9-P: My Meal and My Recipe: Social Media Intervention in Rural Food Consumption

Eric Li, University of British Columbia, Canada
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This paper employed a social media intervention approach to examine how residents in rural communities share healthy food information through the “My Meal, My Recipe” social media campaign. Our findings identify key factors to promote healthy eating in rural communities that constantly facing challenges on food security and healthy living.

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12-C: Missing, not Empty: Effects of Absence of Expected Objects in a Space on Motivation and Performance

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We examine how the absence of expected objects in a space (e.g. bookshelves without books no dumbbells in the rack) impairs individuals’ general motivation to work and performance. We propose that such effects occur because exposure to spatial absence causes depletion of psychological resources or energy.

11-B: Donor Social Class Influences Appreciation of Donation

Jacob Lee, UNIST, South Korea
Christine Kang, California State University Long Beach, USA
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This research finds that charitable gift recipients appreciate gifts from lower (vs. upper) social class donors more because they incurred greater self-cost to give. We identify a boundary condition for this effect and find that the amount of the charitable gift (small vs. large) matters.

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4-B: Beyond Lei Feng!
Global Fashion Brands and Modern Girl Archetypes in Emerging Chinese Market

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Xin Zhao, Lancaster University, UK
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Magnum Lam, Hong Kong Design Institute, Hong Kong
Wing-sun Liu, Hong Kong Polytechnic University, Hong Kong

This paper examines the role of global fashion brands in the construction of “modern girl” archetypes in China. Through a semiotic analysis of printed advertisements published in popular fashion magazines we identified four “modern girl” archetypes and presented the dialogical relationship between brand-created imageries and local cultural imagination.

13-B: Competitive or Complementary? An Empirical Look at Interactions between Reselling and Agency Selling in Platform-Based Retailing

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Peijian Song, Nanjing University, China

Online platforms have become increasingly ubiquitous in retailing. We use empirical evidences to indicate the interactions between reselling and agent selling. Additionally we also recognize how the spillovers and the popularity of agent selling impact such interact relationship in a platform. Our findings provide important theoretical contributions and managerial implications.