

Thought Leaders' Conference on Privacy in the Retail Environment

June 6-8, 2019

Florence, Italy

Session Participants and Papers

Time	Event	Presenter
Thursday, June 6		
19:00 - 22:00	Welcome Cocktail Reception	
Friday, June 7		
08:30 - 09:30	Registration	
09:00 - 09:15	Welcome Remarks	Robert W. Palmatier and Gaetano Aiello
Session 1: Keynote		
09:15 - 10:00	Keynote One Session Chair: Robert W. Palmatier	David W. Stewart
10:00 - 10:30	Coffee Break	
Session 2: Privacy and the Retail Environment: Challenges and Opportunities		
10:30 - 11:30	Global Privacy Trends with Implications for the Retail Environment	Martin, Kelly and Robert W. Palmatier
	Privacy Issues in the Retailing Domain: A Process Framework and Research Agenda	Kroschke, Mirja, Manfred Krafft, and Patrick E. Murphy
	Privacy Roller-Coaster: The Sources of Privacy Concern Throughout the Customer Journey in the Retail Context Session Chair: Lena Steinhoff	Aiello, Gaetano, Raffaele Donvito, Laura Grazzini, Valentina Mazzoli, Diletta Acuti, and Virginia Vannucci
Session 3: The Focal Role of Consumer Evaluations in Privacy Research (Part 1)		
11:30 - 12:30	Consumers' Perceptions of Retailers' Use of 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 Session Chair: Costas Katsikeas	Tran, Chi, Brandon J. Reich, and Hong Yuan
12:30 - 12:35	Logistics Update	Raffaele Donvito
12:35 - 14:00	Lunch	
Session 4: Keynote		
14:15 - 15:00	Keynote Two Session Chair: Kelly Martin	Beth A. Walker
Session 5: The Focal Role of Consumer Evaluations in Privacy Research (Part 2)		
15:00 - 16:00	How Consumer Empathy Drives Platform Success	Giesler, Markus, Ela Veresiu, and Ashlee Humphreys
	How Does Privacy Literacy Affect Consumers' Online and Offline Behaviors and their Trust in Brands? Implications for Retail Brands and Better Service or More Privacy? Capturing Consumers' Concerns in the New Data-Rich Retail Settings	Matta, Shashi
	Session Chair: Irina Kozlenkova	Pantano, Eleonora, Christoph Teller, Charles Dennis, and Gaetano Aiello
16:00 - 16:30	Coffee Break	
Session 6: Disentangling Privacy Topics Using Novel Methods		
16:30 - 17:30	Economic Loss of Cookie Lifetime Restrictions	Miller, Klaus M. and Bernd Skiera
	Consumer Perceptions of In-Store Privacy Threats: A Qualitative Comparative Analysis (QCA) Approach	Pizzi, Gabriele and Daniele Scarpì
	The Issue of Interdependent Privacy: A 3R Framework Session Chair: Ju-Yeon Lee	Kamleitner, Bernadette and Vince W. Mitchell
17:30-17:35	Logistics Update	Raffaele Donvito
20:15 - 23:00	Conference Dinner	

Saturday, June 8

08:30 - 09:00 Coffee and check-in

Session 7: Journal of Retailing

09:00 - 09:30 Co- Editor-in-Chief, *Journal of Retailing* Roggeveen, Anne

Session 8: Understanding Critical Privacy Tradeoffs

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

Session Chair: Frank Germann

10:30 - 11:00 Coffee break

Session 9: The Role of Privacy in Sustaining Customer Relationships

11:00 - 12:00 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

Vadakkepatt, Gautham and Jessica Hoppner

B2B Customer Relationship Marketing and Marketing Capability

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 - 12:30 Farewell Remarks and Logistics Update

Robert W. Palmatier, Gaetano Aiello, and Raffaele Donvito

13:00 - 14:00 Lunch
