EMAC 2011 Conference - Bursaries for PhD Students
(listed in alphabetical order)

Nico Heuvinck
Paper: “folks, Listen Up! My Words Matter…to Me At Least” Coping With Ambivalence Through Spreading Word-of-Mouth

Kristian Döscher
Paper: Embracing The Complexity of Recovery Management In Business-To-Business Relationships

Charles Lebar
Paper: Personal Knowledge Perceptions And Memory For Information: When Does Feeling Ignorant Make Consumers Remember More?

Inge Lens
Paper: Doing Better Versus Keeping Up With Others. Different Motivations Underlying Different Types of Materialism

Magdalena Öberseder
Paper: An Initial Step Towards Measuring Consumers’ Perceptions of Corporate Social Responsibility

Timo Sohl
Paper: Retail Format Portfolio Strategy And Firm Performance: A Longitudinal Study

Anastasia Stathopoulou
Paper: How Marketing Actions Can Influence Customer Relationships Across Different Types of Services

Seshadri Tirunillai
Paper: Deriving Dimensions of Customer Satisfaction From User- Generated Content

Isabel Victoria Villeda
Paper: Signalling In Brand Combinations: The Effects of Brand Ownership And Physical Integration

Annie Stephanie Banikema
Paper: The Volition To Resist: Exploring Consumer Resistance From An Individual Difference Perspective

Tarje Gaustad
Paper: Consumers’ Reactions To Identity Threat: The Effect of Self-Brand Connection And Brand Identity Change In Brand Acquisitions

Sven Heidenreich

Clemens Költringer
Paper: Analyzing Online Destination Representation: A City Tourism Benchmarking Exercise

Diego Monferrer Tirado
Paper: Network Market Orientation And International New Ventures’ Dynamic Capabilities

Alexander Ruehle
Paper: Attitude-Based Versus Choice Behavior-Based Success of Brand Extensions

Sebastian Saarbeck
Paper: Who’s To Blame?! The Mediating Effect of Blame Attributions On Consumers’ Emotional And Behavioral Outcomes

Irene Scopelliti
Paper: Does Exposure To Concept Products Affect Consumer Judgment of Marketed Products?

Bert Weemaes