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**DOES CONSUMER XENOCENTRISM HAVE A “DARK SIDE”?  
ITS IMPACT ON COMPULSIVE BUYING AND BRAND ADDICTION**

by

**Adamantios Diamantopoulos**

University of Vienna

**5 October 2022 (Wednesday)**

**14:00 – 16:00**

**Room 812**



### **Abstract / Synopsis**

Drawing on literature on consumer xenocentrism (C-XEN) and dysfunctional consumer behavior, we investigate the impact of C-XEN on (a) compulsive buying, and (b) brand addiction, using conspicuous consumption orientation as a mediating variable. To this end, we develop a serial mediation model and test it on samples of Peruvian and Italian consumers. Our results, in both countries, reveal that C-XEN indeed has a “dark side” as it encourages compulsive buying and positively stimulates brand addiction. These findings have important practical implications for both foreign and domestic producers and are also of relevance to public policy makers concerned with issues of consumer well-being.

### **About the Speaker**

Adamantios Diamantopoulos is Chaired Professor of International Marketing and Head of the Department of Marketing and International Business at the University of Vienna, Austria. During the academic year 2012/13, he was the “*Joseph A. Schumpeter Fellow*” at Harvard University. Previous academic appointments include full-time professorships at the University of Wales and Loughborough University in the UK as well as visiting professorships in France, Germany, Greece, Sweden, Spain, UK, and USA. His main research interests are in international marketing and research methodology, and he is the author of over 200 publications in these areas with over 46,000 citations. His work has appeared, among others, in the *Journal of Marketing Research*, *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Service Research*, *Journal of International Marketing*, *Journal of Retailing*, *MIS Quarterly*, *Organizational Research Methods*, *Psychological Methods*, *Information Systems Research*, *British Journal of Management*, and *Journal of Business Research*. He is ranked #8 worldwide in terms of citations among a total of 11,636 scholars in the marketing discipline. He sits on the Editorial Review Boards of several academic journals, and acts as a referee for various professional associations and funding bodies. He is a Fellow of the *British Academy of Management* and the *European Marketing Academy* and a *JIBS Silver Medal* holder. In 2021, he received the *Significant Contributions to Global Marketing Award* by the *American Marketing Association*. In 2022, he was elected Fellow of the *Academy of International Business*.

### **Registration**

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