EMAC 2012 Conference - Bursaries for PhD Students
(listed in alphabetical order)

Paolo Antonetti
Paper: Extending Theories of Consumer Behaviour in Sustainability: The Role of Guilt and Pride in Sustainable Consumption

Sandra Awanis
Paper: Dynamic View of Consumer Vulnerability: A Contextual Analysis of Credit Card Debt among the Youth Market

Lucas Beck
Paper: The Impact of Recalls on Customer Acquisition and Customer Retention in the Automobile Industry

Magdalena Bekk
Paper: A Place Like Me: Holiday Destination-Holiday Maker Personality Fit Predicts Satisfaction with Tourist Destination and Recommendation

Kai Bergner
Paper: Person-Based Testimonials and Message Tonality – Implications for Effective Health Communications

Abhishek Borah
Paper: Is All That Twitters Gold? Market Value of Brand Conversations in Social Media

Hannes Datta
Paper: Are Free-Trial Customers Worth Less Than Regular Customers?

Lieve Douce
Paper: The Effect of Consciously and Unconsciously Perceived Scent on Desire for Food Products

Bernardo Figueiredo
Paper: The Transnational Mobility of Global Cosmopolitans: How Multi-Acculturation Affects the National Identities of Circulating Consumers

Florent Girardin
Paper: Brand Authenticity and its Dimensions

Ursula Haas-Kotzegger
Paper: Conceptualizing Consumers’ Experiences of Product-Harm Crises

Stefan Hattula
Paper: A Dynamic Model of Fan Behavior When Team Expenditures and Brand Equity Signal Future Performance in Professional Sports Market
Nico Heuvinck
Paper: “When The Bias Is in Mind and Eyes” Coping with Ambivalence by (biased) Information Processing

Daniel Kostyra
Paper: Does Design Matter? An Empirical Investigation into The Design-Impact of Online Review Systems

Goedele Krekels
Paper: Dispositional Greed - Scale Development and Validation

Carla Martins
Paper: Understanding Participation in Company Social Networks: Drivers of Membership and Factors of Satisfaction

Simon Quaschning
Paper: Easy on the Mind: How Rankings Influence Attribute Weights in Multi-Attribute Decision Tasks

Tobias Schlager
Paper: Do Emerging Markets Consumers Interact Equally, Similarly or Completely Different With Companies? A Finite Mixture Segmentation in The Financial Services Sector

Eva Katharina Steinbacher
Paper: Personal Selling - An Out-Dated Sales Concept? The Effects of Salespeople Engagement in Competitive Tenders

Michel Van Der Borgh
Paper: Helping Teammates during New Product Selling: When Does It Pay Off?

Yves Van Vaerenbergh
Paper: Language Divergence's Impact on Customer Satisfaction

Niklas Woermann
Paper: The Praxeological Validity of Products-In-Practice. Towards Reconceptualising Product Feature Evaluation from a Practice Perspective