

Journal of
Retailing



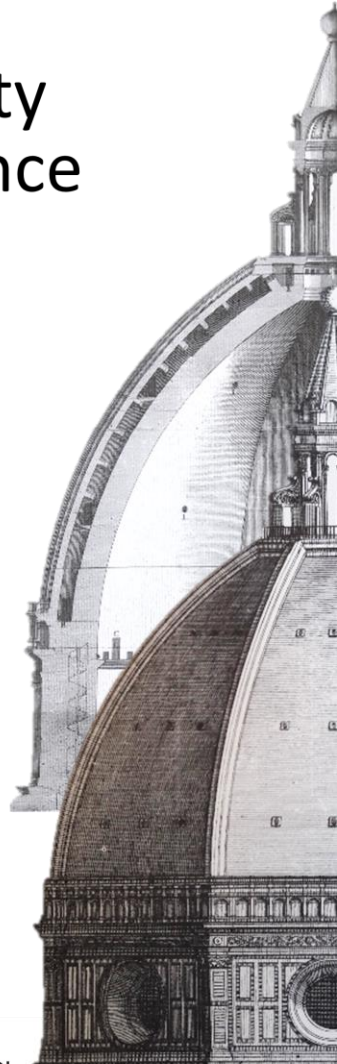
University
of Florence
June 6-8
2019

Thoughts Leaders'

Conference
on Privacy in
Marketing

*Hosted by University of Florence
Department of Economics and
Management*

DISEI
DIPARTIMENTO DI
SCIENZE PER L'ECONOMIA
E L'IMPRESA





WELCOME TO FLORENCE



WELCOME TO UNIFI-JR THOUGHT LEADERS' CONFERENCE 2019

The *Department of Economics and Management of the University of Florence* organized the **2019 Thought Leaders' Conference of Privacy in Marketing** in conjunction with the *Journal of Retailing* special issue on Privacy and Big Data in Retailing: Opportunities and Challenges, edited by **Robert W. Palmatier and Kelly D. Martin**.

The conference will be hosted at the prestigious **Conference Center of Opera di Santa Maria del Fiore**, located in the real heart of "Firenze", the world Renaissance capital. The Opera di Santa Maria del Fiore was founded by the Florentine Republic in 1296 to oversee construction of the new Cathedral, the Dome and its Bell tower. Today this institution is still actively engaged in the protection, promotion and enhancement of the religious, civic, cultural and historical functions of the monuments in its care.

Globally recognized scholars will present their leading-edge research in order to provide a comprehensive overview of **privacy in the retail environment**, with special emphasis on the customer-firm interface. You will have the opportunity to present your research or just listen and network; as conference participants, you will have the chance to experience the exclusive and warm hospitality that Florence offers.

The iconic pictures of the Cathedral Dome (**Cupola del Brunelleschi**) elected as the symbol of 2019 Thought Leaders' Conference of Privacy in Marketing metaphorically represents the relevance of privacy and its complexity. The Dome at a first glance seems a unique masterpiece of beauty and engineering but indeed it is composed of a double shell- two



Domes in one-the external “cupola” and the internal “cupola” interacting with each other across two different and diverse layers. You can understand the Dome by admiring it in privacy while comprehending its complex hidden structure. Similarly, you can discover only the real nature of customer-firm interface by analyzing both the explicit business and implicit privacy facets of their interactions.

We look forward to seeing you at the conference!

Gaetano Aiello, Raffaele Donvito, Robert Palmatier, and Francesca Sotgiu

Conference Co-Chairs

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MEET THE ORGANIZERS

CONFERENCE CO-CHAIRS



Gaetano Aiello
Professor of Marketing
University of Florence



Raffaele Donvito
Associate Professor of
Marketing
University of Florence



Robert W. Palmatier
Professor of Marketing
Foster School of Business
University of Washington



Francesca Sotgiu
Associate Professor of
Marketing
Vrije Universiteit Amsterdam

GUEST EDITORS SPECIAL ISSUE



Robert W. Palmatier
Professor of Marketing
Foster School of Business
University of Washington



Kelly Martin
Associate Professor of
Marketing
Colorado State University

SUPPORT



Diletta Acuti, PhD
Marketing Research Fellow
University of Florence



Laura Grazzini, PhD
Marketing Research Fellow
University of Florence



Valentina Mazzoli, PhD
Marketing Research Fellow
University of Florence



Virginia Vannucci, PhD
Marketing Research Fellow
University of Florence

CALL FOR PAPERS

Journal of Retailing

Call for papers for a Special Issue

Privacy and Big Data in Retailing: Opportunities and Challenges

Edited by Robert W. Palmatier and Kelly D. Martin

Growing numbers of retail companies are gathering massive amounts of customer information and using it in novel, if sometimes controversial, ways. Estimates suggest firms devote at least one-half of all “big data” and business analytics efforts toward better understanding existing and potential customers. While customers’ detailed personal information is focal to providing insights, to date, there is little conversation about customer privacy perspectives as they relate to innovative retail technologies. While some views suggest that customers may forfeit elements of their privacy in exchange for better products and services, counterarguments show that customers report unprecedented levels of privacy concern. Retailers’ mere access to customer information may heighten their feelings of vulnerability, and a recent Pew Survey found customers are worried their privacy will erode to the point of nonexistence.

The goal of the special issue is to provide a comprehensive overview of privacy in the retail environment, with special emphasis on the customer-firm interface. Collectively, we hope it will provide needed insights for how retailers can manage their customers’ privacy concerns, while simultaneously advancing marketing theory on privacy. Key themes include (1) articulating and understanding sources of privacy concern in the retail environment, (2) managing privacy threats for both retailers and customers, and (3) anticipating the future of privacy in the retail environment. Areas of interest

for the special issue might include, but are not limited to the following. A variety of perspectives and methodologies are both invited and welcomed.

- Retailer guidelines and protections for capturing customer information
- Pressing customer privacy concerns in both online and offline retail environments
- Existing retailer privacy deficiencies or customer disconnects
- Effects of retailer's "big data" efforts on consumer behaviors
- Privacy in the global retail landscape
- Novel retail technologies and unintended privacy consequences (e.g., geo-fencing/geo-conquesting, personalized recommendations, RFID and customer recognition)
- Customer defection and "off-the-grid" privacy behaviors
- Privacy as key differentiator or strategy in the retail environment
- Real-time customer-retailer privacy mitigation opportunities
- The role of social media or social buying behavior and privacy
- Pricing, promotions, inventory management, and other marketing actions that raise privacy concerns
- Retailers-customer privacy evolution over time
- Customer information as revenue source
- Effective recovery from privacy failures
- The retail environment given greater privacy limits or restrictions

Papers targeting the special issue should be submitted through the Journal of Retailing (JR) submission system and will undergo a similar review process as regularly submitted papers. Submissions for the special issue will begin on February 1, 2019, with the final deadline for submissions being July 15, 2019.

In addition to the special issue, there also will be a Thought Leaders' conference on Privacy in Marketing, to be held on June 6-8, 2019 In Florence Italy, hosted by University of Florence.

Interested researchers should submit proposals, abstracts, or papers to Rob Palmatier (palmatr@uw.edu) and Kelly Martin (kelly.martin@colostate.edu)

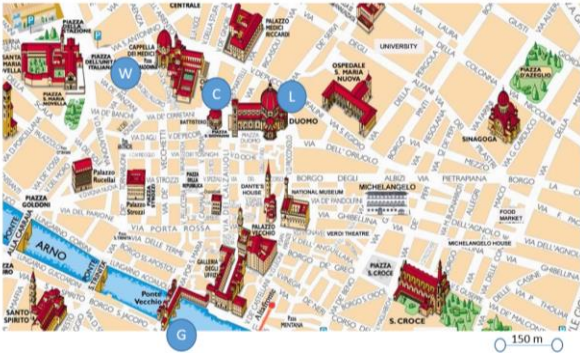
Thought Leaders' Conference of Privacy in Marketing

no later than March 1, 2019 (proposals will be accepted on an ongoing basis). Attending the conference and/or submitting a manuscript to JR for publication consideration are independent activities; authors are welcome to engage in one or both of these activities.



CONFERENCE VENUES

The Conference venue and the other Conference places are conveniently located in the historical center of Florence. Please see the following map for a glance sight of the locations.



