“From Magical Realism to Realizing Magic in the Market Place”

Conference Co-Chairs

Enrique P. Becerra, Texas State University
Ravindra Chitturi, Lehigh University
María Cecilia Henríquez, Pontificia Universidad Javeriana Cali
Juan Carlos Londoño, Pontificia Universidad Javeriana Cali
Wednesday, July 5th
Registration Open – From 5:00 to 8:00 PM at Lobby of Dann Carlton Hotel

Thursday, July 6th
Registration Open – From 8:00 AM to 5:00 PM at Lobby of Dann Carlton Hotel

Sessions 8:30 AM – 10:00 AM

1.1.01: The Forgotten – Seen but Unserved

Room: Versalles
Session Chair: P. Sebastian Koku

“Pay What You Want” Pricing: A Strategy for Integrating the Bottom of the Pyramid
P. Sebastian Koku, Florida Atlantic University

Street Vending: Exploring the Transformative Impact of Forgotten Services
Steven Rayburn, Texas State University
Mario Giraldo, Universidad del Norte
Linda Nasr, Texas State University
Luis García, Universidad de Piura

Micro and Small Enterprises Challenges in Developing and Providing Goods to BOP
Miriam Borchardt, Unisinos University
Alexandre Ferreira, Unisinos University
Giancarlo Pereira, Unisinos University
Claudia Viegas, Unisinos University

Frugality: Antecedents, Consequences and Implication for Consumer Welfare
Leticia Boccomino Marselha, EAESP-FGV
Delane Botelho EAESP-FGV

1.1.02: You Call that Service?

Room: Centenario
Session Chair: Juan Carlos Londoño Roldan, Pontificia Universidad Javeriana Cali

The Role of Anxiety and Regret after an Unsatisfactory Service Recovery
Gilmar Casalinho, UFSM
Roberto Nonohay, UFRGS and UNIVATES
Eduardo Rech UFRGS and IMED
Seeking Relief from Negative Emotions: Customer Revenge as a Self-Control Goal Conflict
  Marilena Gemtou, University of Bath
  Haiming Hang, University of Bath

Waiting in Line and Customer Satisfaction: Focusing on Additional Services and Service Specification
  Shingo Kitajima, Kansai University
  Nagisa Furukawa Kansai University
  Anri Oya, Kansai University
  Takahiro Chiba Kansai University

Beyond Loss Aversion and Carry-Over: Consumer Experience and Relationship Quality Effect on Satisfaction Change
  Viviane Chen, State University of New York Farmingdale
  Gwarlann De Kerviler, IESEG

1.1.03: Memories, Popularity, and Gifting

Room: Las Ceibas
Session Chair: Salvador Ruiz de Maya, Universidad de Murcia

Forgetting to Remember Our Experiences: People Overestimate How Much They Will Retrospect About Personal Events
  Stephanie Tully, University of Southern California
  Tom Meyvis, New York University

Gone but Not Forgotten: Caribbean Consumer Reactions to Retro-Marketing
  Marvin Pacheco, The University of the West Indies
  Barney Pacheco, The University of West Indies

Reasons for Choosing Popular: Extending Naive Theories of Popularity with Uncertainty Reduction and Societal Value
  Robert Goedegebure, Wageningen University
  Erica van Herpen, Wageningen University
  Hans van Trijp, Wageningen University

Giving Away the Data of Others: An Exploration of an Ownership Ambiguity Network
  Vincent Mitchell, Cass Business School – City University of London
  Bernadette Kamleitner, Wirtschaft-Universitat
  Sophie Suseenbach, Wirtschaft-Universitat
10:00 AM – 10:30 AM Coffee Break

Session 10:30 AM – 11:30 AM

**2.1.01: Plenary Session**
Challenges and Opportunities for Consumer Research in Latin America

Room Versalles
Speaker: Eduardo B. Andrade – FGV-EBAPE

11:30 AM – 12:15 PM Salsa Lessons
Room: El Peñón

12:00 PM – 1:30 PM Lunch at Swimming Pool Dann Carlton Hotel (4th floor).

