



Cardiff Business School
Ysgol Busnes Caerdydd



26th International Colloquium
on Relationship Marketing
Cardiff Business School
11-14 September 2018



26th International Colloquium on Relationship Marketing, Cardiff Business School, 11th-14th September 2018

Programme

Tour & Welcome Reception (Tues, 11th September 2018)

13:45-15:45	Optional Tour of Principality Stadium - One of the most iconic stadiums in the world, Home of Wales National Rugby Union Team and hosted FA Cup Finals Meet outside Jurys Inn Hotel at 13:45 (1 Park Pl, Cardiff CF10 3UD)
16:00-17:00	Optional Informal Visit to National Museum, Cardiff (Art Gallery and Museum) - Cathays Park, Cardiff CF10 3NP
18:30-20:30	Welcome Reception at Henry's Café Bar (located opposite Jurys Inn Hotel), Henry's Cardiff, Park Chambers, Park Place, Cardiff. CF10 3DN

Day 1 – Academic Conference (Wed, 12th September 2018)

Cardiff Business School, Postgraduate Teaching Centre, Room 0.04

09:00	Registration + Coffee
09:30	Welcome address – Prof Rachel Ashworth, Dean and Head of Cardiff Business School
09:45-11:00	Keynote: Prof Andreas Eggert (Paderborn University, Germany) 'Creating Value in Business Relationships: An Integrative View'
11:00-11:30	Coffee + Refreshments
11:30-13:00	Paper Session 1: Value Co-Creation and B2B 1. Drivers of Actor Motivation to facilitate Value Co-Creation <i>Donia Waseem, Sergio Biggemann*, Tony Garry</i> 2. Organisational Purpose and Employee-Company Identification: Transcendental Value Propositions and Social Value <i>Victoria Hurth and Mark Toon*</i>

	<p>3. Understanding the Value of a Commercial Web Presence. An Exploration of the Factors Determining Ideal Online Business-to-Business Customer Experience <i>Neil Hair* and Moira Clark</i></p> <p>4. Reputational Spill-over Effects in a Co-creating Value Dynamic: A Systematic Meta-Analysis <i>David Schamari* and Fred Lemke*</i></p>
13:00-14:00	Lunch + Coffee & Networking
14:00-15:30	<p>Paper Session 2: Customer Experience & Social Media</p> <p>1. How do Brands and Consumers Co-Create Experience effectively and acquire Value through Social Media? <i>Tara Rooney*, Shane Downey, Ewa Krolikowska-Adamczyk* and Helen Bruce</i></p> <p>2. Tweeting to the World or enjoying the Moment? The Effects of Social Media Engagement on Recall and Recommendation of a Service Experience <i>Adrian Palmer*, Xia Zhu and Melisa Mete</i></p> <p>3. When is Personalization too much? The Role of Consumers' Privacy Concerns for their Reactions to Personalized Mobile Promotions <i>Eva-Cosmea Fuhrmann*, Katharina Schlomann*, Caroline Tran</i></p> <p>4. Supply Chain Resilience and Customer Experience <i>Fred Lemke*, Fahd Alfarsi* and Ying Yang</i></p>
15:30-16:00	Coffee + Refreshments
16:00-17:00	<p>Paper Session 3: Relationships</p> <p>1. Papa Don't Breach: The Antecedents and Outcomes of Consumer Psychological Contract Breaches <i>Mashhour Baeshen*, Kate L. Daunt* and Malcolm Beynon</i></p> <p>2. Exploring the Loyal Customer-Company Relationship after Negative Publicity <i>Christos Michael*, Moira Clark, Georgiana Grigore</i></p> <p>3. How to enhance Bottom-Tier Customers' Loyalty to Hierarchical Loyalty Programs: The effect of Reward Gap <i>Aïda Mimouni Chaabane and Virginie Pez*</i></p>
18:00	Meet at Jurys Hotel to travel/walk to Evening Social
18:30-22:00	Reception at Wales Millennium Centre, Cardiff Bay