- W Welcome
- C Conference Venue
- L Lunch
- G Gala Dinner

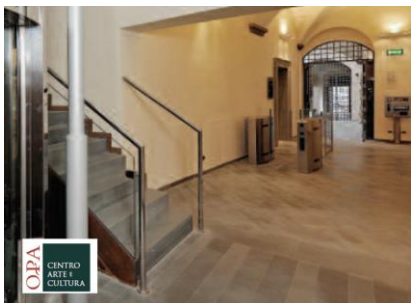


- W Welcome cocktail: Hotel Baglioni, Piazza dell'Unità Italiana, 6
- V Conference Venue: Opera di Santa Maria del Fiore, Piazza San Giovanni, 7
- L Lunch: Botteghe di Donatello, Piazza Duomo, Piazza del Duomo, 28R,
- G Gala Dinner: Golden View, Via de' Bardi, 58/r
- H1 Hotel Monnalisa, Borgo Pinti, 27
- H2 Hotel Mercure, Via Nazionale, 21-23/r
- H3 Hotel Cellai, Via 27 Aprile, 52/r
- H4 Hotel Athenaeum, Via Cavour, 88
- H5 Palazzo Dei Ciompi Suite, Via Pietrapiana, 18
- H6 Atlantic Palace, Via Nazionale, 12
- H7 Hotel De La Ville, Piazza degli Antinori, 1

Conference venue:

Piazza San Giovanni, 7

Centro Arte e Cultura - Opera di Santa Maria del Fiore



Welcome Cocktail Reception

B-Roof Grand Hotel Baglioni

Piazza dell'Unità Italiana, 6 - Firenze



Lunch

Ristorante Le Botteghe di Donatello

Piazza del Duomo 28/r - Firenze



Gala Dinner

Ponte Vecchio – Ristorante Golden View

Via de' Bardi 58/r - Firenze



PROGRAM

THURSDAY, JUNE 6

19:00 -	Welcome Cocktail	<i>Hotel Baglioni</i>
22:00	Reception	<i>Piazza Unità Italiana 6</i>

FRIDAY, JUNE 7

08:30 -	Registration	<i>Opera di Santa Maria del Fiore</i>
09:30		<i>Piazza San Giovanni 7</i>

09:00 -	Welcome Remarks	Robert W. Palmatier
09:15		and Gaetano Aiello

Session 1: Keynote *Opera di Santa Maria del Fiore* *Piazza San Giovanni 7*

09:15 -	Keynote One	David W. Stewart
10:00		

*Session Chair: Robert
W. Palmatier*

10:00 -	Coffee Break	
10:30		

Session 2: Privacy and the Retail Environment: Challenges and Opportunities *Opera di Santa Maria del Fiore* *Piazza San Giovanni 7*

10:30 -	Global Privacy Trends	Martin , Kelly and
11:30	with Implications for the Retail Environment	Robert W. Palmatier

Privacy Issues in the **Kroschke**, Mirja,
Retailing Domain: A **Krafft**, and
Process Framework and Patrick E. Murphy
Research Agenda

Privacy Roller-Coaster: **Aiello**, Gaetano,
The Sources of Privacy **Donvito**, Laura
Concern Throughout the **Grazzini**, Valentina

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Customer Journey in the **Mazzoli, Diletta Acuti,**
Retail Context and Virginia **Vannucci**

*Session Chair: Lena
Steinhoff*

Session 3: The Focal Role of Consumer Evaluations in Privacy Research (Part 1) *Opera di Santa Maria del Fiore Piazza San Giovanni 7*

11:30 - Consumers' Perceptions of Retailers' Use of
12:30 Consumers' Personal Information for Advertising in Public Environments

Heß, Nicole, Maura L. **Scott,** Martin **Mende,** Jan H. Schumann, and Corinne Kelley

The Bulletproof Glass Effect: When Privacy Policies Backfire **Brough,** Aaron, David A. Norton, and Leslie K. John

No to Facebook but Yes to Amazon: Conceptualizing Privacy and Perceived Violation **Tran,** Chi, Brandon J. Reich, and Hong Yuan

*Session Chair: Costas
Katsikeas*

12:30 - Logistics Update Raffaele **Donvito**
12:35

12:35 - Lunch *Le Botteghe di Donatello
Piazza Duomo 28/r*
14:00

Session 4: Keynote *Opera di Santa Maria del Fiore Piazza San Giovanni 7*

14:15 – Keynote Two Beth A. **Walker**
15:00

*Session Chair: Kelly
Martin*

Session 5: The Focal Role of Consumer Evaluations in Privacy Research (Part 2) *Opera di Santa Maria del Fiore Piazza San Giovanni 7*

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15:00 -	How Consumer Empathy	Giesler , Markus, Ela
16:00	Drives Platform Success	Veresiu, and Ashlee Humphreys
	How Does Privacy Literacy Affect Consumers' Online and Offline Behaviors and their Trust in Brands? Implications for Retail Brands and Hypertargeting	Matta , Shashi
	Better Service or More Privacy? Capturing Consumers' Concerns in the New Data-Rich Retail Settings	Pantano, Eleonora, Christoph Teller , Charles Dennis, and Gaetano Aiello
	<i>Session Chair: Irina Kozlenkova</i>	
16:00 -	Coffee Break	
16:30		
Session 6: Disentangling Privacy Topics		<i>Opera di Santa Maria del Fiore</i>
Using Novel Methods		<i>Piazza San Giovanni 7</i>
16:30 -	Economic Loss of Cookie	Miller, Klaus M. and
17:30	Lifetime Restrictions	Bernd Skiera
	Consumer Perceptions of In-Store Privacy Threats: A Qualitative Comparative Analysis (QCA) Approach	Pizzi , Gabriele and Daniele Scarpi
	The Issue of Interdependent Privacy: A 3R Framework	Kamleitner , Bernadette and Vince W. Mitchell
	<i>Session Chair: Ju-Yeon Lee</i>	

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17:30- 17:35	Logistics Update	Raffaele Donvito
20:15 - 23:00	Conference Dinner	<i>Golden View Via de' Bardi 58/r</i>

SATURDAY, JUNE 8

08:30 - 09:00	Coffee and check-in	
Session 7: Journal of Retailing		<i>Opera di Santa Maria del Fiore Piazza San Giovanni 7</i>
09:00 - 09:30	Co-Editor-in-Chief, <i>Journal of Retailing</i>	Roggeveen , Anne
Session 8: Understanding Critical Privacy Tradeoffs		<i>Opera di Santa Maria del Fiore Piazza San Giovanni 7</i>
09:30 - 10:30	Personalization-Privacy Paradox: The Effect of Information Transparency on Online Customer Experience	Lambillotte , Laetitia, Yakov Bart, and Ingrid Poncin
	The Promise and Peril of Sensitive Consumer Data: A Relational Exchange Perspective	Haji , Iftakar, David Dose, and Christof Backhaus
	Privacy Concerns and the Willingness to Provide Personal Information to Retail Companies: Modeling Heterogeneity among Customers, Retail Contexts, and Cultures <i>Session Chair: Frank Germann</i>	Grosso , Monica, Sandro Castaldo , Hua Li, and Bart Lariviere

Thought Leaders' Conference of Privacy in Marketing

10:30 - Coffee break
11:00

Session 9: The Role of Privacy in Sustaining Customer Relationships

*Opera di Santa Maria del Fiore
Piazza San Giovanni 7*

11:00 - Uncovering Data and Process-Related Privacy Risks in Retail Logistics: The Case of Last Mile Delivery

Backhaus, Christof and David Woisetschläger

The Inoculation Effect of Past Data Breaches B2B Customer Relationship Marketing and Marketing Capability

Vadakkepatt, Gautham and Jessica Hoppner Lee, Hangeun, Chang Mo Jung, and **Youngchan** Kim

The Role of Service Recovery after Privacy Failure in Retailing

Negri, Francesca and Marco Ieva

Session Chair:
Michael Martin

12:00 - Farewell Remarks and Logistics Update

Robert W. **Palmatier**, Gaetano **Aiello**, and Raffaele **Donvito**

13:00 - Lunch
14:00

*Le Botteghe di Donatello
Piazza Duomo 28/r*

KEYNOTE SPEAKERS

David W. Stewart

Professor of Marketing
Loyola Marymount University

David W. Stewart is President's Professor of Marketing and Business Law in the College of Business Administration at Loyola Marymount University in Los Angeles. He has previously served as a tenured member of the faculty and in various administrative roles at Vanderbilt University, the University of Southern California, and the University of California, Riverside. David has authored/co-authored over 250 publications and 12 books, including *Financial Dimensions of Marketing Decisions*. He is the current Vice President for Publications of the American Marketing Association and founding chair of the Marketing Accountability Standards Board. Dr. Stewart's research has examined a wide range of issues including marketing strategy, the analysis of markets, consumer information search and decision making, effectiveness of marketing communications, public policy issues related to marketing and methodological approaches to the analysis of marketing data.