Sessions 2:00 PM – 3:30 PM

**3.1.01: All About Me**

Room: Versalles
Session Chair: Enrique P. Becerra, Texas State University

A Dilemma with Height: A Critical Review of Body Image and Clothing Choice for Men of Shorter Stature
Osmund Rahman, Ryerson University
Henry Navarro, Ryerson University

Can Brands Change What Others Think of You? A Study of Brand Transference and Attractiveness
Enrique P Becerra, Texas State University
Juan Carlos Londoño Roldan, Pontificia Universidad Javeriana Cali
María Cecilia Henríquez Daza, Pontificia Universidad Javeriana Cali

All Eyes on Me: Who is Really Leading the Influential Show in Online Brand Communities?
Isabel Galvis, Coventry University
Julia Tyrell, Coventry University

Why do They Have it and Not I? Envy and Consumption
Kirla C. Ferreira, EAESP-FGV
Delane Botelho, EAESP-FGV
3.1.02: Special Session - TCR Scholarship for Latin America

Room: **Centenario**
Session Chair: Andres Barrios, Universidad de los Andes

Micro-Borrowing: Navigating the Responsibilities of and Indebted Life  
   Pilar Rojas Gaviria, Pontificia Universidad Católica de Chile  
   Domen Bajde, University of Southern Denmark

Inclusive Food Distribution Network at Subsistence Markets: Kiteiras Project  
Research Experience  
   Marcos Ferreira Santos, Faculdade Multivix  
   Andrés Barrios, Universidad de los Andes

Social Ties an Improved Well-Being: The Role of Wikimujeres in Colombian Women’s Business Development  
   Sonia Camacho, Universidad de los Andes  
   Andrés Barrios, Universidad de los Andes

Out in the Open: Understanding Consumer Acceptance or Rejection of Colombia’s Black Market  
   Marck S. Rosenbaum, Northern Illinois University  
   Mauricio Losada Otalora, CESA

3.1.03: Consumption Choices

Room: **El Peñón**
Session Chair: Carlos A. Trujillo, Universidad de los Andes

Can Guilt Be Repaired by Consumption? An Analysis of Brazilian Mothers  
   Suzana Valente Battistella-Lima, EAESP-FGV  
   Delane Botelho EAESP-FGV

How Different Nutrition Information Formats May Lead to Less Calorie Dense Food Choices  
   Julio Sevilla, University of Georgia  
   Brian Wansink, Cornell University  
   Luis Torres, Georgia Gwinett College
3.1.04: Branding in Social Complexity

Room: **Las Ceibas**
Session Chair: Ravi Chiturri, Lehigh University

**Dramas of a Patriotic Brand: Conflicts on the process of Legitimizing the Local Belongingness of a Brand**
- Marlon Dalmoro, Univates
- Giandomenicao Lembo, Univates
- Joao Pedro Fleck, Pontifical Catholic University of Rio Grande do Sul

**Branded Urban Spaces and Exclusion in Post-Industrial Cities**
- Rodrigo Castilhos, Unisinos

**How Can Logo Make an inspirational Brand?**
- Jianping Liang, Sun Yat-sen University
- Guimel Hu, Sun Yat-sen University
- Haizhong Wang, Sun Yat-sen University

**Artist - Brand Alliance to Target New Consumers: Can Visual Artist Recruit New Consumer for the Brand?**
- Pielah Kim, Philadelphia University
- Hua Chang, Towson University
- Rajiv Vaidyanathan, University of Minnesota Duluth
- Leslie Stoel, Miami University

3:30 PM – 4:00 PM Coffee Break
Sessions 4:00 PM – 5:30 PM

4.1.01: Magic and Consumption

Room: **Centenario**
Session Chair: Lisa Peñaloza, Kedge Business School and Egade Business School

