

2014 Academy of Marketing Science® Annual Conference



**Let's Get Engaged!
Crossing the Threshold of
Marketing's Engagement Era**

May 21 – May 23, 2014

J. W. Marriott
Indianapolis, IN, USA

Session 10.3. **From Customer Engagement to the Customer Journey – Understanding the drivers of engagement in B2C and B2B environments**

Room: Room 103

Session Chair: Altounian, David, *Oklahoma State University*

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Woo, Victoria, *Case Western Reserve University*

Scott Roberts, *The University of the Incarnate Word (San Antonio)*

Session 10.4. **Managing Information Sharing, Business Adaptation, and Product-Harm Crisis**

Room: Room 104

Session Chair: Plangger, Kirk, *King's College, UK*

Oops! I Did it Again: Are Some Firms Less Likely to Encounter a Product-Harm Crisis?

Kashmiri, Saim, *University of Mississippi*

Brewer, Jacob, *Queens University, Canada*

Self-Reference Criterion Aptitude Complex for Business Adaptation in International Marketing Strategies

Pitt, Leyland, *Simon Fraser University, Canada*

Caruana, Albert, *University of Malta, Malta*

Vella, Joseph, *University of Malta, Malta*

Mills, Adam, *Simon Fraser University, Canada*

Bal, Anjali, *Dominican University of California*

Information Sharing Always Helps Team Decisions? The Hidden Profile Condition

Xiao, Yazhen, *UIC*

Zhang, Haisu, *Purdue University Calumet*

Basadur, Timonhy, *Concordia University Chicago*

Session 10.5. **Emotions, Attitudes, and Cognition**

Room: White River A

Session Chair: Pounders, Kate, *University of Texas at Austin*

Contingent Effects of Humor Type and Cognitive Style on Consumer Attitudes

Mayer, James, *Indiana University*

Peev, Plamen, *Towson University*

Kumar, Piyush, *University of Georgia*

The Meaning Transfer Process in Celebrity Endorsements: A Quantitative Exploration

Subhadip, Roy, *IIM Udaipur, India*

Jain, Varsha, *Mudra Institute of Communication, Ahmedabad, India*

Emotional Ads: Which Efficiency Toward Older Persons?

Safraou-Quadriani, Imen, *ESG Management School, France*

Aouina-Mejri, Chiraz, *ESG Management School, France*

THE SELF-REFERENCE CRITERION REVISITED: TOWARD AN ALTERNATIVE CONCEPTUALISATION

Leyland F. Pitt, Simon Fraser University, Canada
Albert Caruana, University of Malta, Malta
Joseph Vella, University of Malta, Malta
Adam J. Mills, Simon Fraser University, Canada
Bal, Anjali, Dominican University of California

Abstract

International marketing often requires business adaptation by marketers at both a strategic and a tactical level. The self-reference criterion is frequently cited as an aspect that requires attention when formulating and implementing an international marketing strategy, but this construct has seen little development in the literature since it was first proposed. The purpose of this paper is to reconceptualize the self-reference criterion as an aptitude encompassing previously overlooked components of perspective-taking. A conceptual approach to theoretical model generation is adopted. The paper conceptualizes Self-Reference Criteria (SRC) as a perspective-taking aptitude described as a formative two-dimensional construct consisting of a cognitive perspective-taking *ability* and motivational perspective-taking *propensity*. The perspective-taking construct is further elaborated within aptitude complex theory to take personal, situational, and output effects into account allowing for a theoretical model to be proposed. The proposed model builds on the original SRC by proposing its reconceptualization as a perspective-taking aptitude construct. This offers the possibility of understanding and undertaking more effective business adaptations necessitated by managers as they face the challenge of marketing strategy formulation and implementation in non-domestic markets.