



International Marketing Trends Conference

MADRID
IMTC
January 26th-28th 2017

International Marketing Trends *Conference*

Programme





THURSDAY 26TH JANUARY 2017

> 09:00-16:45	<i>For Ph.D. Students ONLY</i> Doctoral Colloquium CENTRO CULTURAL LA CORRALA UAM Calle de Carlos Arniches, 3 - 28005 Madrid	p. 4
> 17:00-19:00	<i>For Nominees ONLY</i> Best Thesis Award CENTRO CULTURAL LA CORRALA UAM Calle de Carlos Arniches, 3 - 28005 Madrid	p. 6



FRIDAY 27TH JANUARY 2017

> 09:00-09:30	Registration and Welcome of Participants CENTRO CULTURAL LA CORRALA UAM Calle de Carlos Arniches, 3 - 28005 Madrid	
> 09:30-09:45	Opening Speech Opening of Poster Session IMTC Awards - Best Thesis Award	p. 8
> 09:45-10:30	Plenary session	p. 8
> 10:30-12:30	Marketing Strategy Forum – Opening Conference Marketing Strategy Forum “The new consumer experience”	p. 9
> 10:30-12:30	Academic Research Sessions · Educational Marketing · Ethics in Marketing – CSR · Healthcare Marketing	p. 10 p. 10 p. 11
> 12:30-14:00	Lunch Break	
> 14:00-15:30	Marketing Strategy Forum “Customer interaction to develop new business opportunities”	p. 12
> 16:00-18:30	Academic Research Sessions · Advertising & Communication – Strategy · Consumer Behaviour – In the Consumer’s Mind · Digital Marketing · Hospitality & Tourism – Strategic Orientations · Marketing Strategy · New Tendencies in the Banking Sector · Strategic Issues in Food Marketing	p. 13 p. 14 p. 15 p. 16 p. 17 p. 18 p. 19
> 20:00-22:30	Gala Dinner <i>Please ask for your nominative invitation at reception desk</i>	



SATURDAY 28TH JANUARY 2017

> 09:00-13:00	Academic Research Sessions CENTRO CULTURAL LA CORRALA UAM Calle de Carlos Arniches, 3 - 28005 Madrid CENTRO POSTGRADO. UNIVERSIDAD CARLOS III – CAMPUS PUERTA TOLEDO Ronda de Toledo, 1 - 28005 Madrid	
	Advertising – Word Of Mouth	p. 20
	Brand Management	p. 21
	Brand Management – Customer Focus	p. 22
	Consumer Behavior – Strategic Insights	p. 23
	Hospitality & Tourism – Consumer Insights	p. 24
	Innovation and New Product Development	p. 25
	New Tendencies in Distribution – Omni-Channel Distribution	p. 26
	New Tendencies in the Food Markets	p. 27
	Perspectives on Consumer Behavior	p. 28
	Relationship Marketing – CRM	p. 29
	Retail Management	p. 30
	Retail Management – Focusing on the Customer	p. 31
	Social Media Marketing	p. 32
> 13:00-13:30	Closing Remarks Best Paper Award UNIVERSIDAD CARLOS III – CAMPUS PUERTA TOLEDO Ronda de Toledo, 1 - 28005 Madrid	p. 32



THURSDAY 26TH JANUARY 2017

THURS. 26/01/17 - 13:00-13:15 | CENTRO CULTURAL LA CORRALA UAM – LOBBY

For Ph.D. Students ONLY

- > **Doctoral Colloquium Registration**
CENTRO CULTURAL LA CORRALA UAM
Universidad Autónoma de Madrid
Calle de Carlos Arniches, 3
28005 Madrid

THURS. 26/01/17 - 13:15-13:30 | CENTRO CULTURAL LA CORRALA UAM – BLUE ROOM

- > **Doctoral Colloquium - Opening Conference**
 - . Chair :
 - Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne, France
 - Pr. Shintaro OKAZAKI, King's College London, United Kingdom

THURS. 26/01/17 - 13:30-16:30 | CENTRO CULTURAL LA CORRALA UAM – BLUE ROOM

- > **Doctoral Colloquium**
 - . Co-Chairs :
 - Pr. Carmen BERNÉ MANERO, Universidad de Zaragoza, Spain
 - Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne, France
 - Pr. Francis SALERNO, Université de Lille 1, France
 - HAMZAOUI W., Université Nice Sophia-Antipolis, France
Luxe et média sociaux : comment les marques peuvent-elles gérer le paradoxe entre inaccessibilité et outils de communication de masse.
 - MEDIC D., Université Toulouse 1 Capitole, France
The place of humor in international ads: The impact of culture on the efficiency of humorous ads.
 - BELVER DELGADO T., Universidad de Salamanca, Spain
Influence factors on the online-offline choice of the hotels.



