



Born to be eco-friendly: Consumer evaluations of luxury products that are “born” versus “reborn” with eco-friendly attributes

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With the rise of environmental consumerism, luxury brands have begun marketing eco-friendly products. Yet, research so far has provided mixed findings with regard to consumers' attitudes toward eco-friendly luxury products. The current research identifies conditions under which consumers are likely to respond favorably to eco-friendly luxury products. Specifically, it explores a fundamental aspect of the product development and marketing process, which, to our knowledge, has yet to be explored: whether to launch a new product that is described as eco-friendly from day one (“born eco-friendly”), or whether to relaunch an existing product that was adapted to incorporate eco-friendly attributes (“reborn eco-friendly”). Three controlled experiments, coupled with an internal meta-analysis, show that consumers perceive luxury products described as born eco-friendly more favorably than they perceive reborn-eco-friendly luxury products. This effect is mediated by consumers' perceptions of the extent to which the product is eco-friendly.

Incentive Fees and Competition in Pension Funds: Evidence from a Regulatory Experiment

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Concerned with excessive risk-taking, regulators worldwide generally prohibit performance-based fees in pension funds. Presumably, competition can substitute for incentive pay in providing incentives for fund managers to serve their clients' interests. Using a regulatory experiment from Israel, we compare the performance of three exogenously-given long-term savings schemes: Funds with performance-based fees, facing no competition; funds with assets under-management (AUM)-based fees and virtually no competition; and funds with AUM-based fees, operating in a competitive environment. Funds with performance-based fees exhibit the highest risk-adjusted returns, without assuming more risk. Competitive pressure is not associated with similar outcomes, and in fact results in inferior performance, suggesting that incentives and competition are not perfect substitutes in the retirement savings industry. This raises the possibility that the existing regulatory paradigm prohibiting the use of incentive pay ought to be reconsidered, as it causes more harm than good to savers in the long run.

Group Dynamic and personal behavior in T-Groups: Habitus-Oriented Approach

Baruch Shimoni

In this paper, I use my experience as a group facilitator to offer a sociological perspective for the understanding of behavior in T-groups. The proposed perspective rests on Pierre Bourdieu's concepts of habitus (social dispositions) and the relational. I argue that by using therapeutic discourse and practices aimed at developing personal skills and abilities and shaping behavior, the traditional T-group very often hardly represents the role of social and structural aspects in generating participants' behavior. In response to this shortcoming, I show how habitus and the relational perspective enable me as a group facilitator to expose the relationship between the group's social and structural context and personal behavior. My aim in this paper is therefore to propose using Bourdieu's habitus and relational perspective as organizing concepts for the understanding the behavior of T-groups participants.

Social Media Presence and Memory of U.S. Companies That Declared Bankruptcy Before and During the COVID-19 Crisis

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The COVID-19 crisis has negatively impacted many companies around the world to the point of bankruptcy. This study analyzes mentions on the online social network Twitter of 32 U.S.-based retail and service provider companies that declared bankruptcy before (16 companies) or during (16 companies) this crisis. An analysis of the mentions a month before and after each declaration of bankruptcy shows a sharp spike associated with the bankruptcy declaration, followed by a rapid decline in the attention of Twitter users to these companies. Attention affects the collective memory that we model as a combination of communicative (short-term) and cultural (long-term) memory after the announcement. Cluster analysis reveals two patterns of memory during the period following the date of the declaration of bankruptcy. Regression analysis shows that publicly traded fashion companies that declared bankruptcy during the crisis garnered relatively more attention than other companies before bankruptcy was declared, and received more attention in the short term after the declaration. In addition, we found that the higher the number of Google searches involving the company the lower the short-term attention a company receives. In contrast, attention to companies that declared bankruptcy before the COVID-19 crisis was affected by the reverse trend compared with companies that declared bankruptcy during COVID-19 or was not significantly affected by these factors. Among companies that declared bankruptcy during the crisis, the increase in long-term attention largely depended on short-term attention, the number of followers of the company on Twitter, and the time elapsed between any two consecutive tweets. In contrast, among companies that declared bankruptcy before the crisis, short-term attention and the number of followers of the company are the characteristics that affect long-term attention. This study contributes to understanding the role of social networks in creating collective memory through analysis of Twitter mentions of companies that declared bankruptcy before or during the COVID-19 crisis, and improves our understanding of how companies that declare bankruptcy are remembered.

Non-verbal cues in text-based digital interpersonal communication and the gap between writer intention and recipient interpretation

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Technological advances, such as an introduction of smartphones, caused profound changes in interpersonal communication, especially with regards to the extensive use of digital text-based media. Among many advantages of the text-based interpersonal interactions is their asynchronous nature that allows to bridge across different time zones and gain a better control over the communicated message content and flow, as well as high discretion during the interpretation process. However, text-based communication represents a media that is lean and limited in the amount of transmitted socio-emotional signs, such as a tone of voice. These non-verbal cues are known to have social significance, especially with communication of emotions and affect. Due to this limitation of text-based communication, variety of visual non-verbal cues have been developed, such as repeated punctuation, emoticons and emojis. The use of these visual non-verbal cues which are embedded within or attached to textual communication is aimed at easing the message interpretation process, increasing its accuracy. However, at times, the use of non-verbal cues does not necessarily decrease the gap between the writer's intention and recipient interpretation of a message. Furthermore, in some cases such use even enlarges this gap. In this paper I present a review of recent empirical research on the use of non-verbal cues in text-based digital interpersonal communication and discuss the possible implications of their use for intention-interpretation gap. I call for further research on this unfolding phenomenon that impacts the effectiveness of the interpersonal communication.