

## 2021 eWOM Research Virtual Symposium Timetable

### Day 1 Schedule, 6<sup>th</sup> May 2021 (UK time)

Session	Schedule	Presentation and Discussion
Welcoming and Introduction	9:45 – 10:00	Welcoming and Introduction
Presentation Session 1	10:00 – 10:30	Bringing marketing communications back to its roots: innovation through word of mouth <i>Anna Bianchi</i>
	10:30 – 11:00	Organic and electronic WOM pathways used by innovators of electric vehicles: An exploratory study <i>Madhavan Parthasarathy, Walfried M. Lassar and Sanjit K. Roy</i>
	11:00 – 11:30	eWOM, Co-Creation and Brand Loyalty: A Study of Guitars and Online Fan Engagement <i>Qing Shan Ding, Hanqun Song and James Hirst</i>
Break and Networking [1 hour, 11:30 – 12:30]		
Presentation Session 2	12:30 – 13:00	The effects of eWOM on legitimacy and CSR perceptions: A longitudinal study <i>Katie Dunn and David Harness</i>
	13:00 – 13:30	Look Who's Talking: Exploring Older Adults' Organic Electronic Word-of-Mouth (eWOM) <i>Carolyn Wilson-Nash</i>
	13:30 – 14:00	Exploring the Antecedents of E-WOM Providing Behaviour in Mobile Shopping: A Multi-Country Study <i>Sunil Sahadev, Sean Chung, Mustafeed Zaman, Indria Handoko, Tan Vo-Thanh, Nguyen Phong and Rajeev Kumra</i>
	14:00 – 14:30	The Impact of Self-disclosure by Travel Influencers on Consumer Outcomes <i>Sara AlRabiah, Ben Marder, David Marshall and Rob Angell</i>
Break [30 mins]		
Keynote Session	15:00 – 16:00	Revisiting eWOM and publishing in Journal of Business Research <i>Professor Naveen Donthu</i>
Break [30 mins]		



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Presentation Session 3	16:30 – 17:00	Investigation of the Interactive Effects of the Utilitarian and Hedonic Benefits Gained from Online Reviews on Review Sites and Businesses  <i>Iman Raoofpanah, Chris Groening and Robert Jewell</i>
	17:00 – 17:30	The Role of Managerial Mimicry in Online Interactions  <i>Milad Mohammadi Darani, Hooman Mirahmad, Iman Raoofpanah, Mobi Singh and Chris Groening</i>
	17:30 – 18:00	Is your review cool and funny? Gender moderation effects in online reviews  <i>Georgiana Craciun, Wenqi Zhou and Hong Chen</i>
	18:00 – 18:30	Does Situated WOM Lower Retail Infidelity? Insights from QSR Brands  <i>Syagnik, Banerjee and Argha Sen</i>



## 2021 eWOM Research Virtual Symposium Timetable

<b>Day 2 Schedule, 7<sup>th</sup> May 2021 (UK time)</b>		
<b>Session</b>	<b>Schedule</b>	<b>Presentation and Discussion</b>
Presentation Session 1	9:30 – 10:00	Product Reviews and Rating Statistics: Together How They Affect Consumer Product Evaluation  <i>Chong Guan and Shun Yin Lam</i>
	10:00 – 10:30	Review manipulation in the textual content of verified vs. non verified online reviews: changes over a product life cycle  <i>Jong Min Kim, Chungil Chae and Marcello Mariani</i>
	10:30 – 11:00	Valuable Information in Online Reviews  <i>Zhao Du, Fang Wang and Shan Wang</i>
	11:00 – 11:30	Incentivized eWOM: The Psychological Process, Incentive Characteristics, and Service Experience Level  <i>Ruolan Chen, Ruizhi Yuan and Martin J. Liu</i>
Break and Networking [1 hour, 11:30 – 12:30]		
Presentation Session 2	12:30 – 13:00	Employee Electronic Word-of-Mouth: Employees' Coping Responses to Stressful Reviews on Employer Rating Sites  <i>Sonja Christ-Brendemühla, Mario Schaarschmidt, Tobias Krämer, and Raoul Könsgend</i>
	13:00 – 13:30	The Role of Social Media Support Group Peer Referrals in Small Micro-Business (SMB) Buying Decisions: Insights from Signalling Theory  <i>Philip Alford, Fenfang Lin and Philip Megicks</i>
	13:30 – 14:00	Delighting the B2B customers through online word of mouth in the omnichannel environment: An empirical study  <i>Mujahid Mohiuddin Babu, Shahriar Akter, Tasnim M Taufique Hossain, Bidit L. Dey and Sanjit K Roy</i>
	14:00 – 14:30	It's the Wine Not the Bottles: Firm Factors Drive Influencer eWOM over Marketing  <i>Kirsten Cowan, Tea Palo, Yiwei Zhang and Duncan Chapple</i>
Break [30 mins]		
Keynote Session	15:00 – 16:00	An eWOM journey: From the early days of digitalization to today and beyond  <i>Professor Thorsten Hennig-Thurau</i>
Break [30 mins]		



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Presentation Session 3	16:30 – 17:00	Understanding N-WOM and N-EWOM from the consumer regret perspective: a two-step study  <i>Sergio Bartaa, Carlos Flavianband and Raquel Gurrea</i>
	17:00 – 17:30	Mining the Text of Online Reviews to Explore Brand Positioning: Emotional and Psychological Brand Associations  <i>Miriam Alzate, Marta Arce and Javier Cebollada</i>
	17:30 – 18:00	Beyond the consumer perspective on review-based eWOM  <i>Tatjana Maria König, Nika Hein and Vivien Nimsgern</i>
	18:00 – 18:30	Sharing is not caring: Revisiting eWOM motivations and the role of extrinsic versus intrinsic motivation  <i>Xiaoming Lu and Denitsa Dineva</i>

