

CHALLENGING DEVELOPMENT & MARKETS

14TH BIENNIAL CONFERENCE

International Society of Markets & Development

LIMA-PERÚ

9th August 2016

8:30 a.m. - 9:00 a.m.

Registration (H-304)

9:00 a.m. - 9:20 a.m.

Opening Plenary:

Gina Pipoli, Universidad del Pacífico, Lima, Perú

Finola Kerrigan, ISMD President (H-304)

9:20 a.m. - 10:00 a.m.

30 years of ISMD- Looking Back and Moving Forward (H-304)

1st ISMD President Professor Ruby Roy Dholakia will present her thoughts on ISMD as it has developed over 30 years. This presentation comes from her paper in the first issue of Markets, Globalization and Development Review; ISMD: Glimpses in the Rearview Mirror. Ruby will be joined in conversation by fellow founding members Professor A. Fuat Firat and Professor Nikhilesh Dholakia.

10:00 a.m. - 11:30 a.m.

PAPER SESSION 1

Session 1A: Latin American Perspectives (H-304)

Chair: Janice Denegri-Knott, Bournemouth University, Poole, UK

1. *La Producción de la Multitud. Migraciones, Invasiones y Marketing (Producing Multitudes. Migrations, Invasions and Marketing)*
Jaime Bailón, Universidad de Lima, Lima, Perú
2. *Etnomarketing Aplicado al Mercado Emergente de Transacciones Financieras en Lima (Applying Ethnomarketing to an Emerging Financial Transaction Market in Lima)*
Nicolás M. Ortiz Esaine, Pontificia Universidad Católica del Perú, Lima, Perú
3. *The Marketplace in the Cultivation of Cosmopolitan Moral Commitments*
Pilar Rojas Gaviria, Universidad Católica de Chile, Santiago, Chile

Session 1B: Imagining Alternatives (H-404)

Chairs: Finola Kerrigan, University of Birmingham, Birmingham, UK

Andreas Chatzidakis, Royal Holloway, University of London, Egham, UK

1. *Empowering Change: Supporting "the Local" in an Irish Sustainable Community*
Katherine Casey, University of Limerick, Limerick, Ireland
Maria Lichrou, University of Limerick, Limerick, Ireland
Lisa O'Malley, University of Limerick, Limerick, Ireland
2. *Surviving Modernity*
Deniz Atik, Izmir University of Economics, Izmir, Turkey
Fuat Firat, University of Texas - Rio Grande Valley, Edinburg, USA
Ebru Uzunoğlu, University of Economics, Izmir, Turkey
3. *Alternative Economies and Liberal Development in (Post-) Conflict Areas*
Aurelie Broeckerhoff, Coventry University, Coventry, UK
Mikko Laamanen, Grenoble Ecole de Management, Grenoble, France and Hanken School of Economics, Helsinki, Finland

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11:30 a.m. - 12:00 p.m.

Coffee break (H-304/ H-404)

12: 00 p.m. - 1:30 p.m.

PAPER SESSION 2

Session 2A: Theoretical and Practical Insights from Emerging Markets (H-304)

Chair: Gina Pipoli, Universidad del Pacífico, Lima, Perú

1. ***Variables that Affect the Purchase Intention of Peruvian Coffee***

Gina Pipoli, Universidad del Pacífico, Lima, Perú

Iñaki García, Universidad de Deusto, Bilbao, Spain

2. ***Brand Transference Effects on Attractiveness: How Most and Least Favorite Brands Transfer their Image to Make you More or Less Attractive***

Enrique P. Becerra, McCoy College of Business Administration at Texas State University, San Marcos, USA

Juan Carlos Londoño, Pontificia Universidad Javeriana, Cali, Colombia

Maria Cecilia Henríquez, Pontificia Universidad Javeriana, Cali, Colombia

3. ***Capacidad Transaccional: Un Enfoque Orientado a la Transacción en el Mercado con Base en las Capacidades Internas de las Firms (Transactional Capacity: A Market Transaction Orientation Based on Firms' Internal Capacity)***

Jorge Tello-Gamarra, Universidade Federal do Rio Grande do Sul, Porto Alegre, Brasil

