THE 39th
GLOBAL RESEARCH CONFERENCE ON MARKETING AND ENTREPRENEURSHIP

American Marketing Association
Entrepreneurial Marketing SIG

University of Canterbury
Ilam Road
Christchurch, New Zealand

July 29-31, 2026

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(Zoom link will be distributed to registered participants)

July 29-31, 2026

CO-CHAIRS
Fabian Eggers, Menlo College
Sussie Morrish, University of Canterbury

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Thank You!

DOCTORAL CONSORTIUM
(Only for invited PhD Students/Junior Faculty)

WEDNESDAY, JULY 29

9:00 - 12:30 PM **all times in** **NZ ST**	**Doctoral Consortium** Location: Meremere 236 Elsamari Botha, University of Canterbury David Crick, University of Ottawa Fabian Eggers, Menlo College Sussie Morrish, University of Canterbury Hugh M. Pattinson, Western Sydney University
12:30 - 1:00 PM	**Doctoral Consortium Lunch** Location: Meremere 236

PROGRAM

WEDNESDAY, JULY 29

12:00 - 1:00 PM **REGISTRATION**
Location: John Britten 102

1:00 - 3:00 PM **OFFICIAL CONFERENCE OPENING**
AMA ENTREPRENEURIAL MARKETING SIG WELCOME
Location: John Britten 102
Fabian Eggers, Menlo College
Sussie Morrish, University of Canterbury
Stern Neill, Cal Poly San Luis Obispo
Paul Ballantine, University of Canterbury

Gerald E. Hills Best Paper Award Ceremony
"Innovation Pathway to Profitability: The Role of Entrepreneurial Orientation and Marketing Capabilities," S. Arunachalam, Sridhar N. Ramaswami, Pol Herrmann, and Doug Walker, Journal of the Academy of Marketing Science 2018, 46(4), 744–766.

Abdul Ali Promising Research Award Ceremony
"The Nature of the Relationship Between Entrepreneurial Marketing Behaviors and Firm Performance," Aliasghar Aliakbari, James M. Crick, Wei-Fen Chen, and David Crick.

Todd Morgan Best Reviewer Award

Rosalind Jones Keynote Addresses
"Beyond the Business Plan: Leadership Lessons and Entrepreneurial War Stories from the Front Line," Antony Gough, Managing Director, The Terrace Christchurch Ltd
"From UC to the world: the Seequent Story," Angela Harvey, CCO, Seequent

3:00 - 3:30 PM **DISCUSSION BREAK**
Refreshments

SESSION I **Session Topic: Entrepreneurial Marketing for Growth and Sustainability**
Chair: Fabian Eggers, Menlo College
Location: John Britten 102

3:30 - 5:00 PM

* *Entrepreneurial Marketing Practices and the Viability of Business Models Among Canadian Entrepreneurs Pursuing Triple Bottom Line Goals*

Edwin Ferrer-Romero, University of Ottawa
David Crick, University of Ottawa
James M. Crick, University of Waikato
Wadid Lamine, University of Ottawa
Martine Spence, University of Ottawa

* *Entrepreneurial Marketing as a Mechanism for Innovation in Educational Advancement Under Extreme Uncertainty*

Naomi Wilde, University of Canterbury
Sussie Morrish, University of Canterbury
Billy O'Steen, University of Canterbury

* *Entrepreneurial Marketing and SME Growth: How Internal Marketing Practices Enhance Performance Outcomes*

Daniel K. Gameti, University of Canterbury
Sussie Morrish, University of Canterbury
Jamie D. Collins, Tarleton State University

6:00 - 8:00 PM **CONFERENCE RECEPTION**
Location: Kaiser Brew Garden, 96 Oxford Terrace, Christchurch Central
(a variety of appetizers will be served)