**Magical Machines meet Magical People**  
Russell Belk, York University

**Achieving Resonance in Liquid Consumption via Deceleration on the Camino de Santiago**  
Giana Eckhardt, Royal Holloway University of London  
Katharina Husemann, Royal Holloway University of London

**Edgar Morin – The Uniduality of the Magical and the Real**  
Søren Askegaard, University of Southern Denmark

**Patanjali Ayurved: The Guru and The Myth-Making**  
Bhupesh Manoharan, Indian Institute of Management Calcutta  
Krishanu Rakshit, Indian Institute of Management Calcutta

4.1.02: Special Session: Big Data and Consumer Behavior

Room: **Versalles**
Session Chair: Ulf Bockenholt, Northwestern University

**Single Paper Meta-Analysis: Benefits for Study Summary, Theory-testing, and Replicability**  
Blakeley B McShane, Northwestern University  
Ulf Bockenholt, Northwestern University

**Multilevel Multivariate Meta-analysis with Application to Choice Overload**  
Blakeley B McShane, Northwestern University  
Ulf Bockenholt, Northwestern University

**Deconstructing Hedonic Experiences Using Tensor Factorization**  
Karsten T. Hansen, University of California San Diego  
Vishal Singh, New York University

**Online Reviews: Some Empirical Generalizations**  
Karsten T Hansen, University of California San Diego  
Vishal Singh, New York University
4.1.03: Perceiving Magic

Room: El Peñón
Session Chair: Steve Rayburn, Texas State University

Diving and Sustainability: Does the Consumer Perceived Sacrifice in this Experience?
Polyanna De Lourdes Saraiva Do Nascimento, Federal University of Pernambuco
Salomao Alencar De Farias, Federal University of Pernambuco

Construction Process of a Destination Image: Applying the “Schemas” Concept
Pedro Quelhas Brito, Universidad de Porto
Zalía Oliveira, Universidad de Porto

4.1.04: Rediscovering Magic in a Magical Place – Colombia

Room: Las Ceibas
Session Chair: Mario Giraldo, Universidad del Norte

Mobility factors for reducing self-reported travel times to health services
Diana E. Forero, Fundación Universitaria Konrad Lorenz
Laura M. Torres, Fundación Universitaria Konrad Lorenz
Laura S. Rodríguez, Fundación Universitaria Konrad Lorenz
Juan C. Correa, Fundación Universitaria Konrad Lorenz

The shopping experience of the middle class consumer of an emerging country in two retail formats
Giuseppina Marcazzo, Pontificia Universidad Javeriana Cali

Cultural Agenda for Leisure Time in Medellin: An Analysis from the Perspective of Shared Contents Online
Laura Rojas De Francisco, Universidad EAFIT
Juan Carlos Monroy, Universidad EAFIT

The Role of Perceived Consumer Effectiveness in Recycling Behavior: an Indirect Pathway Through Another Pro-environmental Behavior
Claudia Arias, Universidad de los Andes
Dinner at Pontificia Universidad Javeriana Cali from 7:30 PM – 9:30 PM
**Colombian Pacific Cultural Show**
Buses depart to University Campus from Dann Carlton Hotel from 6:15 PM until 6:30 PM.

7:30 PM
**Auditorio 1, Edificio El Samán**
True sounds for sale: Festival tourism and the transformation of traditional music.

**Speaker: Manuel Sevilla.**
Manuel has a PhD and MA in anthropology from University of Toronto, BA in Communications and Journalism from Universidad del Valle. Dr. Sevilla is an associate professor at Department of Art, Architecture and Design at the Pontificia Universidad Javeriana Cali. His research topics are cultural production of music, cultural heritage and anthropology of cultural production. In 2015, he was awarded the Fundación Alejandro Ángel Escobar national book award for his collective work on the music of Colombian singer Carlos Vives. He also explores traditional music from southwestern Colombia.

**Optional Entertainment from 9:30 PM**
Buses will depart from University Campus after dinner and will return all to Dann Carlton Hotel around midnight.