Martín Hernani-Merino, Universidad del Pacífico, Lima, Perú

Pablo Zawislak, Universidade Federal do Rio Grande do Sul, Porto Alegre, Brasil

Iván Límaco-Mamani, Pontificia Universidad Católica del Perú, Lima, Perú

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Session 2B: Fashion in Emerging Markets: A Critical Perspective (H-404)

Chairs: Jie G. Fowler, Valdosta State University, Valdosta, USA

Rosario Mellado Silva, Universidad del Pacífico, Lima, Perú

1. *Emergence of Sustainable Markets in the Field of Fashion: Institutional Actors as Initiators of Marketplace Dynamics*
Zeynep Ozdamar Ertekin, Izmir University of Economics, Izmir, Turkey
Deniz Atik, Izmir University of Economics, Izmir, Turkey
2. *FASHION: Exploring the Embodiment of Self in Chinese Consumer Culture*
Aubrey R. Fowler III, Valdosta State University, Valdosta, USA
Jie G. Fowler, Valdosta State University, Valdosta, USA

Session 2C: Ethics in Consumption: Interdisciplinary Perspectives in Developing and Emerging Markets (H-401)

Chair: Andreas Chatzidakis, Royal Holloway, University of London, Egham, UK

1. *Peruvian Antiquities and the Ethics of the Collectors Market*
Terrence H. Witkowski, California State University, Long Beach, USA
2. *Overeating-for-Show and the Imperial Stomach Aches*
Olga Kravets, Royal Holloway, University of London, Egham, UK
3. *Drivers of Moderation as a Method of Consumption*
Orose Leelakulthanit, National Institute of Development Administration, Bangkok, Thailand

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1:30 p.m. - 3:00 p.m.

Lunch/ Business Meeting for ISMD Board (E building 6th Floor, VIP Room)

3:00 p.m. - 4:30 p.m.

PAPER SESSION 3

Session 3A: Quality of Life (H-304)

Chair: Olga Kravets, Royal Holloway, University of London

1. ***Next-Gen Marketing and Development Scholars: Inspiring a New Generation via Transformative Engagement and Supervised Field Research***

Clifford Shultz, Loyola University Chicago, Chicago, USA
Andrés Barrios, Universidad de los Andes, Bogotá, Colombia
Sarah Haque, Loyola University Chicago, Chicago, USA
Aggeliki Gikas, Loyola University Chicago, Chicago, USA
Kate Kasch, Loyola University Chicago, Chicago, USA
Greg Lizak, Loyola University Chicago, Chicago, USA
Lisa Marks, Loyola University Chicago, Chicago, USA
Justine Petcoff, Loyola University Chicago, Chicago, USA

2. ***Philip Kotler Confronts Capitalism***

Mark Peterson, University of Wyoming, Laramie, USA

3. ***The Relationship Between Wellbeing, Materialism and Nature Connectedness***

Pablo A. Barriga, University of Leipzig, Leipzig, Germany

Session 3B: Markets, Marketing and Development (H-404)

Chair: Sammy Bonsu, Ghana Institute of Management and Public Administration (GIMPA), Accra, Ghana

1. ***On the (In)adequacy of Sustainability Orientation in the Curriculum of Marketing Education in a Typical Sub-Sahara African Context***

Anayo D. Nkamnebe, Nnamdi Azikiwe University, Awka, Nigeria

2. ***African Markets from the Pre-Colonial to the Present: Personal Reflections***

Sammy Bonsu, Ghana Institute of Management and Public Administration (GIMPA), Accra, Ghana

3. ***Elderly Women and Honor Construction in Moroccan Families***

Delphine Godefroit-Winkel, OPI, Morocco

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4:30 p.m. - 6:00 p.m.

SPECIAL SESSION I (H-304)

Toward Constructive Engagement and Social Justice in Marketing and Development

Facilitator:

Cliff Shultz, Loyola University Chicago, Chicago, USA

Panel members:

Fuat Firat, University of Texas - Rio Grande Valley, Edinburg, USA

Finola Kerrigan, University of Birmingham, Birmingham, UK

Mark Peterson, University of Wyoming, Laramie, USA

Pia Polsa, Hanken School of Economics, Helsinki, Finland

6:00 p.m.

Buses leave for Opening Dinner (outside H building)

6:45 p.m.