Beth A. Walker

Professor of service marketing and management
Colorado State University

Beth Walker is the Dean of the College of Business at Colorado State University. Before joining CSU's College of Business, Beth served as the Associate Dean, MBA Programs at the W. P. Carey School of Business, Arizona State University, where she was also the AT&T Professor of Services Marketing and Management. Beth is an award-winning researcher and teacher, whose research has been widely published in leading marketing journals. She is a recipient of the prestigious Harold Maynard Award, recognizing the most significant contribution to marketing theory and practice by the Journal of Marketing. She also received the Richard Beckhard Prize for her contribution to the MIT Sloan Management Review. She is currently a member of the Board of Directors, Better Business Bureau (Northern Colorado), and served on the American Marketing Association, Board of Directors, as well as the President, American Marketing Association, Academic Division. She has consulted on strategy issues for State Farm Insurance, IBM Global Services, Yellow Roadway Corporation, Lucent Technologies, Honeywell, and AT&T.





CONFERENCE PARTICIPANTS



Diletta Acuti
University of Florence

Diletta Acuti is Postdoctoral researcher in Marketing at the Department of Economics & Management. She has been teaching assistant at the New York University Florence and adjunct professor of Marketing at the University of Florence. Diletta's main interests focus on sustainability and green marketing, analysing sustainability from the double perspective of companies and consumers. In particular, she is focusing on stakeholders' engagement and dialogue with consumers for the creation of a sustainable value.



Gaetano Aiello
University of Florence

Gaetano Aiello is Full Professor of Marketing and Retail Marketing at the University of Florence (Italy) where he is also Dean of the Economics and Management Department since 2013. Professor Aiello is also President of AIDEA, the Italian Academy of Management, which aims to contribute to the progress and dissemination of studies on economic and business disciplines. His research interests include brand management, international retailing, fashion and luxury marketing, SME marketing. His published research outputs have appeared in refereed international journals including *Psychology & Marketing*, *Journal of Business Research*, *Journal of Brand Management*, *Journal of Marketing Trends*, *Journal of Global Scholars of Marketing Science*, and also in *Marketing Trends*, *EMAC*, *IMP*, *KSMS*, *AMS* international conferences proceedings.



Christof Backhaus

Aston Business School

Christof joined Aston Business School as a Professor and Chair in Marketing in September 2016. Before, he worked as an Assistant Professor at the Universities of Dortmund, Bochum and Braunschweig in Germany, and as a Professor of Marketing at Newcastle University Business School.

His research interest lies primarily in the field of Retail and Services Marketing and Management. His work in these domains has been published in international marketing journals such as the *Journal of Business Research*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Small Business Management*, *Industrial Marketing Management*, *International Marketing Review*, and *Psychology & Marketing*.



Carlos Bauer

University of Alabama

Carlos is an assistant Professor of Marketing at the Culverhouse School of Business - The University of Alabama. He is also affiliated to the Center for Sales and Marketing Strategy - Foster School of Business at the University of Washington (under Dr. Robert Palmatier). His research focuses on three primary areas: (a) the impact of relationship marketing dynamics as a core aspect of marketing exchanges, (b) relational selling, professional sales and social networks within selling organizations and, (c) the role of networked products on product innovation, distribution strategies, and consumer choices.



Aaron Brough

Utah State University

Dr. Aaron R. Brough is an associate professor of marketing at the Jon M. Huntsman School of Business at Utah State University. He received a Ph.D. in Marketing from the Kellogg School of Management at Northwestern University. Dr. Brough currently serves on the Editorial Review Board of the *Journal of Consumer Research* and was recently recognized by the Marketing Science Institute as a 2017 MSI Young Scholar. His research, which examines the psychology underlying consumer behavior and decision-making, has been selected for publication in leading marketing journals, including the *Journal of Consumer Research*, the *Journal of Marketing Research*, and the *Journal of Marketing*.



Sandro Castaldo

Sda Bocconi University

Sandro Castaldo is a full professor of marketing at Sda Bocconi University. He published in several international journals such as *Journal of Business Ethics*, *International Journal of Electronic Commerce*, *Journal of Retailing and Consumer Services*, *Business Strategy and Environment*, *Journal of Service Management*, *International Review of Retail, Distribution, and Consumer Research*, *Micro & Macro Marketing*, *Economia and Management*.



Thomas E. DeCarlo
*University of Alabama at
Birmingham*

Thomas E. DeCarlo is the Ben S. Weil Endowed Chair of Industrial Distribution and Professor of Marketing and Industrial Distribution at the University of Alabama at Birmingham. His primary research interests deal with strategic issues in sales force management, customer relationship management, and marketing communications. Dr. DeCarlo's research has been published in journals such as, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology*, *Journal of Personal Selling and Sales Management*, *Journal of International Business Studies*, *Journal of Service Research*, *Industrial Marketing Management*, among others. Dr. DeCarlo earned his Ph.D. from the University of Georgia.



Raffaele Donvito
University of Florence

Raffaele Donvito (PhD) is Associate Professor of Marketing and International Management at the University of Florence. He is SIMktg Italian Marketing Association - Digital Marketing Chair. He has been Research Fellow of the Department of Economics and Management at the University of Florence since 2001. He has been Lecturer of Introduction to Marketing at New York University in Florence since 2009. Raffaele's research interests include branding, retail marketing, international marketing, digital marketing, fashion and luxury marketing. His published research outputs have appeared in international journals including *Journal of Business Research*, *Psychology & Marketing*, *Journal of Brand Management*, *Journal of Product & Brand Management*, *Qualitative Market Research*, *Journal of Marketing Trends*, *International Journal of Business and Economics*, and in *AMS*, *EMAC*, *GAMMA*, *KSMS*, *Marketing Trends*, and *IMP* international conferences proceeding.



Monica Faraoni
University of Florence

Monica Faraoni earned her undergraduate degree in Management at the University of Florence and her Ph.D. in Management at the University of Bologna. She joined the Wharton Business School of the University of Pennsylvania where she studied as a visiting Ph.D. student and a post-doc researcher. In 1999 she was appointed Assistant professor of Management at the University of Florence. She has authored and co-authored numerous papers presented in international conference or published in leading journals. Her main field of study is brand management and digital marketing with a particular focus on wine and fashion industry. Her research interests include fashion brand identity and brand personality, social media strategy, online brand communities, country of origin effect, e-commerce consumer purchasing process and behavior. Currently, she teaches "International Marketing" at Kent State University Florence and several courses in graduate and master level at the University of Florence.



Ganesan Shankar
University of Notre Dame

Shankar Ganesan is The John Cardinal O'Hara, C.S.C. Professor of Business and Chair of the Marketing Department at the Mendoza College of Business, University of Notre Dame. Professor Ganesan's research interests focus on the areas of inter-organizational relationships, customer relationship management, buyer-seller negotiations, service failure and recovery, product recalls, and new product innovation. He is the author of several articles that have appeared in leading academic journals, including the Journal of Marketing Research, Journal of Marketing, Journal of Retailing, Journal of Personal Selling and Sales Management, Journal of Academy of Marketing Science, Journal of Applied Psychology, Organizational Behavior and Human Decision Processes, and MIT Sloan Management Review. He is the past editor-in-chief of the Journal of Retailing, ranked among the top-business journals. Professor Ganesan has received numerous awards and honors for his research and editorial service.



Germann Frank
University of Notre Dame

Dr. Germann's research interests are in the area of marketing strategy. His research has been published in leading marketing journals, including the *Journal of Marketing*, *Journal of Consumer Research*, *International Journal of Research in Marketing*, *Journal of Retailing*, and *Marketing Letters*.