**Salsa Dancing**
Place: Tin Tin Deo (traditional salsa dancing place – you can see it, dance it, or learn it).
Fee: Cover charge of about COL 20 thousand pesos (about USD$7 – please bring COL pesos).
If you would like to participate, please let us know before or during dinner.
Friday, July 7th

8:30 AM – 12:00 PM Registration Open at Lobby Dann Carlton Hotel
Sessions 8:30 AM – 10:00 AM

1.2.01: Increasing Magic Pleasure

Room: Centenario
Session Chair: Russell Belk, York University

My Magic is Stronger than Yours: An Exploration of Competitive Spirituality in Brazilian Religions
  Victoria Rodner, Fundação Getúlio Vargas
  Russell Belk, York University
  Chloe Preece Royal Holloway University of London

An Upbeat Crowd: Fast In-Store Music Attenuates the Negative Effects of High Density on Customers’ Spending
  Klemens Knoferle, BI Norwegian Business School
  Carlos Velasco, BI Norwegian Business School
  Alexander Vossen, University of Siegen

Erotiscapes and the Latin America Context of Tourism
  Nacima Ourahmoune, KEDGE Business School

The Meanings of the Nipponese Tea Ceremony in the Southern Region of Brazil
  Nôga Simoes de Arruda Correa Da Silva, Universidade Estadual de Maringá
  Fernanda Guarnieri, Universidade Estadual de Maringá
  Olga Maria Coutinho Pepece, Universidade Estadual de Maringá
  Aline Cantarotti, Universidade Estadual de Maringá
1.2.02: Phone Made Me Do It

Room: **Versalles**
Session Chair: Tom Meyvis, New York University

**Consumer Behavior Analysis Applied to Mobile Marketing**
Óscar Robayo Pinzón, Institución Universitaria Politécnico
Grancolombiano
Luz Alexandra Montoya, Universidad Nacional de Colombia
Sandra Rojas-Berrio, Universidad Nacional de Colombia

**The Impact of Consumer Mood on Use of Mobile Payment**
Sahar Karimi, The University of Liverpool Management School
Yu-Lun Liu, Coventry University

**Give Me Likes and Comments? When Participating in Brand Pages Affects Social Recognition and Consumer Behavior**
Salvador Ruiz de Maya, Universidad de Murcia
Mariola Palazón Vidal, Universidad de Murcia
María Sicilia Pinero, Universidad de Murcia
Yusimi Rodríguez Ricardo, Universidad de Murcia

**Counterfeit Luxury Brand Consumption: Morality vs Pleasure**
Rosa Chun, University College Dublin – Michael Smurfit Business School

1.2.03: Design and Consumer Reactions

Room: **Las Ceibas**
Session Chair: Sindy Chapa, Florida State University

**The Influence of Package Design on Consumer Preference**
Ravindra Chitturi, Lehigh University
Juan Carlos Londoño Roldán, Pontificia Universidad Javeriana Cali
María Cecilia Henríquez Daza, Pontificia Universidad Javeriana Cali

**Consumer Confinement: Conceptualization and Correlates**
Stephanie Feiereisen, City University of London
Vincent-Wayne Mitchell, City University of London
André Marchand, University of Munster
Thorsten Hennig-Thurau, University of Munster
Brand Extensions and Construal Culture
Sanjay Mishra, University of Kansas
Surendra Singh, University of Kansas
Pronobesh Banerjee, Pennsylvania State University Abington
Ze Wang, University of Central Florida

Sex Differences in Customer Retaliatory Behaviors: The Role of Oxytocin?
Lilian Carvalho, Saint Paul Business School
Gad Saad, Concordia University

1.2.04: Meet the Editors
Room: El Peñón
Session Chair: Enrique P. Becerra, Texas State University

