

CMIC 2019 Best Paper Awards

China Marketing International Conference 2019 had been successfully held on July 22-25 at Guangzhou Baiyun International Convention Center, which is co-organized by the Chinese Scholars Marketing Association and Guangdong Enterprise Brand Construction and Promotion Association. The theme of the conference this year is **Globalization 2.0: China and the World Market**.

The organizing committee has received more than 300 papers and more than 20 industry reports. Institution of authors covered Americas, Australia, Europe and Asia. Experts and scholars come from nearly 20 countries and regions, which rank the first among our previous conferences. CMIC 2019 is the largest high-end international brand marketing conference in China to date.

We are happy to announce the **Best Doctoral Consortium Paper Awards** and **Best Session Paper Awards** for CMIC 2019. Congratulations!

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)

Congratulations again!

The the authors of above papers could contact the CMIC 2019 Organizing Committee for the certificate of awards from August 26th to 30th.

Please visit our official website for more information : <http://www.cnmkt.org>

CMIC 2019 Organizing Committee

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