Dr. Germann was selected as a 2017 Marketing Science Institute (MSI) Young Scholar, and he serves on the Editorial Review Boards of the *Journal of Marketing*, the *Journal of Marketing Research*, and the *Journal of the Academy of Marketing Science*. He received a Best Reviewer award from the *Journal of the Academy of Marketing Science* in 2017, and an Outstanding Reviewer award from the *Journal of Marketing* in 2018.



Gielens Katrijn
University of North Carolina

Katrijn Gielens is an internationally recognized expert in the areas of international retailing and product innovation. The *International Journal of Research in Marketing (IJRM)*, *Journal of Marketing*, and *Journal of Consumer Research* have published her research. She has won twice the prestigious IJRM Best Article Award. Dr. Gielens teaches courses in international retail management and econometric and market response models. Before she joined UNC Kenan-Flagler, she served on the faculty of the RSM Erasmus University, one of UNC Kenan-Flagler's OneMBA partners, and Tilburg University. She serves on the strategy team of AiMark, a global center studying key marketing strategy issues, which brings together academics around the world, two of the top-four market research agencies, and brand manufacturers. She received her PhD in marketing from KU Leuven.



Markus Giesler
York University

Markus Giesler, Ph.D. (Witten/Herdecke University) is an associate professor of marketing at the Schulich School of Business (York University) and the director of the Big Design Lab.

He has been named “one of the best recognized experts studying high-technology consumption” by Wired, one of “the young business school star professors on the rise” by Fortune, one of “the 40 most outstanding business pros under 40 in the world” by Poets & Quants, and an MSI (Marketing Science Institute) Scholar.

Markus serves as an associate editor at the *Journal of Marketing*. He is an editorial review board member at the *Journal of Consumer Research*, *Consumption, Markets and Culture*, *Marketing Letters*, and *Business & Society*. His research is regularly featured in the media including *The New York Times*, *Time Magazine*, *BusinessWeek*, *Washington Post*, *Financial Times*, and *CNN*.



Laura Grazzini
University of Florence

Laura Grazzini is Research Fellow in Marketing at the Department of Economics and Management, University of Florence, Italy. Her research interests lie in the areas of consumer behavior, sustainable consumption, and experimental research.



Monica Grosso
Sda Bocconi University

Monica Grosso is Assistant Professor of Marketing. She presented her research in several journal such as Journal of Retailing and Consumer Services, International Review of Retail, Distribution and Consumer Research, Economia e Management, Micro & Macro Marketing, International Journal of Electronic Commerce.



Iftakar Haji
Aston University

Iftakar joined the Marketing and strategy Group at Aston Business School as a lecturer in spring 2016. Iftakar was formally a teaching fellow in the Marketing and Strategy Group in 2015, and prior to that she was a Research Associate at Loughborough University. Her research interests are mainly in the field of Consumer Behaviour; around concepts such as Branding, Customer Relationship Management, and Retail Management and Customer Experiences in service sectors. Iftakar has presented her research in a number of leading marketing conferences around the world, including Association for Consumer Research, European Association for Education and Research in Commercial Distribution, British Academy of Management and Academy of Marketing.



John Hulland

University of Georgia

John Hulland is the Emily H. and Charles M. Tanner, Jr. Chair in Sales Management Professor, and Professor of Marketing at the Terry College of Business, University of Georgia. His research interests include understanding how social interactions – particularly in online communities – influence attitudes and behaviors, and examining marketing resource management, with a particular emphasis on brands and business team relationships as key strategic organizational resources that affect firm performance. John's research has appeared in various leading journals, including *Journal of the Academy of Marketing Science (JAMS)*, *Journal of Consumer Research*, *Marketing Science*, *Journal of Marketing Research*, and *Journal of Marketing*. He is the editor of *JAMS*. Prior to joining UGA in 2011, John taught at the University of Pittsburgh for ten years (2001 -2011), and before that at the University of Western Ontario in Canada. He received his PhD from MIT, his MBA from Queen's University (in Kingston, Ontario).



Bernadette Kamleitner

Vienna University of Economics and Business

Professor Dr. Bernadette Kamleitner is professor of Marketing at WU Vienna University of Economics and Business, Austria. She is head of the Institute for Marketing and Consumer Research, Deputy head of the Department of Marketing, president of the Austrian Forum Marketing, and on the ethics board of the Austrian Advertising Council. She holds PhDs in Marketing and Psychology, and focuses on questions situated at the intersection of these fields. Specifically, she investigates the multiple facets and contextual applications of the experience of psychological ownership. Her recent work in this context has focused on the varied ways in which an increase in digitization undermines and transforms the intuitive understanding and socially accepted reactions to ownership and on whether and how psychological data ownership plays into issues of privacy protection.



Costas Katsikeas

Leeds University Business School

Constantine S. Katsikeas is the Arnold Ziff Research Chair and Professor of Marketing and International Management, and the Founding Director of the Global and Strategic Marketing Research Center at Leeds University Business School, University of Leeds. He holds a B.Sc. from Athens University of Economics and Business, an M.A. from Lancaster University, and a Ph.D. from Cardiff University. He is the Editor-in-Chief of *Journal of International Marketing*, published by the American Marketing Association, Marketing Editor of *Journal of International Business Studies*, and an Area Editor of *Journal of the Academy of Marketing Science*. His interests lie in international marketing and export management, sales management, strategic alliances and interfirm collaborative relationships. He has published in *Journal of Marketing*, *Strategic Management Journal*, *Organization Science*, *Journal of International Business Studies*, *Decision Sciences*, *Journal of International Marketing*, *Journal of the Academy of Marketing Science*, *Journal of World Business*, and other journals.



Kim Youngchan

Yonsei University

Youngchan Kim is the Professor of Marketing major at the School of Business of Yonsei University since 2003. He received his B.S. degree in Applied Statistics from the Yonsei University, Seoul. He obtained his Ph.D. in Quantitative Marketing area from the University of Michigan Business School, Ann Arbor. He has been an assistant professor of Marketing Research department in the University of Groningen, The Netherlands. His interests lie in multidimensional scaling, classification, and conjoint analysis, especially as they pertain to substantive marketing problems in product conception, market structure, consumer choice, market segmentation, and competitive strategy. He has published number of papers in such journals as the *Journal of Marketing Research*, *Journal of Econometrics*, *European Journal of Operational Research*, *Journal of Personal Selling and Sales Management*, *International Journal of Advertising*, *Service Industries Journal*, *Korean Journal of Consumer Studies*, *Journal of Korean Marketing Association*, etc.



Irina Kozlenkova
University of Virginia

Dr. Kozlenkova is Assistant Professor of Commerce at the University of Virginia. Professor Kozlenkova's research interests lie at the intersection of marketing strategy and healthcare. Her research has been published in *Journal of Marketing*; *Journal of Consumer Research*; *Journal of the Academy of Marketing Science*; and *Journal of Retailing*, among others. Professor Kozlenkova has been actively engaged with the practitioner community, particularly in the healthcare domain, as a Research Fellow of the Center for Sales and Marketing Strategy at the University of Washington. She serves on the editorial board of *Journal of the Academy of Marketing Science* and reviews for several other journals. Professor Kozlenkova has taught courses in Marketing Strategy, Services Marketing, Marketing Management, and International Marketing at both undergraduate and graduate levels.



Manfred Krafft
University of Muenster

Manfred Krafft is director of the Institute of Marketing and full professor at University of Muenster, Germany. Prior to his current position, he was the Otto Beisheim Endowed Chair of Marketing at WHU. He earned his Ph.D. from the University of Kiel, Germany. Until end of 2016, he served as editor-in-chief of *Journal of Personal Selling & Sales Management*. He is also a member of the editorial review boards of several leading academic journals. Manfred is known for his academic contributions in CRM, channels and sales management. His papers have been published in, among others, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Personal Selling & Sales Management*, *Journal of Retailing*, and *Journal of Service Research*.



Mirja Kroschke
University of Muenster

Mirja Kroschke is Assistant Professor at the Marketing Center of Muenster. Her research interests are focused on retailing, customer-relationship management, mobile marketing, consumer privacy and sensory marketing.