THURS. 26/01/17 - 13:30-16:30 | CENTRO CULTURAL LA CORRALA UAM – RED ROOM

> **Doctoral Colloquium**

- . Co-Chairs :
 - Pr. Jean-Claude ANDREANI, ESCP EUROPE, France
 - Pr. Roger BENNETT, London Metropolitan University, United Kingdom
 - Pr. Shintaro OKAZAKI, King's College London, United Kingdom
 - Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
- ELKANOVA E., Saint-Petersburg State University, Russia
Pulsating organizations challenges and strategies to overcome them.
- GARCÍA HARO M. A., Universidad de Castilla-La Mancha, Spain
The influence of value co-creation on a destination's image.
- GUTERRES FALCÃO DE SOUSA DIAS D., Universidade do Porto, Portugal
Tension between self-control and buying stimuli in socially responsible consumption.
- OSUNA FERNÁNDEZ N., Universidad Complutense de Madrid, Spain
The Role of Electronic Word of Mouth on Brand Equity Creation.

THURS. 26/01/17 - 13:30-16:30 | CENTRO CULTURAL LA CORRALA UAM – GREEN ROOM

> **Doctoral Colloquium**

- . Co-Chairs :
 - Pr. Jean-Louis CHANDON, INSEEC, France
 - Pr. Dominique CRIE, Université de Lille 1, France
 - Pr. Jean-Louis MOULINS, Université Aix, Aix-Marseille, France
 - Pr. José-Miguel MÚGICA, Universidad Pública de Navarra, Pamplona, Spain
- PALUSUK N., ESC Rennes School of Business, France
Is brand love real? : Exploring the coherence effect of antecedents on brand love and outcomes.
- RODRÍGUEZ TORRICO P., Universidad de Burgos, Spain
The impact of digital channels on omnichannel consumer behavior. Application to fashion industry.
- RONDA GONZÁLEZ L., Universidad Pontificia Comillas, Spain
Employer brand value: comprehensive framework and research agenda.
- VAMVAKOUSI E., Universidad Autónoma de Madrid, Spain
Ethical consumerism: investigating the drivers and moderators of the ethical purchasing gap.

THURS. 26/01/17 - 16:30-16:45 | CENTRO CULTURAL LA CORRALA UAM – BLUE ROOM

> **Doctoral Colloquium – Closing Remarks**

- . Chair :
 - Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne, France
 - Pr. Shintaro OKAZAKI, King's College London, United Kingdom



THURS. 26/01/17 - 17:00-19:00 | CENTRO CULTURAL LA CORRALA UAM – BLUE ROOM

> **Best Thesis Award – Oral Defense**

- Chair: Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne, France
- . Co-Chairs:
 - Pr. Jean-Claude ANDREANI, ESCP Europe, France
 - Pr. Christophe BENAVENT, Université Paris X, France
 - Pr. Nour-Eddine BELHSEN, Ecole Nationale de Commerce et de Gestion - Tanger, Marocco
 - Pr. Roger BENNETT, London Metropolitan University, United Kingdom
 - Pr. Michèle BERGADAA, Université de Genève, Switzerland
 - Pr. Carmen BERNE-MANERO – Universidad de Zaragoza, Spain
 - Pr. Johanne BRUNET, HEC Montréal, Canada
 - Pr. Jean-Louis CHANDON, INSEEC, France
 - Pr. Dominique CRIE, Université de Lille 1, France
 - Pr. Ignacio CRUZ ROCHE, Universidad Autónoma de Madrid, Spain
 - Pr. Howard DAVEY, University of Waikato, New Zealand
 - Pr. Richard FONTAINE, Université du Québec (UQAM), