

13th Johan Arndt Conference, Kristiana University of Applied Sciences
22 – 23 May 2025. Day 1. Plenary sessions in room D502

Time	Event
11.30 – 12.00	Registration and Coffee
12.00 – 12.10	Welcome/opening session
12.10 – 12.40	Plenary “Becoming conscientious: how brands can shape a better world” / Professor Nicolas Ind, School of Economics, Innovation and Technology, Kristiania
12.40 – 13.10	Informal lunch
13.10 – 13.50	Plenary "Marketing of innovations. Using academic research to drive brand growth", Marketing Director Nils Goller, Orkla
13.50 – 14.30	"Marketing and Innovation. Perspectives on the Development of the Profession" Are we keeping up with the times? We have gathered talented people with different perspectives to debate the content and focus of the marketing profession and where we are/should be heading. In practice, in education and in research.
14.30 – 14.40	Coffee break
14.40 – 15.40	Parallel Sessions 1
15.40 – 15.50	Short Break
15.50 – 16.50	Parallel Sessions 2
16.50 – 17.00	Coffee break
17.00 – 17.45	Plenary “Business Development through Personal Branding”, Influencer og entreprenør Ingrid Bergtun, Team Tomorrow
17.45	Summary of the day. Departure for conference dinner.
18.30	Conference Dinner at Bristol Grill

Thursday 22, May: Parallel Sessions 1

Track 1: Influencer Marketing, Chair: Mathilde Hogsnes, Room D501

14.40 – 15.40	Title	Authors
1	Do Followers Break Up When an Influencer Takes a Social Media Break?	Mithila Mehta, Anders Gustafsson, and Delphine Caruelle
2	Make Money by Doing What You Do Best: Investigating Consumers' Unconscious Contributions to Influencers' Income on Instagram, TikTok, Snapchat, and YouTube	Mathilde Hogsnes
3	Make Them an Offer They Can't Refuse: How Influencers Evaluate and Select Brand Offers	Mithila Mehta, Anders Gustafsson, and Delphine Caruelle

Track 2: Consumer Behaviour and Sustainability, Chair: Anne Nordli, Room D503

14.40 – 15.40	Title	Authors
1	Nature Soundscapes Promote Green Choices	Sajed Khandani, Nina Veflen, Carlos Velasco, Charles Spence
2	Cool for Status, Warm for Connection: The Dual Role of Temperature Cues in Luxury and Socially Oriented Consumer Services	Mari Haugerud Sjøgren, Leif Hem
3	Exploring User Conditions for Technology Adoption: A QCA Approach to Sustainable Waste Management	Anne Nordli, Gunhild Wedum og Terje Slåtten

Track 3: Marketing Strategy, Chair: Nils M. Høgevold, Room D301

14.40 – 15.40	Title	Authors
1	Fostering Knowledge Sharing in Virtual Expert Teams: The Role of Generalized and Productive Exchanges	Izabela L Sandvik, Øystein Sørebo and Vilde Mydske Thorshaug
2	Et nomologisk nettverk for salgsprestasjoner innen B2B salg	Nils M. Høgevold, Göran Svensson, Rocio Rodriguez, Carmen Otero-Neira, Jyh-Liang Guan, Chen, Ke-Lin
3	Reuse or recycle? The effect of post-consumption options on product evaluation	Lucy Zhou Korvald

Thursday 22, May: Parallel Sessions 2

Track 4: Firm Capabilities, Chair: Anders Råve, Room D501

15.50 – 16.50	Title	Authors
1	What about complementors? An investigation on complementors in aligning with digital transaction platforms	Yi Lin, Birgit Solem, Richard Reinsberg, Anders Råve
2	How Dynamic Capabilities Shape Business Ecosystem Emergence: A Longitudinal Case Study of a Marketing Technology Business Ecosystem	Anders Råve
3	Sustainability in Networks: How Retail Clusters Drive Innovation and Local Development	Ragnhild Silkoset, Arne Nygaard

Track 5: AI in Marketing, Chair: Anders M. Mamen, Room D503

15.50 – 16.50	Title	Authors
1	"Hire Real Artists": A BERTopic Analysis of Consumer Backlash to Coca-Cola's AI-Generated Christmas Advertisement	Sigurd Birk Hansen, Anders Hauge Wien, Tarje Gaustad
2	Exploring Consumer Perceptions of Fairness in Human-Developed vs. AI-Based Pricing Algorithms	Anders M. Mamen, Alexander Farestvedt Hem
3	The Hidden Architects of eWOM: AI, Sentiment, and Network Science in Action	Denise Utochkin, Ivan Belik

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Time	Event
09.30 – 10.00	Coffee
10.00 – 11.20	Parallel Sessions
11.20 – 11.30	Coffee Break
11.30 – 12.00	Plenary: “The Green Transition: Innovation Under Uncertainty – Opportunities and Pitfalls” / Professor Arne Nygaard, School of Communication, leadership and marketing, Kristiania
12.00 – 12.15	Closure & Farewell
12.15	Informal lunch

Friday 23, May: Parallel Sessions 2

Track 6: Consumers and Hospitality, Chair: Jakob Utgård, Room D501

10.00 – 11.20	Title	Authors
1	Eudaimonic Experiences: The Role of Life-Satisfaction, Goals, and Values	Nina M. Iversen, Carmel T. Foley, Leif E. Hem, Elin Bolann
2	Flight-Intensive Practices and Wellbeing in Norway	Mònica Guillen-Royo, Jakob Utgård, Emil Dæhlin, and Borgar Aamaas
3	Festivalers Strategiske Kommunikasjon – Bærekraftig eller bare Grønn?	Lise Feirud, Elsa Kristiansen
4	Verdiskaping og Verdikapring i Økosystem: Case Festivalmarkedsføring	Marit Engeset, Håvard Ness, Kåre Sandvik

Track 7: Retailing, Chair: Gry Agerup, Room D502

10.00 – 11.20	Title	Authors
1	Fra Bonus til Spillifisering: Strategiske Lojalitetsmodeller i Dagligvaresektoren i Norge, Storbritannia og Nederland	Gry Agerup
2	Developing Private Label Associations by Use of Sponsorship	Robert Ingvaldsen
3	The Effect of Marketing Campaigns on Norwegian Fish Sales in Germany, France, and Italy	Rosalie Wing Yan Lai, Nhat Quang Le, Alexander Jakubanecs, Margrethe Aanesen
4	Taco Fridays and Quick-Fix Pizzas: Unveiling Norwegian Consumers' Go-To Meals	Gry Agerup

Friday 23, May: Parallel Sessions 2

Track 8: Marketing and Society, Chair: Delphine Caruelle , Room D503

10.00 – 11.20	Title	Authors
1	Brand Activism: Does the Side You Take on Sociopolitical Issues Matter?	Alexander Farestvedt Hem, Leif E. Hem
2	Case Study of an Online Brand Crisis: User Engagement Dynamics in the Scandinavian Airlines Advertisement Controversy	Mona Solvoll, Linn-Birgit Kampen Kristensen
3	Perceived Brand Sexism	Delphine Caruelle
4	Tjener CSR Tiltaket Selskapet eller Felleskapet?	Tom Kristian Blix-Hansen, Marco Malbran, Adrian Peretz