Laetitia Lambillotte
UCLouvain

Laetitia Lambillotte is a PhD. Candidate in Marketing at UCLouvain, Belgium. Her major research areas are online customer experience, web personalization, online privacy and information transparency. Before starting her PhD program, she worked as digital expert and digital planning manager at ZenithOptimedia Belgium.



Bart Lariviere
KU Leuven

Bart Lariviere is Associate Professor of Service Management and founder of the Center for Service Intelligence at Ghent University. His research interests are customer satisfaction and loyalty, customer experience management, multichannel management, service failure and recovery, data mining, and modelling. He published in several international journals such as *Journal of Service Marketing*, *Journal of Service Research*, *Journal of Service Management*, *Journal of Business Research*, *Journal of Interactive Marketing*.



Ju-Yeon Lee
Iowa State University

Ju-Yeon Lee is an Assistant Professor of Marketing at Ivy College of Business, Iowa State University. Prior to joining the Iowa State University faculty, she was an Assistant Professor of Marketing and Alison and Norman H. Axelrod '74 Summer Research Fellow at Lehigh University. Her research focuses on marketing strategy with an emphasis on customer-centric organizations, political marketing, and marketing channels. Specifically, she investigates the implications of customer-centric organizational structures and government policies for marketing strategy. Her research has appeared in premier journals including *Harvard Business Review*, *Marketing Science*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *International Journal of Research in Marketing*, and *Marketing Letters*.



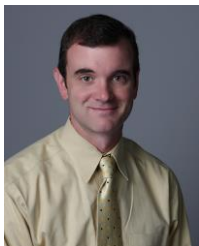
Fine Leung (Fanni)
Hong Kong Polytechnic University

Dr Fine F. Leung received her PhD degree in Marketing from the University of Hong Kong. Prior to her doctorate studies, she obtained a MBA degree from Harvard Business School as well as a Bachelor of Commerce degree from University of British Columbia. Her core research interest is in marketing strategy, with a focus on research topics relating to customer participation, customer relationship management, and customer-service employee relationships. She is also interested in emerging markets research. Prior to her graduate studies, she had years of marketing experience in a leading consumer product company in China. She had also worked in a global investment bank covering the consumer and retail sectors in Asia.



Kelly Martin
Colorado State University

Kelly D. Martin is Associate Professor of Marketing and Dean's Distinguished Research Fellow at Colorado State University. She teaches Quantitative Business Analysis across the College of Business MBA Programs. Kelly's research interests involve marketing data privacy, political marketing strategy, and consumer well-being. Her work has appeared in journals such as the Journal of Marketing, Journal of Consumer Research, Academy of Management Journal, and Harvard Business Review among other academic journals.. Kelly received the inaugural AMA Marketing and Society Emerging Scholar Award and held a Colorado State University Monfort Professorship (2014-2016) for research promise. She is an associate editor for Business Ethics Quarterly and the Journal of Public Policy & Marketing, and serves on the editorial boards of the Journal of Marketing, the Journal of the Academy of Marketing Science, and the Journal of Retailing. Prior to academia, she worked as a marketing director in the assisted living industry.



Michael Martin

*University of Northern
Colorado*

Michael W. Martin is a Professor of Business Law and the Finance Department Chair, at the Monfort College of Business at the University of Northern Colorado. He holds an LL.M. in taxation from the University of Washington, as well as a J.D. and an M.B.A. from Creighton University. Professor Martin was awarded the 2016 Monfort College of Business Teacher of the Year Award. Before joining UNC, Professor Martin practiced law in multiple jurisdictions while serving as an adjunct professor at Washington State University. His research interests involve international law, Title VII, business ethics, state and federal policy, complexities of real estate transactions, and estate planning and taxation issues. His work appeared in, or is forthcoming in, outlets such as the *Journal of Legal Studies in Business*, *Journal of Public Policy & Marketing*, the *International Journal of Strategic Management*, and the *Journal of the International Academy for Case Studies*.



Shashi Matta

*Catholic University of Eichstätt
Ingolstadt*

Shashi Matta is a Professor of Innovation and Creativity at WFI Ingolstadt School of Management at KU (the Catholic University of Eichstätt-Ingolstadt) in Germany. He also serves as Founding Director of the KU Research Institute for Business and Economics in Service of Humanity (BESH), Strategic Advisor for University Enrollments and Advancement at KU, and as Faculty Head for Marketing at WFI. His research in the areas of branding, consumer behavior, innovation, and services marketing, and has been published in the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, *Review of Marketing Research*, and *Emotion*.



Valentina Mazzoli
University of Florence

Valentina Mazzoli is a Marketing Research Fellow at the University of Florence. She earned her PhD in Business Administration and Management at the University of Pisa. Her research interests refer to branding, communication, and consumer behavior in the context of new technologies and social media. Her work appeared in *Qualitative Market Research: an International Journal*, *Corporate Social Responsibility and Environmental Management*, and *Journal of Global Fashion Marketing*.



Martin Mende
Florida State University

Martin Mende (PhD, Arizona State University) is an Associate Professor of Marketing at Florida State University. His research focuses on relationship marketing, transformative service research, and marketing strategy and has appeared in the *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Public Policy & Marketing*, *Marketing Letters*, and *Journal of Business Research*. Prior to attending Arizona State University, Martin earned a Doctoral Degree in Services Management from Catholic University of Eichstätt-Ingolstadt, Germany. Martin serves as an Area Editor for the *Journal of the Academy of Marketing Science* and Associate Editor for the *Journal of Service Research*. He also serves on the Editorial Review Boards for the *Journal of Public Policy & Marketing*, the *Journal of Retailing*, and the *Journal of Business Research*.



Vikas Mittal
Rice University

Dr. Vikas Mittal is the J. Hugh Liedtke Professor of Marketing at the Jones Graduate School of Business. Prior to joining Jones, he was the Thomas Marshall Professor of Marketing at the Katz Graduate School of Management. Dr. Mittal holds a Bachelor's in Business Administration from the University of Michigan and a Ph.D. in Management from Temple University. Before joining Katz, he was on the faculty at Kellogg Graduate School at Northwestern University.

In addition to publications in leading marketing journals, Dr. Mittal has published extensively on decision making in journals such as *Organization Studies*, *Organization Science*, *Journal of Applied Psychology*, *Journal of Psychiatry*, *Organization Behavior and Human Decision Processes*, and *Personality and Social Psychology Bulletin*. He currently serves on the editorial boards of numerous journals.



Fabrizio Mosca
University of Torino

Fabrizio Mosca is associate professor of Marketing and Business Strategy at University of Turin, Italy. He took his Ph.D. in Business Management at Bocconi University. He teaches in several MBA and Master Degree in Italy and worldwide. His main field of research is Business Strategy and Strategic Marketing with a specific focus on luxury and gourmet products. His main publications are: *Marketing dei beni di lusso* (2010), *Product Concept and heritage per i beni ad elevato valore simbolico* (2012), *Distribution Strategies in Luxury Markets: emerging trends* (2014), *Digital channels and Social Media Management in luxury Markets* (2017), *Strategie nei mercati del lusso. Marketing, sostenibilità e digitalizzazione* (2018), *Customers' Judgments and Misjudgments of Corporate Responsibility Communication: a Cross Country Investigation of the Effects on Confidence and Trust within Banking Sector* (2018).



Francesca Negri

*Catholic University of the Sacred
Hearth, Piacenza, Italy*

Francesca is Assistant Professor of Marketing at the Catholic University of the Sacred Hearth. Her research interests cover digital marketing and international marketing.



Eric Nobis

*Foster School of Business,
University of Washington*

Eric Nobis is the managing director of marketing and communications at the Foster School. In 20 years of working as a marketing professional, he's been a PR pitch man, led direct marketing campaigns, paired the art of ad creation with the science of ad placement, managed creative teams. He's been with the Foster School for six years, during which time he's led a team tasked with marketing and brand management.

Eric is a Husky alum, with a bachelor's degree in English/creative writing. He also played trumpet in the Husky Band, where he got to travel with the team to two Rose Bowl victories.