Day 2 – Academic Conference (Thur, 13th September 2018)

Cardiff Business School, Postgraduate Teaching Centre, Room 0.04

09:00	Registration + Coffee
09:30-11:00	<p>Paper Session 4: CRM and Online/Omni-Channels</p> <ol style="list-style-type: none"> 1. Preparations for successful Marketing and CRM Strategies for an Online Scientific Publishing Service: A Structured Way to find Common Mistakes and Create an Appealing Web-Service <i>Victoria-Anne Schweigert* and Andreas Geyer-Schulz</i> 2. Manufacturers' versus Retailers' Online Shops: Are Online Reviews always a Good Idea? <i>Katharina Kessing*</i> 3. Understanding the Omnichannel Shopper; an Investigation of Consumer Channel Choices in the Omnichannel Shopping Environment <i>Helen Cocco* and Nathalie Demoulin</i>
11:00-11:30	Coffee + Refreshments
11:30-13:00	<p>Paper Session 5: Technology & Innovation</p> <ol style="list-style-type: none"> 1. The Impact of Innovation on Relationship Marketing: Evidence from the Sri Lankan Retail Banking Sector <i>Roshan Panditharathna*, David Bamber, Maximilian Wagner</i> 2. Creating Value in a Virtual Reality - Bridging the Distance between Service Provider and Consumer <i>Daniel Zimmerman*</i> 3. Relational Perspectives on Cultural Co-creation and the Changing Urban Landscape <i>Tracy Harwood* and Tony Garry</i> 4. Outcomes of Value Co-creation: Creating and using Big Data from Customer and Organization Perspectives <i>Faten Jaber* and Muneer Abbad</i>
13:00-14:00	Lunch + Coffee & Networking
14:00-15:15	<p>Keynote: Prof Bob Doherty (University of York, UK) 'All in it together? How organizational strategies enhance or diminish the common good.'</p>
15:15-15.45	Coffee + Refreshments
15.45-16:45	<p>Paper Session 6: CSR and Sustainability</p> <ol style="list-style-type: none"> 1. Too Much of a Good Thing?! On the Relationship between CSR and Employee Work Addiction <i>Steven A. Brieger, Stefan Anderer, Andreas Fröhlich, Anne Bäro*, Timo Meynhardt</i>

	<p>2. Social Sustainability: Academic and Practical Perspectives <i>Ahmed Alsawafi, Fred Lemke and Ying Yang</i></p> <p>3. Social Enterprise Places: Relationship Building for Legitimacy and Growth <i>Anthony Samuels*</i></p>
16:45-17:00	Closing of ICRM 2018 and Outlook on the 27th ICRM 2019
18:00-22:00	Gala Dinner at Cardiff Castle

Day 3 – Business Day - Co-Creating Value through Relationships (Friday, 14th September 2018)

Cardiff Business School, Postgraduate Teaching Centre, Foyer & 1.19

09:00	Registration + Coffee
09:30-10:00	Welcome – Prof Rachel Ashworth, Dean and Head of School, Cardiff Business School
10:00-11:00	Cardiff Business School: What Value Us? The Impact of Cardiff Business School – Prof Calvin Jones, Cardiff Business School
11:00-12:00	Keynote: Prof Timo Meynhardt (HHL Leipzig Graduate School of Management, Germany) 'The Future of Public Value: Leading for Results.'
12:00-13:00	Panel Discussion <i>Assessing the value of organisations & relationships</i>
13:00-14:00	Lunch + Networking
14:00-15:00	Workshops - Measuring value: beyond brands - Together or alone? What benefits to co-creation? - Creating more value from less: or creating different? Responding to scarcity
15:00-15:30	Coffee + Refreshments
15:30-16:00	Workshops report back & Summary
16:00-17:00	Public Value Lecture: Tim Williams, Head of Cities Australasia, ARUP 'Cities and business : how companies have rediscovered cities and what this means for Wales'
17:30-18:30	Networking Drinks & Nibbles