THURSDAY, JULY 30

8:00 - 9:00 AM **BREAKFAST**
Location: Meremere 236

CONCURRENT SESSION II **Session Topic: Entrepreneurial Ecosystems, Support, and Human Development**
Chair: Stern Neill, Cal Poly, San Luis Obispo
Location: Meremere 236

9:00 - 10:30 AM

* *Determinants of Returnee Migrant Entrepreneurship: The Mediating Role of Institutional Support and Reintegration (VIRTUAL)*

Biru Desta Kassaye, University of Gondar
Yitbarek Takele Bayiley, Addis Ababa University

* *A Citizen-Centric Framework for Unpacking Public and Societal Impact in Consumer Markets: A Framework for Innovator-Entrepreneurs (VIRTUAL, NEXT)*

Elizabeth Heyworth-Thomas, Birmingham Newman University

* *What Conditions of Entrepreneurial Mentoring Influence Mentees' Confidence and Readiness to Start a Business?*

Ahsan Kabir, Adelaide University

CONCURRENT SESSION III **Session Topic: AI, Innovation, and Stakeholder Intelligence**
Chair: Hugh Pattinson, Western Sydney University
Location: Meremere 409

9:00 - 10:30 AM

* *Building to Last: Growth Hacking Frameworks, AI Adolescence, and the Preservation of Entrepreneurial Marketing Capability Through Scaleup and Acquisition Transitions (VIRTUAL, NEXT)*

Nikhil Soi, Hult International Business School
Liliana Caimacan, Hult International Business School

* *When AI-Attributed Ideas Are Devalued: Trust-Based Creativity Evaluations in Social Entrepreneurship*

Torben A. Nübel, Technical University Dortmund
Irma Shurawljow, Technical University Dortmund
Alexander Rogalla, Technical University Dortmund
Simon Hensellek, Technical University Dortmund

* *Governing GenAI-Enabled Stakeholder Intelligence in Innovation Processes: A Stakeholder-Contingent Framework*

Si Thu Kyaw, University of Canterbury
Elsamari Botha, University of Canterbury
David Dempsey, University of Canterbury
Daniel van der Walt, University of Canterbury

10:30 - 11:00 AM **DISCUSSION BREAK**
Refreshments

CONCURRENT SESSION IV

Session Topic: Foundations and Future of Entrepreneurial Marketing
Chair: Daniel K. Gameti, University of Canterbury
Location: Meremere 236

11:00 - 12:30 PM

* *A Tale of Two Taxonomies: Clarifying Entrepreneurial Marketing and Marketing Entrepreneurship for a Future Research Agenda (NEXT)*

Suresh Sood, University of Technology Sydney
Hugh Pattinson, Western Sydney University

* *The Nature of the Relationship Between Entrepreneurial Marketing Behaviors and Firm Performance*

Aliasghar Aliakbari, University of Leicester
James M. Crick, University of Waikato
Wei-Fen Chen, University of Leicester
David Crick, University of Ottawa

* *The Entrepreneurial Marketing Playbook: Evidence From the Field — What Works, What Doesn't, and Why — or Why Not? (VIRTUAL, NEXT)*

Philip Alford, Southampton Business School
Gary Minkoff, Rutgers Business School

CONCURRENT SESSION V

Session Topic: Coopetition and Interorganizational Strategy
Chair: Sussie Morrish, University of Canterbury
Location: Meremere 409

11:00 - 12:30 PM

* *Configurational Analysis of Proximity Dimensions and Their Effects on Coopetition: A Qualitative Comparative Analysis Approach (VIRTUAL)*

Sara Galehbakhtiari, University of Nottingham Business School
James M. Crick, University of Waikato
Zsofia Toth, Durham University
Gary Chapman, University of Nottingham Business School
Nahid Yazdani, University of Nottingham Business School

* *Managing Coopetition Strategies in Export Markets (VIRTUAL)*

James M. Crick, University of Waikato
David Crick, University of Ottawa

* *Navigating Temporal Complexity in Managing Nascent Innovation: Spades vs Excavator to Dig a Trench*