Editors;
Darren Dahl, Editor in Chief, Journal of Consumer Research
Salvador Ruiz de Maya, Editorial Board, Spanish Journal of Marketing
ESIC
P. Sebastian Koku, Associate Editor, Journal of Service Marketing
Ajay K. Manrai, Editor-in-Chief, Journal of Global Marketing
Marithza Sandoval, Editor Suma Psicológica

10:00 AM – 10:30 AM Coffee Break
Sessions 10:30 AM – 12:00 PM

2.1.01: Consumption
Room: Ceiba
Session Chair: Ajay Manrai, University of Delaware

Changing Moral Judgements of Speculation: The Role of Arguments and Consumer Motivation
Subimal Chatterjee, Binghamton University, SUNY
M Deniz Dalman, Saint Petersburg State University

A Conceptual Framework to Understand Responsible Consumption Behavior
Bipul Kumar, IIM Indore
Ajay Manrai, University of Delaware
Lalita Manrai, University of Delaware
Motivational Characteristics of Online Shopping and Buying: Impulse and Compulsive Buying in e-Stores
Orhidea Edith Kiss, Eötvös Loránd University
Zoltan Veres, University of Pannonia

Why Consumer Change Their Minds: Experimental Evidence of Position Effect
José Alejandro Aristizábal Cuellar, Fundación Universitaria Konrad Lorenz
Marithza Sandoval Escoba, Fundación Universitaria Konrad Lorenz
Pedro Manuel Ogallar, Universidad de Jaen

2.2.02: Special Session TCR Scholarship for the Latin American Context Part 2
Room: Centenario
Session Chair: Andrés Barrios, Universidad de los Andes

Choice Architecture, Norms, and Sustainable Consumption
Carlos A Trujillo, Universidad de los Andes
Catalina Estrada-Mejia, Universidad de los Andes

Sustainability and Subsistence Marketplace, a Community Challenge
Andrés Barrios, Universidad de los Andes
Sonia Camacho, Universidad de los Andes

Sustainable Consumption: Driven by Purpose, Redirected by Emotions, Compromised by Income
Beatriz Pereira, Iowa State University
Carlos A. Trujillo, Universidad de los Andes

2.2.03: Fair Treatment is What We Want
Room: Versalles
Session Chair: Linda Nasr, Texas State University

Physical Height and Fair Trade in the Marketplace
Eugene Chan, Monash University

Paradoxes in Reward-Based Crowdfunding
Natalia Drozdova, Norwegian School of Economics
Ingeborg Kleppe, Norwegian School of Economics
Service Employee Nonverbal Sexual Signals as Predictor of Consumer Word-of-Mouth Intentions: A Caribbean Perspective
Cherisse Permell-Hutton, The University of West Indies
Barney Pacheco, The University of West Indies

Tradition and Sacralization: When the Profane Aspects of a Street Fair Makes It Sacred.
Marianny Silva, UFPE – Federal University of Pernambuco
Polyanna Nascimento, UFPE – Federal University of Pernambuco
Salomao Farias, UFPE – Federal University of Pernambuco

11:30 AM – 12:15 PM Salsa Lessons
Room: El Peñón

12:15 PM – 1:45 PM Lunch at Swimming Pool Dann Carlton Hotel (4th floor)

Sessions 2:00 PM – 3:30 PM

3.2.01: A Glimpse into Brazilian Magic
Room: Centenario
Session Chair: Giana Eckhardt, Royal Holloway University of London

From consumption to meaning: how fans consume Star Trek in Brazil
Franciain Fernandes Galvão, Universidade Estadual de Maringá
Luciano Mota, Universidade Estadual de Maringá
Olga Maria Coutinho Pépece, Universidade Estadual de Maringá

“Olha Pro Céu, Meu Amor”: Living the ‘Sertão’ through a Service Experience in an Interactive Museum
João Henrique de Sousa Junior, Universidade Federal de Pernambuco
Bianca Gabriely Ferreira, Universidade Federal de Pernambuco
Maria de Lourdes de Azevedo Barbosa, Universidade Federal de Pernambuco
Francisco Vicente Sales Melo, Universidade Federal de Pernambuco
Salomão Alencar de Farias, Universidade Federal de Pernambuco

