



ASSOCIATION OF MARKETING THEORY & PRACTICE

**The 32nd Annual AMTP Conference, Hilton Head, SC
March 13-16, 2024**

CONGRATULATIONS TO THE AUTHORS OF THOMAS PONZURICK TOP IN CONFERENCE AWARD

The Interplay of Organic Label, Natural Imagery, and Domestic Country-of-Origin Claim in Shaping Consumer Responses: Independent, Interactive, and Conditional Effects

David Bourdin, FHWien der WKW University of Applied Sciences

Phillip Frankhofer, FHWien der WKW University of Applied Sciences

CONGRATULATIONS TO THE AUTHORS OF THE BEST PAPERS IN TRACK

ENTREPRENEURSHIP & SMALL BUSINESS

Detecting Barriers and Drivers to the Adoption of Circular Business Models in Small Companies from Developed and Developing Countries

Nathalie Touratier-Muller, University of Pau

Nikolina Koporcic, Laurea University of Applied Sciences

Stefan Markovic, NEOMA Business School

Vesna Damnjanovic, University of Belgrade

NON-PROFIT MARKETING, MARKETING ETHICS AND CSR

The A-B Gap: An Assessment of the Differences Between Ethical Attitudes and Ethical Behaviour Among the Next Generation of Business Leaders in South Africa

Christo Bisschoff, North-West University (South Africa)

Sam Fullerton, North-West University (South Africa)

SOCIAL MEDIA AND DIGITAL MARKETING

Measuring Social Influence in Online Social Networks: Framework & Conceptual Model Presentation Based on Expert Interviews

Shyamala N. Chalakudi, ESC Rennes School of Business

Dildar Hussain, ESC Rennes School of Business

Gnana Bharathy, University of Sydney, Australia

Dakshina Murthy Kolluru, Golden Gate University - San Francisco

MARKETING TECHNOLOGY

Embracing Digital Marketing Technologies and Increasing Student Engagement through Marketing Agility and Reactance

Manisha Mathur, Augusta University

SUPPLY CHAIN

Supply Chain Path Dependency in Collaborations for New Product Development

Rajendran S. Murthy, Rochester Institute of Technology

John Ettl, Rochester Institute of Technology

CONSUMER BEHAVIOR & CONSUMER DATA

Designer Babies: Investigating Perceptions of CRISPR Technology in Humans Through the Lens of Construal

Rebecca A. VanMeter, Ball State University

Susan Powell Mantel, University of Cincinnati

Shaheen Borna, Ball State University

Kesha Coker, Ball State University

BRANDING STRATEGY & MARKETING MANAGEMENT

The Interplay of Organic Label, Natural Imagery, and Domestic Country-of-Origin Claim in Shaping Consumer Responses: Independent, Interactive, and Conditional Effects

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Phillip Frankhofer, FH Wien der WKW University of Applied Sciences

JAMES E. RANDALL BEST STUDENT PAPER

Service Robots Effect on Branding and Consumers' Intentions Through Online Reviews

Haeden Overby, University of Southern Mississippi

Wei Wang Ph.D, University of Southern Mississippi

Banu Elmadag Ph.D., University of Southern Mississippi