory Research on Gender Differences in Shopping Behaviors, Shopping Satisfaction and Tourist Loyalty Intentions among International Tourists in the Floating Market: The Case Study of the Amphawa Floating Market
Chanin Yoopetch, Randall Shannon

Strategy and Analytics 5th Floor Room 502

Marketing Strategy for Import and Export Business: A Case of Kossu
Ionel Armean, Juho Känsälä, Riikka Viljanen, Henri Laitinen, Joni Ignatius and Supachart lamratanakul

Marketing Strategies Based on Consumer Behavior and Market Segmentation on Telecommunication In Tanzania.
Rhoda Daudi, Sasiwemon Sukhabot

Multi-Sample Analysis of the Flow Construct
Saeran Doh

Purchasing Intention and How it is Influenced by Perceived Risk of Radioactive Contamination: Using SEM and fMRI
Saeran Doh, Yul-Wan, Sung

10.30 - 10.45 Break

10.45 - 12.15 Sessions #3

Shopping and Ethical Issues 5th Floor Room 501

The Adoption of Online Shopping Among Thais: The Case of Fashion and Apparel
Pongboon Denpisal, Randall Shannon

Is animation good for offensive product advertising?
Pakakorn Rakrachakarn, George P. Moschis

The Moderating Role of Point-of-Purchase Sales Promotion on the Shopping Satisfaction of Fashion Apparel Shoppers
Jaratchwahn Jantararat, Randall Shannon

Toward sustainability marketing practices: antecedent environmental practice indexes and effect on green marketing practices of green industry firms
Angsaya Siepong

12.15 - 13.30 Lunch and end of conference