Good Time Rock’N Roll Authenticity and Idealization of the past between young Brazilian
Flavio Medeiros Henriques, Fundação de Apoio a Scola Tecnica – FAETEC
Severino Joaquim Numes Pereira, Universidad Federal Rural do Rio de Janeiro
3.2.02: Special Session: Neuromarketing Brain Emotions and Decision Making

Room: Las Ceibas
Session Chair: Angelika Dimoka, Temple University

Brain’s Role in Decision Making: Response to Online and Printed Ad Campaigns
Angelika Dimoka, Temple University
Vinod Venkatraman, Temple University

Single Administration of Testosterone Impairs Cognitive Reflection in Men
Gideon Nave, University of Pennsylvania
Amos Nadler, University of Western Ontario
David Zavs, Caltech

Design, Emotions, and Willingness-to-Pay
Ravi Chitturi, Lehigh University

3.2.03: Strategy with a Bit of Magic for the Firm

Room: El Peñón
Session Chair: Eva M. González, Tecnológico de Monterrey

Impact of the Attractiveness of a Shopping Center in the Consumer Satisfaction: The Moderator Role of the Motivations and the Frequency of Visits
Ma Margarita Orozco-Gómez, Tecnológico de Monterrey
Eva M. González, Tecnológico de Monterrey
Josep Rialp, Universidad Autónoma de Barcelona

Differentiation Based on the Value of Business Relationships How to Achieve and Maintain the Provider Status
Juan Gudziol, Universidad ICESI
Guillermo Buenaventura, Universidad ICESI
Export Performance, Marketing Orientation, and Adaptation: the Case of Colombian SME’s
    Ana María Parente-Laverde, Universidad de Medellín
    Juan Lucas Macías, Universidad de Medellín

3.2.04: Magical Clicks - Understanding the Digital Mouse Trap

Room: Versalles
Session Chair: Peter Voyer, University of Windsor

Evaluability and the Moderating Role of Involvement on Pre-Purchase Online Information Seeking
    Gilmar Casalinho, UFSM
    Antonio Maçada, UFRGS

The Power of the Click: A Consumer-Centric Approach Using Online Journey Mapping to Develop Consumer Personas and Predict Future Clicks
    Peter Voyer, University of Windsor
    Dave Bussiere, University of Windsor
    Gokul Bhandari, University of Windsor

Engagement: Experiencing Magic in the C2C Online Auction
    Eathar Abdul-Ghani, AUT University
    Kenneth F. Hyde, AUT University
    Roger Marshall, AUT University

Online Brand Content Sharing on Social Networks - An Experiment Assessing the role of Emotions on News and Advertising Online Sharing
    Willian Feitosa, IFSP
    Delane Botelho EAESP-FGV

Sessions 3:30 PM – 5:30 PM

4.2.01: A Bit More Brazilian Magic

Room: Versalles
Session Chair: Delane Botelho, Fundação Getulio Vargas

The Decision Making Process of Individual Credit Buying: an Analysis of the Effect for the Payment Conditions, Type of Product and Individual Differences
    Frederike Monika Budiner Mette, ESPM SUL
    Celso Augusto De Matos, UNISINOS
    Simoni Fernanda Rhoden, UNISINOS
Mesuracao E Avaliacao de Impacto en Negocios Socias
Elisa Pereira Murad, Universidade Federal de Itajuba
Luiz Eugenio Veneziani Pasin, Universidade Federal de Itajuba
Celia Ottoboni, Universidade Federal de Itajuba
Andrea Aparecida Da Costa Mineiro, Universidade Federal de Itajuba

Joao Do Carmo Ribeiro Neto, USP FEA
Wilderson Moises Furtado, USP FEA

Religious Scapular and Devotion: Extended Self and Sacralization
Elisabete Camilo, Universidad Estadual de Maringa
Larissa Ruiz Golemba de Britto, Universidad Estadual de Maringa
Olga Maria Coutinho Pepece, Universidad Estadual de Maringa
Ana Paula Celso de Miranda, Universidad Estadual de Maringa

