

2019 EMAC-GAMMA Joint Symposium

Co-Chairs Udo Wagner (University of Vienna)
Juran Kim (Jeonju University)

Date May 29, 2019
Room ESA Ost, R120

Time	Session	Chair	Number	Title	Author	Affiliation	Acknowledgement
09:00 - 10:30	Culture Equity in the Sharing Economy	Roland T. Rust (University of Maryland)	1	Exploring Customer Equity in OTT Media Service Industry	Huanzhang Wang Hakil Moon Kyung Hoon Kim	Changwon National University East Michigan University Changwon National University	GRN
			2	The Impact of Augmented Reality Application on Beauty Industry and Consumer Purchase Behavior	Yining Wang Eunju Ko	Yonsei University Yonsei University	BK and GRN
			3	The effect of environmental cues of eco-friendly culture related products on purchase intention	Eung Jin Lee Joonheui Bae Kyung Hoon Kim	Changwon National University Kyungpook National University Changwon National University	GRN
			4	The impacts of the concept of sharing on the contemporary culture industry: Based on the research of arts and fashion business cases	Eunju Ko Juhyun Kim	Yonsei University Yonsei University	GRN
10:30 - 11:00	<i>Coffee Break</i>						
11:00 - 12:30	Digital Marketing in the Sharing Economy	Udo Wagner (University of Vienna)	5	Mediation of the Digital Platforms in Sharing Economy in the Lens of Actor Network Theory - A Theoretical Framework	Alexandre Silveira	School Management and Business Unisinos	
			6	Toward Developing Conceptual Foundations of AI speaker driven interactivity	Juran Kim	Jeonju University	
			7	Understanding the consequences of Value Co-creation Behavior CPB and CCB in Digitalized Interactive Platforms	Young Ju Lim Eunju Ko	Yonsei University Yonsei University	BK
			8	Influences of perceived cost and perceived benefit on AI driven recommendation agent value	Juran Kim	Jeonju University	
12:30 - 14:00	<i>Lunch Break</i>						
14:00 - 15:30	Service and Brand Management in the Sharing Economy	Benjamin Voyer (ESCP Europe)	9	The effect of servitization experience on commitment and repurchase intention	Kyeong Kook Jang Joonheui Bae Kyung Hoon Kim	Changwon National University Kyungpook National University Changwon National University	
			10	A study on the correlation between artists and luxury fashion brands to understand the art collaboration strategy: Based on the comparison between Louis Vuitton and Hermes	Juhyun Kim Hyejin Jun	Yonsei University Yonsei University	BK
			11	First impressions matter: Investigating thin slices of sales behaviors using real-time-response measurement	Sandra Pauser Udo Wagner	University of Vienna University of Vienna	
			12	Innovative service on customer performance: Evidence in safety service industry	Heeseok Woo Sang Jin Kim Kyung Hoon Kim	Changwon National University Changwon National University Changwon National University	
15:30 - 16:00	<i>Coffee Break</i>						
16:00 - 17:30	Consumer Behavior in the Sharing Economy	Kyung Hoon Kim (Changwon National University)	13	Does supplementing nonconventional lettering on product packages influence consumers' evaluations?	Udo Wagner Alisara Charinsarn	University of Vienna Thammasat Business School	
			14	Name-Dropping, Celebrity Endorsement, Professional and Personal Competency Evaluation: A Pilot Study	Benjamin Voyer	ESCP Europ	
			15	The integration of visual and oral somatosensory information: How color intensity impacts temperature and texture perceptioipons of food products, as well as related hedonic responses	Elisabeth Steiner Udo Wagner Roswitha Steiner Kathrin Heim Severin Maurer Robert Fina	Austrian Marketing University of Applied Sciences University of Vienna Austrian Marketing University of Applied Sciences Austrian Marketing University of Applied Sciences Austrian Marketing University of Applied Sciences Austrian Marketing University of Applied Sciences	