Robert Palmatier

University of Washington

Robert W. Palmatier is Professor of Marketing, and he holds the John C. Narver Chair of Business Administration at the University of Washington's Foster School of Business. He is also the founder and research director of UW's Center for Sales and

Marketing Strategy. Professor Palmatier is co-editor at the *Journal of Marketing*. His research focuses on marketing strategy, relationship marketing, and marketing channel theory and strategy with an emphasis on customer relationships and loyalty in the business-to-business, online, service, and retail markets. He has published numerous books including *Marketing Strategy: Based on First Principles and Data Analytics*, *Marketing Channel Strategy*, and *Relationship Marketing*. His publications have received multiple awards, including the Harold H. Maynard, Sheth *Journal of Marketing*, Robert D. Buzzell, Lou W. Stern, MSI Young Scholar, Varadarajan Award for Early Contribution to Marketing Strategy Research, and the American Marketing Association Best Services Article awards.



Gabriele Pizzi

University of Bologna

Gabriele Pizzi is Associate Professor of Marketing at the Department of Management of the University of Bologna, Italy. His research interests deal with assortment management, the impact of innovative technologies on the retailing activity and the longitudinal analysis of customer satisfaction. His researches have been published in international journals such as the *Journal of Retailing*, *Journal of Service Research*, *Journal of Retailing and Consumer Services*, *Journal of Interactive Marketing*, *Computers in Human Behaviors* and others.



Riccardo Rialti
University of Florence

Riccardo Rialti collaborates with the University of Florence (Italy). He got a PhD in Business Administration and Management from the University of Pisa in 2019. He has been a visiting researcher at University of Lincoln (UK), Middlesex University London (UK), Sophia University (JP), ESCP Europe (FR). His main research interests are related with the impact of big data and big data analytics on businesses' management. In detail, over the years his research focused on big data, organizational dynamic capabilities, knowledge management and ambidexterity. His papers have been published both on national and international journal such as MD, BPMJ, CIT, BFJ, JGM, and WREMSD. Over the last year Riccardo also started to work as a strategic consultant for SMEs wishing to digitalize and to expand their business..



Stacey Robinson
University of Alabama

Stacey Robinson (PhD, Florida State University) is an assistant professor at the University of Alabama. Her research focuses on innovating and understanding the customer, and frontline employee experience, in retail and service exchanges. Her research is published in the Journal of Marketing, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Service Research, Journal of Business Research, and a number of other journals. In addition, her research recently received the "Best Services Marketing Article" award from the American Marketing Association. Stacey serves on the editorial review board for the Journal of the Academy of Marketing Science, the Journal of Retailing, Journal of Service Research, and the Journal of Business Research.



Anne Roggeveen

Babson College

Anne L. Roggeveen (Ph.D. Columbia University) is the Charles Clarke Reynolds Professor of Retailing & Marketing at Babson College and Honorary Visiting Professor of Retailing and Marketing at the Center for Retailing, Stockholm School of Economics. She serves on the American Marketing Association's Academic Council and is co-Editor-in-Chief for the Journal of Retailing. Her research interests are in the areas of retailing and pricing. Her research has been widely published including in the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Journal of the Academy of Marketing Science, and Journal of Retailing. She has won a number of awards for her research and teaching. Dr. Roggeveen currently is an Associate Editor at the Journal of the Academy of Marketing Science and Journal of Consumer Marketing. She also serves on many editorial boards including the Journal of Marketing, Journal of Service Research, and Journal of Business Research.



Stephen A Samaha

Wells Fargo Bank

Stephen Samaha is an Executive Research Fellow for the Center for Sales and Marketing Strategy, Foster School of Business, University of Washington. His main research areas of interest relate to developing advanced empirical models for testing, enhancing, and optimizing marketing strategy and theory. He is a reviewer for the Journal of Marketing and has published numerous research articles in leading publications such as the Journal of Marketing, Journal of the Academy of Marketing Science, and others. He has extensive work experience in the fields of education, consulting, telecommunications, and financial services. He holds a BS in finance from the University of Southern California, an MBA in marketing from UCLA, an MS in statistics from Stanford University, and a PhD in marketing from the University of Washington.



Daniele Scarpi
University of Bologna

Daniele Scarpi is Associate Professor of Marketing at the University of Bologna. His research area is in consumer behavior. Specifically, decision-making processes and behavior in distribution channels. His research has been published in several marketing journals including J. of Retailing, J. of Tourism Management, Marketing Letters, Industrial Marketing Management, Journal of Interactive Marketing, J. of Business Research, J. of Advertising Research, Computers in Human Behavior, Behavioral Decision Making, and others.



Maura Scott
Florida State University

Dr. Scott is Associate Professor of Marketing at Florida State University (Ph.D. Arizona State University, M.S. and B.S. Purdue University). Her research interests include consumer behavior, over-consumption behavior, goal setting, self-regulation, and transformative consumer research. Her research has been published in leading marketing journals including the Journal of Consumer Research, Journal of Marketing Research, Journal of Public Policy & Marketing, Journal of Consumer Psychology, Journal of the Academy of Marketing Science, Journal of Service Research, Marketing Letters, Journal of Economic Psychology, Social Science & Medicine, Appetite, Journal of Advertising, and Journal of Business Research. Dr. Scott serves as Associate Editor at the Journal of Public Policy & Marketing and Area Editor at the Journal of the Academy of Marketing Science.



Bernd Skiera
Goethe University Frankfurt

Bernd Skiera is a chaired professor of electronic commerce at Goethe University Frankfurt (Germany) and a Professorial Fellow at Deakin University (Australia). His research interests are Marketing Analytics, Data driven marketing, Electronic Commerce, Online Advertising, Customer Management, Pricing, Marketing Automation, Robotic Selling and Consumer Privacy. He is a 2019 recipient of an ERC Advanced Grant to examine the economic consequences of restrictions on the usage of http cookies whose result should help to even better implement policies to protect consumer privacy on the Internet. His publications appeared in journals such as *Management Science*, *Marketing Science*, *Journal of Marketing Research*, and *Journal of Marketing*. Bernd is also a co-founder of two companies, Marini Systems and Marini Media that focus on developing and implementing technologies for robotic selling, which requires to integrate sales and marketing solutions.



Francesca Sotgiu
VU Amsterdam

Francesca is associate professor at Vrije Universiteit Amsterdam and Director of Graduate Studies of Business Data Science (Erasmus University, University of Amsterdam and Vrije Universiteit Amsterdam). She holds a doctoral degree in marketing from Rotterdam School of Management, Erasmus University. Her research focuses on retailing, in particular on the impact of changes in the retailing landscape on brand manufacturers' and retailers' performance. Her research investigates the consequences of channel changes and media changes. Her work has been presented at numerous conferences and published in journals such as *Journal of the Academy of Marketing Science*, *Journal of Marketing Research*, *Journal of Retailing*, *Journal of Product and Brand Management*, *International Review of Retail, Distribution & Consumer Research*. She is on the editorial board of *Journal of the Academy of Marketing Science*. Her research has received several awards, and her work has been featured as "high impact" and "recommended for managers to read" by the Marketing Science Institute.



Stavroula Spyropoulou

University of Leeds

Stavroula Spyropoulou is Professor of Marketing at the Leeds University Business School and Director of the PhD Programme for the marketing division. Her research interests are international marketing, competitive strategy and performance, cross-cultural buyer-seller relationships, and marketing strategy. She published in international journals such as *Journal of the Academy of Marketing Science*, *International Business Review*, *Journal of International Marketing*, *European Journal of Marketing*, *Industrial Marketing Management*, *Tourism Management*, *Journal of Marketing Management*, *British Academy of Management*.



Lena Steinhoff

University of Rostock

Lena Steinhoff is an assistant professor of marketing at the University of Paderborn in Germany and an affiliated faculty of the Center for Sales and Marketing Strategy at the University of Washington. Her research interest is relationship marketing, with a focus on managing customer relationships through loyalty programs, rewards, or engagement initiatives. Specifically, she explores the intended as well as the unintended effects these strategies might spur and looks at their impact on relationship performance. Current projects include examining expansion and retention reward strategies for contractual customers, investigating trade-offs in dynamically managing loyalty programs, and analyzing the specifics of online relationship marketing. Lena Steinhoff's work has appeared in *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Service Management*, and the *Marketing Science Institute (MSI) Working Paper Series*. She is the winner of the 2016 Robert D. Buzzell MSI Best Paper Award.



