

## CMIC 2019 最佳论文奖名单

华人学者营销协会第七届中国市场营销国际学术年会（CMIC 2019）已于 2019 年 7 月 22-25 日在广州白云国际会议中心成功举行。会议以“全球化 2.0: 中国与世界市场”为主题，由华人学者营销协会，广东省企业品牌建设促进会，国家商标品牌创新创业（广州）基地和横琴国际知识产权交易中心共同主办。

本届年会共接收论文及摘要 300 余篇，业界报告超过 20 篇，为历届会议之最。其中非华裔论文作者及参会嘉宾覆盖美洲、澳洲、欧洲及亚洲各国。投稿和参会专家学者分布近二十个国家和地区，国际化色彩浓厚，参会海外学者数量创新高。大会开幕式和主论坛采用中英文双语，CMIC 2019 是国内迄今为止最大规模的高端国际品牌营销会议。

我们很高兴地宣布，经过论文评选委员会的评审，本届年会最佳博士生论坛论文奖 (Best Doctoral Consortium Paper Awards) 以及最佳分会论文奖 (Best Session Paper Awards) 现在正式公布。恭喜论文作者们！

### **CMIC 2019 Best Doctoral Consortium Paper Awards**

#### **First Prize**

##### **Do Ads Harm News Consumption?**

**Authors:** Shunyao Yan(Goethe-University Frankfurt), Klaus Miller(Goethe-University Frankfurt), Bernd Skiera(Goethe-University Frankfurt)

#### **Second Prize**

##### **How Does Co-FGC Affect the Marketing Effects of Microblog Alliances**

**Authors:** Lu Wang(Zhongnan University of Economics and Law), Songping Mao(Zhongnan University of Economics and Law)

### **CMIC 2019 Best Session Paper Awards**

##### **Individual Fundraising in Online Charity Giving**

**Authors:** Yitian(Sky) Liang(Tsinghua University), Xinlei (Jack) Chen (Shanghai Advanced Institute of Finance), Rui(Juliet) Zhu(Cheung Kong Graduate School of Business), Jianbin Chai(Peking University)

**Differences between E-mail and Mobile SMS on the Lasting  
Reactivation of Dormant Customers: Evidence from a Field Experiment**

**Authors:** Chenxi Li(Beihang University), Jinsong Huang(Beihang University)

**Evaluating a Variable Messaging Sign (VMS) Campaign: An Infield  
Controlled Experiment**

**Authors:** Bo Pang(Griffith University), Patricia David(Griffith University), Amy Blacker (Griffith University), Sharyn Rundle-Thiele(Griffith University)

**Effects of Visual Cuteness on Post-Purchase Decisions**

**Authors:** He (Michael) Jia (The University of Hong Kong), GratianaPol(United Talent Agency), C. Whan Park (University of Southern California)

**The Mere Inequality Effect**

**Authors:** Fengyan Cai(Shanghai Jiao Tong University), Jieru Xie (Virginia Tech), Christopher K. Hsee (Chicago University)

**Paying to Brag? A Structural Model of Cheap Talk in Online Crowd**

**Authors:** Weining Bao (University of Connecticut and University of Technology Sydney), Jian Ni (Johns Hopkins University)

**Middle Resource Trap? Slack Resources, Entrepreneurial Bricolage and  
Temporary Competitive Advantage**

**Authors:** Xiaoyu Yu(Shanghai University), Yingying Chen(Shanghai University of Finance and Economics)

**Inventory Sharing under Service Quality Competition**

**Authors:** Xiaomeng Guo(Hong Kong Polytechnic University), Baojun Jiang(Washington University in St. Louis)

**Inroad into Omni-Channel Retailing: Physical Showroom Deployment of  
an Online Retailer**

**Authors:** Gang Li(Xi'an Jiaotong University), Tao Zhang(University of Electronic Science and Technology of China), Giri Kumar Tayi(State University of New York at Albany)

**Cross-cultural Perspective of Situated Learning and Coping:  
Understanding Psychological Closeness as Mediator**

**Authors:** Lily Ye(Frostburg State University)

**Regular or Irregular: An Investigation of Medicine Consumption Pattern with Poisson Mixture Model**

**Authors:** Lichung Jen(National Taiwan University), YiChun Liu(National Taiwan University), Kuan-Wei Lee(National Taiwan University)

**Using Fin-Tech Products to Budget Increases Consumer Spending**

**Authors:** Liang Huang(University of Arizona), Anastasiya Pocheptsova Ghosh(University of Arizona)

**Forecasting Television Ratings Using Quantitative and Qualitative Dynamic Models**

**Authors:** Lianlian Song(Nanjing University of Aeronautics and Astronautics), Yang Shi(Shenzhen University), Kwok Fai Geoffrey Tso(City University of Hong Kong), Hing-Po Lo(City University of Hong Kong)

**Effects of Cooperative and Competitive Gamification on Fitness App Use: A Field Experiment**

**Authors:** Jun Zhang(University of Science and Technology of China)

**When Seeing the Face of Need Backfires: The Effect of Self-Construal on Donations to Identified Victims**

**Authors:** Tatianna M. Fajardo(Florida State University), Jiao Zhang(University of Oregon)

**What is the Color Scheme Saying? Effects of Logo Colorfulness on Consumer Judgments**

**Authors:** Jiaqi Song(Hong Kong Polytechnic University), Yuwei Jiang(Hong Kong Polytechnic University), Gerald J. Gorn(Hong Kong Polytechnic University)

**Did They Experience What They Had Expected? A Qualitative Study on ShengtaiLüyou**

**Authors:** Ting Li(The University of Western Australia), Fang Liu(The University of Western Australia), Geoff Soutar(The University of Western Australia)

**An Exploration of the Micro-level Impacts of Shanzhai Products on the Originals in China**

**Authors:** Liangyan Wang(Shanghai Jiao Tong University), Brian Wu(University of Michigan), Cornelia Pechmann(University of California, Irvine), Yitong Wang(University of Technology Sydney)

**Advertising versus Recommendation Systems on E-Commerce Platforms**

**Authors:** Xinyu Cao(New York University), Keyan Li(Massachusetts Institute of Technology), Dennis Zhang(Washington University in St. Louis)

**Liking Less but Wanting More: Intentional Versus Incidental Brand-Related User-Generated Content**

**Authors:** Miao Hu(University of Hawaii at Manoa), Jie Chen(Shanghai Jiao Tong University), Qimei Chen(University of Hawaii at Manoa)

**Effects of International Release Gap on U.S. and Foreign Movies: Evidence from China**

**Authors:** Qi Sun(Shanghai University of Finance and Economics)

再次恭喜以上获奖作者！获奖作者可于 8 月 26 日-30 日联系组委会领取奖状证书。

组委会将于 8 月下旬着手准备 CMIC 2019 论文集的编辑工作，敬请各位参会者关注后续通知。带印章的会议通知和会议日程文件已经在官网中英文主页公布以供下载。谢谢大家的支持！

更多会议信息请登录会议官方网站：<http://www.cnmkt.org>

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