Opening Dinner: Restaurant Huaca Pucllana

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9:30 a.m. - 11:00 a.m.

PAPER SESSION 4

Session 4A: Critical Perspectives of (Post) Development in the Age of Markets (H-304)

Chair: Janice Denegri-Knott, Bournemouth University, Poole, UK

1. *Tourism Development: What Have we Learned from Four Decades of Critique?*

Aggelos Panayiotopoulos, University of Limerick, Limerick, Ireland

Maurice Patterson, University of Limerick, Limerick, Ireland

Peter Burns, University of Bedfordshire, Bedfordshire, UK

2. *Marketization of Social Control: Study of Traditional Block Printers of Gujarat*

Ram Manohar Vikas, Institute of Rural Management Anand, Gujarat, India

3. *Reflections on Consumption and the Concept of Violence*

Renata Couto de Azevedo de Oliveira, Universidade do Grande Rio, Rio de Janeiro, Brazil

Eduardo André Teixeira Ayrosa, Universidade do Grande Rio, Rio de Janeiro, Brazil

Session 4B: Market(ing) and Culture (H-404)

Chairs: Fuat Firat, University of Texas - Rio Grande Valley, Edinburg, USA

Olga Kravets, University of Royal Holloway, Egham, UK

1. *Marketization of the Oldest Profession: Pornographication and the Advertising of Sexual Services*

Gretchen Larsen, Durham University, Durham, UK

Maurice Patterson, University of Limerick, Limerick, Ireland

2. *Tourism Development and Marketization: Insights from Local Narratives*

Maria Lichrou, University of Limerick, Limerick, Ireland

Lisa O'Malley, University of Limerick, Limerick, Ireland

Maurice Patterson, University of Limerick, Limerick, Ireland

3. *The Hearth and the Home - Cooking and Eating in China*

Ruby Roy Dholakia, University of Rhode Island, Kingston, USA

Miao Zhao, Roger Williams University, Bristol, USA

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11:00 a.m. - 11:30 a.m. Coffee Break (H-304/ H404)

11:30 a.m. - 1:00 p.m. PAPER SESSION 5

Session 5A: Theoretical and Practical Insights from Emerging Markets (H-304)

Chair: Gina Pipoli, Universidad del Pacífico, Lima, Perú

1. ***From Margins to Mainstream: The Autonomy and Cultural Revival of 'Promotional Art' in Lima, Perú.***
Caroline Hodges, Bournemouth University, Poole, UK
2. ***Digital Privacy in the Middle East Region***
Dena Bateh, Berkeley College, New York, USA
Fiona Sussan, University of Phoenix, Phoenix, USA
3. ***Entrepreneurial Marketing Typology in Emerging Markets: Evidence from Small Hospitality Firms in Vietnam***
(Emily) Ngan Luong, University of Birmingham, Birmingham, UK
Finola Kerrigan, University of Birmingham, Birmingham, UK
David Houghton, University of Birmingham, Birmingham, UK

Session 5B: Beyond CSR – Business Strategies for Sustainable Value Creation (H-404)

Chair: Pia Polsa, Hanken School of Economics, Helsinki, Finland

1. ***The Sustainable Value-Added Model (SVA): An Interdisciplinary Approach to Corporate Sustainability and Strategic Planning***
Waleed Mohamed, University of Phoenix, Phoenix, USA
Fiona Sussan, University of Phoenix, Phoenix, USA
2. ***Big Data and Digital Life: A Survey of LATAM Countries***
Fiona Sussan, University of Phoenix, Phoenix, USA
Erkko Autio, Imperial College London, London, UK
Juraj Kosturik, Telefónica S.A.
Jonny Shipp, Telefónica O2
3. ***Inclusive Ecosystems***
Jaqueline Pels, Universidad Torcuato Di Tella, Buenos Aires, Argentina

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1:00 p.m. - 2:30 p.m.	Lunch and ISMD Members Meeting During lunch, the ISMD members will meet and new board members, President and Vice President will be elected. (E building, 6th Floor, VIP Room)
2:30 p.m. - 4:00 p.m.	PAPER SESSION 6

Session 6A: Marketing for Non-Profit Organizations (H-304)