David W. Stewart

Loyola Marymount University

David W. Stewart is President's Professor of Marketing and Business Law in the College of Business Administration at Loyola Marymount University in Los Angeles. He has previously served as a tenured member of the faculty and in various administrative roles at Vanderbilt University, the University of Southern California, Riverside. David has authored/co-authored over 250 publications and 12 books, including *Financial Dimensions of Marketing Decisions*. He is the current Vice President for Publications of the American Marketing Association and founding chair of the Marketing Accountability Standards Board. Dr. Stewart's research has examined a wide range of issues including marketing strategy, the analysis of markets, consumer information search and decision making, effectiveness of marketing communications, and public policy issues related to marketing.



Christoph Teller

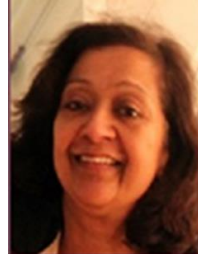
University of Surrey

Christoph Teller is Professor and Chair in Retailing and Marketing and the Head of the Department Marketing and Retail Management at Surrey Business School (University of Surrey, Guildford, UK). His research tries to find answers to one of the oldest questions in retail research: Why do people shop where they do? Thereby, he focuses not only at the single store level but also at the supra-store (service delivery network/agglomeration) level. Besides this, he also deals with the 'dark side of retailing' - retail logistics and store operations. His work is published in journals, such as the *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Cleaner Production*, *Production and Operations Management*, *Journal of Public Policy and Marketing* and *Journal of Retailing*.



Chi Tran
University of Oregon

Chi Tran is PhD Student in Marketing at the University of Oregon.



Minakshi Trivedi
Neeley School of Business (TCU)

Minakshi Trivedi (Ph.D. in Management Science, University of Texas at Dallas) is Professor and Chair of Marketing at the Neeley School of Business, TCU. She is also the J. Vaughn and Evelyn H. Wilson Professor of Business and serves as Director of Research at the SCI (Sales and Customer Insights) Center. Dr. Trivedi's expertise covers the empirical analysis of retailing issues and consumption; in particular, the impact of social media and peer influence in online channels on consumer behavior. Her research has been published in prestigious journals including *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Journal of Retailing* and *Journal of the Academy of Marketing Science*. She is on the editorial advisory board of several academic journals including the *Journal of Retailing*. Prior to coming to TCU, Dr. Trivedi served as professor of marketing and co-director of the Center for Relationship Marketing at SUNY Buffalo.



David Tse
Hong Kong University

David K. Tse is the Chair Professor of International Marketing at the Faculty of Business and Economics at The University of Hong Kong. He taught for 10 years at the University of British Columbia after he received his BBA, MBA and PhD. He has taught at universities in U.S., Canada, Europe, Hong Kong and Mainland China. His papers in consumer satisfaction; in cross-cultural consumer research; in cross-cultural marketing research; and in market entry strategy are among the most cited papers in their respected fields. He is actively involved in academic community, with present and past roles as consulting editor, department editor, advisor and reviewer for *Journal of International Business Studies*, *Journal of International Marketing*, and *Harvard Business Review (China)*. His research interests are: marketing in Chinese economy, cross-cultural marketing, consumer satisfaction and services.



Michael Tsiros
University of Miami

Michael Tsiros is Patrick J. Cesarano Professor of Marketing, Chair of the Marketing Department, University of Miami.

His research is on the role of customer satisfaction and regret in decision-making, behavioral pricing, and symbolic brand associations. His articles have appeared in several leading journals: *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Organizational Behavior and Human Decision Processes*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Marketing Behavior*, *Marketing Letters*, and *Journal of Service Research*. His research has been widely cited and has won awards for its impact in the field. He was selected in the Young Scholars Program by the prestigious Marketing Science Institute and as a thought leader in retailing.

He serves on the Editorial Review Board at *Journal of Marketing Research*, *Journal of Retailing*, and *Journal of Services Research*.



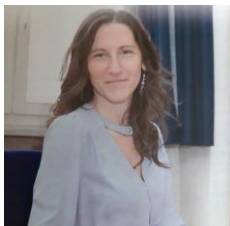
Gautham Vadakkepatt
George Mason University

Gautham Vadakkepatt is an assistant professor of marketing in the School of Business. Broadly focusing on marketing strategy, Gautham's research focuses on the impact of a firm's non-product market strategies (e.g., lobbying, CSR, social activism) on its performance, the impact of social media on firm performance, and understanding how financial decisions impact a firm's marketing and innovation outcomes. His research has been published in the *Journal of Marketing*, *Journal of Interactive Marketing*, *Journal of Business Research* and *Marketing Science Institute Reports: Working Paper Series*. He serves on the editorial review board for the *Journal of Business Research* and as an ad hoc reviewer for *Journal of Marketing*, *Academy of Marketing Science Review*, and *Journal of Public Policy and Marketing*. He was the recipient of the Outstanding Teaching in Major Award 2017.



Virginia Vannucci
University of Florence

Virginia Vannucci is a Post-Doc Research Fellow in Marketing at the University of Florence, Italy. Her research activities explore the impact of digital technologies on consumer behavior and retailers' strategies, exploring the effects of in-store human and digital touchpoints. Her researches have been presented at international conferences, such as the Annual Conference of the Academy of Marketing Science, and have appeared in international journals such as *Computers in Human Behavior*, *Journal of Retailing and Consumer Services*, *Information Technology and People* and *Journal of Global Fashion Marketing*.



Milena Viassone
University of Turin

Milena Viassone, ESCP Europe Ph.D., Paris and Ph.D in Business Management-University of Cassino; Associate Professor of Business Management-University of Turin; she is President of the Master Degree in "Direzione d'impresa, Marketing e Strategia" – University of Turin, Coordinator of the Campus of Management and Economics - University of Turin, Cuneo Branch, Member of the Board of Ph.D. in Business and Management –University of Turin; Coordinator of the "Licence Binazionale" between the University of Turin and the University of Nice. Member of the Scientific Committee of several University Masters and Scientific Coordinator for the University of Turin of 14 programs of international cooperation. Member of several national/international research groups on the topics of Tourism, International development and Digital Marketing. Member of the Editorial Board of international journals and author of books and papers on qualified national/international reviews.



Beth Walker
Colorado State University

Beth Walker is the Dean of the College of Business at Colorado State University. Before joining CSU's College of Business, Beth served as the Associate Dean, MBA Programs at the W. P. Carey School of Business, Arizona State University, where she was also the AT&T Professor of Services Marketing and Management. Beth is an award-winning researcher and teacher, whose research has been widely published in leading marketing journals. She is a recipient of the prestigious Harold Maynard Award, recognizing the most significant contribution to marketing theory and practice by the *Journal of Marketing*. She also received the Richard Beckhard Prize for her contribution to the *MIT Sloan Management Review*. She is currently a member of the Board of Directors, Better Business Bureau (Northern Colorado), and served on the American Marketing Association, Board of Directors, as well as the President, American Marketing Association, Academic Division.



Yonggui Wang
*University of International
Business and Economics*

Yonggui Wang currently works at the School of Business, University of International Business and Economics. Yonggui does research in B2B marketing, Service management, International Business, Innovation and value-cocreation. His research has published in such Journals as Journal of marketing, Journal of Operations Management, Journal of Management, Journal of product Innovation Management, Journal of International Marketing, Journal of Business Research and Industrial Marketing Management and Decision Support Systems etc.



Scott Weaven
Griffith University

Professor Scott Weaven is Head of the Department of Marketing at Griffith University. His current teaching areas are Introduction to Marketing, Marketing Management and Strategy, Entrepreneurial Marketing and B2B Marketing. He has research expertise in franchising, channels of distribution, entrepreneurship and small business.



Klaus-Peter Wiedmann

Leibniz University of Hannover

Professor Dr. Klaus-Peter Wiedmann is a Full Chaired Professor of Marketing and Management and the Director of the Institute of Marketing and Management at the Leibniz University Hannover, Germany.

Main subjects of research and teaching as well as consulting are: Societal Marketing, Strategic Marketing, International Marketing, Innovation & Technology Marketing, Brand & Reputation Management, Corporate Identity, Corporate Culture & Change Management, Consumer Behavior, Marketing Research & Controlling, Online & Mobile Marketing. In these fields Professor Wiedmann has realized numerous research and consulting projects which also helped to publish widely with over 600 academic publications. Some of the publications received an award from important international organizations such as the American Marketing Association. Moreover Professor Wiedmann has been appointed as Editorial Board Member of five international journals.