Christian Walsh, University of Canterbury
Paul Knott, University of Canterbury
Dominik Hörauf, University of Canterbury

12:30 - 1:30 PM **LUNCH**
Location: Meremere 236

SESSION VI **Session Topic: Entrepreneurial Influence and Market Communication**
Chair: Hugh Pattinson, Western Sydney University
Location: Meremere 236

1:30 - 3:00 PM

* *When Entrepreneurs Become Influencers: A Marketing Innovation in International Wine Markets*

Yanni Du, University of Canterbury
Sussie Morrish, University of Canterbury
Anna Earl, University of Canterbury

* *An Already Included-Intuition Among Customers? – An Experimental IAT Study*

Joana S. Disselhoff, Clausthal University of Technology
Thomas Niemand, Clausthal University of Technology

* *Marketing and Entrepreneurial Initiatives at CP Group's Super Brand Mall*

Ziyiyang Zhou, Xi'an Jiaotong-Liverpool University
Wei He, Xi'an Jiaotong-Liverpool University
Kai Liu, Xi'an Jiaotong-Liverpool University

3:00 - 3:30 PM **DISCUSSION BREAK**
Refreshments

SESSION VII **Special Session: "What if…"**
Chairs: Fabian Eggers, Menlo College
Sussie Morrish, University of Canterbury
Stern Neill, Cal Poly, San Luis Obispo
Hugh M. Pattinson, Western Sydney University
Location: Meremere 236

3:30 - 5:00 PM

* *Conference Participants*

6:30 PM **CONFERENCE DINNER**
Location: Twenty Seven Steps, 16 New Regent St, Christchurch Central

FRIDAY, JULY 31

8:00 - 9:00 AM **BREAKFAST**
Location: John Britten 102

SESSION VIII **Session Topic: Branding and Market Creation**
Chair: Sussie Morrish, University of Canterbury
Location: John Britten 102

9:00 - 10:30 AM

* *The Challenge of Eponymous Brands for an Entrepreneur (VIRTUAL, NEXT)*

Adele Berndt, Jönköping International Business School
Ria Wiid, University of Worcester

* *From Zero Awareness to Brand Resonance: A Consumer Theory of Digital Brand Building for Digitally-Native Ventures (VIRTUAL, NEXT)*

Ashley Chenn, The Hong Kong Polytechnic University

* *Distributed International Brand Identity Construction: Explaining Branding under Entrepreneurial Conditions in International B2B Markets*

Mohsen Barari, Kharazmi University
Eldrede Kahiya, University of Canterbury

10:30 - 11:00 AM **DISCUSSION BREAK**
Refreshments

SESSION IX **Session Topic: Entrepreneurial Marketing in Agriculture and Emerging Contexts**
Chair: Fabian Eggers, Menlo College
Location: John Britten 102

11:00 - 12:30 PM

* *Effectual Innovation in Turbulent Environments: Entrepreneurial Marketing Practices of Agripreneurs in Bangladesh*

Sayed Ahmed, Lincoln University
Sussie Morrish, University of Canterbury

* *When Turbulence Rewards Persistence: Innovation Resilience and the Limits of Reactive Adaptation*

Li Dang, Cal Poly, San Luis Obispo
Stern Neill, Cal Poly, San Luis Obispo

* *Entrepreneurial Marketing Practice of Agripreneurship Ventures in the Philippines*

Joram Obsioma, University of Canterbury
Sussie Morrish, University of Canterbury

12:30 PM **CLOSING COMMENTS**
Conference Commentators
Location: John Britten 102

1:00 - 2:00 PM **LUNCH**
Location: John Britten 102

2:00 - 6:00 PM **CHRISTCHURCH INTERNATIONAL ANTARCTIC CENTRE**
Location: 38 Orchard Road, Christchurch 8053
(pay on your own – reservation required)

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