Chair: Mona Moufahim, Durham University, Durham, UK

1. ***"We Shall Live Together": Insights into the Shifting Discourses of the Refugee Crisis***
Aggelos Panayitopoulos, University of Limerick, Limerick, Ireland
Maria Lichrou, University of Limerick, Limerick, Ireland
Zoë Lawlor, University of Limerick, Limerick, Ireland
2. ***Brand Jesus and the Industry of Faith - 'Assembling' Spiritual Authority through Glocalization***
Victoria L. Rodner, Fundação Getúlio Vargas, São Paulo, Brazil
Chloe Preece, Royal Holloway, University of London, Egham, UK
3. ***Resisting or Reproducing the Neoliberal Consensus? The Case of a UK Consumer Community-Owned Pub***
Victoria Wells, The University of Sheffield, Sheffield, UK
Richard Slack, Durham University, Durham UK
Nick Ellis, Durham University, Durham UK
Mona Moufahim, Durham University, Durham UK

Session 6B: Imagining Alternatives (H-404)

Chairs: Finola Kerrigan, University of Birmingham, Birmingham, UK
Andreas Chatzidakis, Royal Holloway, University of London, Egham, UK

1. ***A Macromarketing View of Country Development***
Mark Peterson, University of Wyoming, Laramie, USA
2. ***Venture Community: Democratization of Entrepreneurship in Developing Economies***
Ofer Dekel, Sheffield Hallam University, Sheffield, UK
George Filatov, Munich Business School, Munich, Germany
Amon Simba, Nottingham Trent University, Nottingham, UK
3. ***Alternative Lifestyles for a Sustainable Future: Issues, Dilemmas and Paradoxes of Ecovillages***
Mine Üçok Hughes, Woodbury University, Burbank, USA
Will McConnell, Woodbury University, Burbank, USA

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4:00 p.m. - 4:30 p.m. Coffee break (H-304/H-404)

4:30 p.m. - 6:00 p.m. PAPER SESSION 7

Session 7A: Theoretical and Practical Insights from Emerging Markets (H-304)

Chair: Janice Denegri-Knott, Bournemouth University, Poole, UK

1. **Non-Monetary Barriers to Technology Adoption by the Poor in India**
Arundhati Bhattacharyya, Indian Institute of Management, Udaipur, India
Russell Belk, York University, Toronto, Canada
2. **Business-NGO Relationships in Romania: Individualism, Projectization and Adiaphora in Social Responsibility**
Georgiana Grigore, Bournemouth University, Poole, UK
Mike Molesworth, University of Southampton, Southampton, UK
Denise Baden, University of Southampton, Southampton, UK
3. **Performing Indigenoussness as an Alternative Path of Development?**
Joyce Hsiu-yen Yeh, National Dong Hwa University, Hualien, Taiwan

Session 7B: Marketplace Justice and Consumption (H-404)

Chair: Gretchen Larsen, Durham University, Durham, UK

1. **Data Privacy Laws and Online Advertising: Evidence from Longitudinal Country-Level Data**
Nir Kshetri, University of North Carolina, Greensboro, USA
Lailani Alcantara, Ritsumeikan University, Beppu, Japan
2. **Africa to Africa Direct Investment and Socio-Economic Development: A Survey of Marketing and Consumer Protection**
Olawale Ajai, Pan-Atlantic University, Lagos, Nigeria
3. **Markets, Development and Control of Corruption**
Arvind K. Jain, Concordia University, Montreal, Canada

Session 7C Art Gallery: The Arts and Development- Poetry and Art (H-401)

Curators: Pia Polsa, Hanken School of Economics, Helsinki, Finland

Finola Kerrigan, University of Birmingham, Birmingham, UK

1. **Schooling**
Pilar Rojas Gaviria, Pontificia Universidad Católica de Chile, Santiago, Chile
2. **Touch of Poverty**
Pia Polsa, Hanken School of Economics, Helsinki, Finland

6:00 p.m. Cocktail and Art Exhibition (Hall H, ground floor)

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11th August 2016

9:30 a.m. - 11:00 a.m.