David Woisetschläger

Technische Universität Braunschweig

Dr David Woisetschläger joined the Technische Universität Braunschweig as a Professor and Chair in Services Management and Director of the Institute for Automotive Management and Industrial Production in 2011. Before, he worked as Assistant Professor at the TU Dortmund University. His research interests lie primarily in the fields of customer relationship management, brand management, and sponsorship. Besides his academic work, he is also a consultant for companies in the automotive and telecommunications sectors. His work in these domains has been published in international marketing journals such as the Journal of Business Research, Journal of Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, and Psychology & Marketing.



Hong Yuan
University of Oregon

Hong Yuan is an associate professor of marketing at the Lundquist College of Business. Yuan earned her master's degree in applied economics and her PhD degree in marketing from the University of Michigan. Her research interests include firms' pricing and promotion strategies; consumers' responses to pricing and promotion strategies; consumer information search; and experimental and behavioural economics. She has published in the *Journal of Consumer Psychology*, *Journal of Marketing Research*, *Management Science*, *Journal of Retailing*, and *Journal of Advertising*. She also teaches the Marketing Research course for the masters of science in Sports Product Management program in Portland.



Jonathan Zhang
Colorado State University

Professor Jonathan Z. Zhang joined Michael G. Foster School of Business of the University of Washington in Seattle in 2010. He holds a Ph.D. in Quantitative Marketing and M.Phil. from Columbia University, and B.A / B.S. in Economics and Mathematical Statistics from Rutgers University.

His research uses econometric and machine learning methods to investigate how customer-firm relationships evolve in B2B and B2C domains, how organizations can use data analytics understand their customers, and how to best acquire, expand, and retain customers for long-term profitability.

His substantive interests reside in the areas of pricing, multi-channel retail, Fintech, launch and turn-around strategies for luxury brands, and consumer decision making in new and digital environments. His research has been published in *Marketing Science*, *Journal of Marketing*, *MIT Sloan Management Review*, *Journal of the Academy of Marketing Science*, and *Journal of Interactive Marketing*.



Lamberto Zollo

University of Florence

Lamberto Zollo is an Assistant Professor in Management at the University of Florence, Italy. He holds a PhD in Business Administration and Management (University of Pisa, Italy) and a Master in Big Data for Management (University of Florence, Italy). He is Editorial Advisory Board member of *Management Decision* and Editorial Review Board member of *Journal of Global Fashion Marketing*. His research interests are in business ethics, ethical consumption, and strategic management. His research has been published in international journals such as *Journal of Business Ethics*, *Journal of Managerial Psychology*, and *Management Decision*.



TRAVEL INFORMATION

HOW TO GET TO FLORENCE

<https://www.visitflorence.com/getting-to-florence/>

Florence is well-connected with the rest of Italy and with Europe, and is easy to get to by air or land. In the last few years there has been a significant increase in traffic in and out of Florence's Vespucci Airport, and the infrastructure and facilities are constantly being upgraded.

Florence is also a key node on the Italian railway network. It has good connections (high-speed railway line - TAV, Treni Alta Velocità) with the main cities in the north, while to the south Rome is only about an hour and a half away.

The A1 motorway, the main road artery linking the north and south of the country, runs past Florence, which has four exits. A third lane is currently being built on the Barberino-Incisa stretch of the A1. The A11 motorway and the Florence-Pisa-Livorno (FI-PI-LI) dual carriageway link the city with the west (Tyrrhenian Sea) coast.



<https://en.wikipedia.org/wiki/Florence>

LOCAL TRANSPORTATION

Florence City Airport - Florence City centre transfers

Located just 4km (2.5 miles) from the centre of Florence, "Amerigo Vespucci" is the city airport of Florence.

For the transfer between Florence Airport and the city centre, you have three main choices:

Taxi

The taxi service provide door to door service to and from your Central Florence hotel. Some Taxi drivers do not accept the credit card. Ask payment options before entering the car. The price for the taxi transfer is around 20-25 Euros. You can find the taxi station immediately outside the Arrival gates at the Airport and you can catch up a taxi upon arrival. Contact numbers of taxi companies are:

+39 055 4390

+39 055 4242

Florence Tram line

From February 2019 there is now a new second tramway line - T2 Vespucci - connecting the Airport of Florence Vespucci to SMN Central station to (Drop off at "Unità" last stop). On all trams you must purchase tickets in advance that you can find at telling machines which are at every tram stop (otherwise you can buy tickets from authorized sales points i.e. newsagents, and tobacco shops). The price of the ticket is 1,80 Euro.

Thought Leaders' Conference of Privacy in Marketing

Florence Tramway map (T2 line goes from the Airport to the city centre)



Volainbus - Florence City Centre Bus

Another option between Florence Airport and Florence City Centre is the Volainbus bus that runs a non-stop route between the airport and Santa Maria Novella (SMN) railway station. You can purchase tickets from the driver of the bus. The price of the ticket is around 6 Euros.

ABOUT THE HOST

UNIVERSITY OF FLORENCE

The University of Florence is an important and influential centre for research and higher training in Italy, with 1,800 lecturers and internal research staff, 1,600 technical and administrative staff, and over 1,600 research assistants and doctoral students.

It offers a wide range of study programmes at various levels and in all areas of knowledge.

Over 130 Degree courses (First and Second Cycle, corresponding to Bachelor's and Master's Degrees) organised in 10 Schools, with a population of about 51,000 enrolled students, one-fourth of which come from outside of Tuscany.

There are over 9,000 degrees awarded each year in Florence. According to the alumni data, the percentage of students who are in the workforce one year after their First Level degree is above national average.

The University of Florence has a natural international vocation and the development of internationalization is one of its strategic priorities.

It is one of the largest and most productive public research systems in Italy. This result is accomplished thanks to the number of permanent and temporary researchers working in a wide range of disciplinary and scientific fields, and the numerous junior scientists in training. It is also due to an intensive participation in research programmes of national and international relevance and to the significant scientific results achieved. External funds support the research and knowledge transfer activities. This combination of factors qualifies the Florentine institution as a modern research university and accounts for its excellent position in national and world rankings. Researchers at the University of Florence operate within 21 different departments and have at their disposal approximately 40 research structures comprising inter-departmental and inter-university centres as well as specialised research, knowledge transfer and advanced training centres.

In recent years the University of Florence has increasingly consolidated its ventures in the field of knowledge transfer: from the filing of patents to the setting up of joint workshops with businesses, through to participation in spin-off companies.

Thought Leaders' Conference of Privacy in Marketing

Knowledge transfer activities are coordinated by CSAVRI (Centro di Servizi di Ateneo per la Valorizzazione della Ricerca e la gestione dell'Incubatore universitario), the centre for the enhancement of research and management of the university's incubator.

DEPARTMENT OF ECONOMICS AND MANAGEMENT



The Department of Economics and Management (DISEI) is the third biggest Department of the University of Florence. More than 150 scholars including professors, post-researchers, and research assistants contribute to the teaching and research activities of the Department.

The Department holds three Master degree in English (i.e. Finance and risk management, Economics and development, and Design of sustainable tourism), two double degrees (in cooperation with the Warsaw school of economics and the Georg-August-Universität of Göttingen), and three PhD programs in Development economics and local systems, Economics, and Management and Accounting.

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For further information, please see Roggeveen, Anne L. and Raj Sethuraman (2018), "Understanding the JR Heritage, Publishing in JR, and the Evolving Retail Field," *Journal of Retailing*, 94 (March), 1-4.



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Venkatesh Shankar
Journal of Retailing, December 2018 (pp. vi – xi)

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Dhruv Grewal, Anne L. Roggeveen and Jens Nordfalt
Journal of Retailing, March 2017 (pp. 1–6)

To Keep or Not to Keep: Effects of Online Customer Reviews on Product Returns

By A. Mirnema, T.H.A. Bijmolt, S. Gensler, and T. Wiesel
Journal of Retailing, September 2016 (pp.253–267)

From Multi-Channel Retailing to Omni-Channel Retailing

Peter C. Verhoef, P.K. Kannan and J. Jeffrey Inman,
Journal of Retailing, June 2015,(pp.174–181)

Determinants of Store Brand Share

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