

## **ACME Posters for FBD Poster Sessions**

*Social Media Mavenism: An Action-Driven Exemplar for Knowledge Dissemination on Social Networks*

**Muhammad Aljukhadar**, American University of Beirut, Beirut, Lebanon

**Sylvain Senecal**, HEC Montréal, Montréal, Québec, Canada

**Amélie Bériault Poirier**, HEC Montréal, Montréal, Québec, Canada

*Comparing Typical or Atypical Attributes: The Role of Comparison Valence and Relative Market Share in Comparative Ad Persuasion*

**Ying-Ching Lin**, National Chengchi University, Taipei City, Taiwan

**Kai-Yu Wang**, Brock University, St. Catharines, Ontario, Canada

**Wei-Ting Jhang**, National Dong Hwa University, Shoufeng, Hualien, Taiwan

*Does Scarcity Appeal Promote Consumers' Environmental Protection Act? An Attitude-Behavior Gap Perspective*

**Haifeng Qi**, East China University of Science and Technology, Shanghai, China

**Qunqun Lu**, East China University of Science and Technology, Shanghai, China

**Hongping Fei**, East China University of Science and Technology, Shanghai, China

**Weixing Ford**, Texas A&M University - San Antonio, San Antonio, Texas