PAPER SESSION 8

Session 8A: Quality of Life (H-304)

Chair: Clifford Shultz, Loyola University Chicago, Chicago, USA

1. *The Dynamic Effects of Policy and Marketing Systems on Peace and QOL: Empirical Evidence from Medellín, Colombia*

Andrés Barrios, Universidad de los Andes, Bogotá, Colombia

Clifford Shultz, Loyola University Chicago, Chicago, USA

Don Rahtz, William & Mary, Williamsburg, USA

2. *Improving the Quality of Life of "Labeled as Disabled (LAD)" People through Marketing*

Murad Canbulut, Izmir University of Economics, Izmir, Turkey

Deniz Atik, Izmir University of Economics, Izmir, Turkey

3. *Evolution of Worker Safety and Community Quality of Life (QOL): Mineral Extraction*

Don Rahtz, William & Mary, Williamsburg, USA

Yoshiko Yamanaka, Tokyo City University, Tokyo, Japan

Douglas Cook, University of Alaska-Fairbanks, Fairbanks, USA

Session 8B: Neo-demographics? Big Data and the Practice and Impact of Marketing in Developing Economies (H-404)

Chair: Fiona Sussan, University of Phoenix, Phoenix, USA

1. *Big Data Deployment in the Tourism Industry of Developing Countries*

Nir Kshetri, University of North Carolina, Greensboro, USA

Andreina Moros Ochoa, Universidad Cooperativa de Colombia, Bogotá, Colombia

2. *Big Data and Cloud Computing in E-commerce Activities in the Global South*

Nir Kshetri, University of North Carolina, Greensboro, USA

Diana Rojas, Universidad de Manizales, Manizales, Colombia

3. *Big Data and Marketing in Latin America*

Katherine Maccall, Digital Marketing Manager, Soma Technology and University of Phoenix, Phoenix, USA

Fiona Sussan, University of Phoenix, Phoenix, USA

11:00 a.m. - 11:30 a.m.

Coffee Break (H-304/H-404)

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11:30 a.m. - 1:00 p.m.

PAPER SESSION 9

Session 9A: Ethics in Consumption: Interdisciplinary Perspectives in Developing and Emerging Markets (H-304)

Chair: Andreas Chadzidakis, Royal Holloway, University of London, Egham, UK

1. *Fissures of "Place" in the Globalization of Marketing: Leveraging Survival for Cabo Pulmo, North America's Oldest Coral Reef*

Will McConnell, Woodbury University, Burbank, USA

Mine Üçok Hughes, Woodbury University, Burbank, USA

2. *Accounting for Sustainable Business Practices*

Mark Peterson, University of Wyoming, Laramie, USA

3. *Sustainable Consumption: A Literature Review*

Maria Sandberg, Hanken School of Economics, Helsinki, Finland

Pia Polsa, Hanken School of Economics, Helsinki, Finland

Session 9B: Country Branding (H-404)

Chair: Gina Pipoli, Universidad del Pacífico, Lima, Perú

1. *From Modernism to Populism –How Discourse Lies at the Heart of Country Branding*

Victoria L. Rodner, Fundação Getúlio Vargas, São Paulo, Brazil

Finola Kerrigan, University of Birmingham, Birmingham, UK

2. *Understanding the Effect of Consumer Decision Making and Materialism on Adolescents from Emerging Economy: Insights from India*

Arpita Srivastava, XLRI-Xavier School Of Management, Jamshedpur, India

3. *Expatriates' Patronage and Evolution in the Country of Origin's Ethnic Dance and Music*

Sumanta Barua, University of Portsmouth, Portsmouth, UK

Gretchen Larsen, Durham University, Durham, UK

1:00 p.m. - 2:30 p.m.

Lunch

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2:30 p.m. - 4:00 p.m.

SPECIAL SESSION II (H-304)

Marketing, Technology and Society

Facilitator:

Fuat Firat, University of Texas - Rio Grande Valley, Edinburg, USA

Panel members:

Nikhilesh Dholakia, University of Rhode Island, Kingston, USA

Ruby Roy Dholakia, University of Rhode Island, Kingston, USA

Alladi Venkatesh, University of California, Irvine, USA

Dominique Bouchet, University of Southern Denmark, Odense, Denmark

4:00 p.m. - 4:15 p.m.

Closing Plenary: Olga Kravets, ISMD, Vice President (H-304)

H building: Jr. Sánchez Cerro 2121- Jesús María

E building: Jr. Sánchez Cerro 2141- Jesús María

H-402 Supply room