4.2.02: Branding and its Effects

Room: **Centenario**
Session Chair: Pallavi Chitturi, Temple University

The Role of Brand Predisposition Preferences on the Effectiveness of Product Placement: Comparing Hispanic and Non-Hispanic Moviegoers in the USA
Sindy Chapa, Florida State University
Alejandro Estrada, Florida State University
Mengying Zhang, Florida State University

Better Safe than Sorry: Effects of Brand Hatred on Preferences for Competing Brand
Darren Dahl, University of British Columbia
Joey Hoegg, University of British Columbia
Johannes Boegershausen, University of British Columbia
Anne Klesse, Erasmus University

Local Brand Purchase Likelihood: An Investigation of Antecedents to Increase Consumer Preference
Miguel Ángel López-Lomeli, Tecnológico de Monterrey - Guadalajara
Joan Llonch-Andreu, Universidad Autónoma de Barcelona
Jorge Eduardo Gómez-Villanueva, Tecnológico de Monterrey - Guadalajara
Eline de Vries, University Carlos III Madrid (UC3M)
Lola Duque, University Carlos III Madrid (UC3M)
Laura Rodríguez-Solis, University Carlos III Madrid (UC3M)

4.2.03: Psychology and You

Room: **Las Ceibas**
Session Chair: Julio Sevilla, University of Georgia

The Psychology of Multiple Tasks Management
Zohar Rusou, Open University Israel
Moty Amar, OAC
Shahar Ayal, Interdisciplinary Center (IDC) Herzliya

In Store Customer Experience: A First Approximation in The Construction of a Scale
Juan Bustamante, ESPAE
Natalia Rubio, Universidad Autónoma de Madrid

What are you hungry for? An analysis of conditioning stimuli of meat-eating predisposition
Stephanie Barboza, Universidade Federal da Paraíba
Diana Carvalho, Universidade Federal da Paraíba
Adriana Bastos, EAESP- Fundação Getulio Vargas

4.2.04: Process and Influences

Room: **El Peñón**
Session Chair: Søren Askegaard, University of Southern Denmark

Technology readiness and e-loyalty in B2C E-commerce
Pedro Julián Ramírez-Angulo, Universidad Autónoma de Occidente
Edison Jair Duque-Oliva, Universidad Nacional de Colombia

Decision Continuum of Consumer’s Sequential Product Choice
Zoltan Veres, Universidad de Pannonia
Orhidea Edith Kiss, Eotvos Lorand University
Influence of Trust and Security on the Intention to Shop Online
Silvana Dakduk Valle, Universidad de la Sabana
Diana Carolina Rojas Torres, Universidad de la Sabana

Mobility Factors for Reducing Self-Reported Travel Times to Health Services
Juan C. Correa, Foundacion Universitaria Konrad Lorenz
Diana Forero, Foundacion Universitaria Konrad Lorenz

7:00 PM – 10:30 PM Gala Dinner at Dann Carlton Hotel
Room: Salon Colombia (top floor of hotel)
Salsa Dancing Show and award Ceremony

Saturday, July 8th

8:30 AM – 6:30 PM

Cultural Optional Trip – not included in registration fee
If you would like to participate, please inform and pay at time of registration.

Buses depart at 9:00 AM from Dann Carlton Hotel and arrives around 6:00 PM

Sugar Cane History Tour – $75 USD per person – Visit to a typical colonial Hacienda (la Maria), The Sugar Cane Museum, and typical sugar cane “trapiches” (artisan sugar cane production mills). Lunch included. A scenic tour of the surrounding area of Cali; highly recommended.
Pontificia Universidad Javeriana is a private Jesuit university founded in 1604 in Bogota, where it has its main campus. Cali’s Campus was founded in 1970 to serve the growing western Colombian region.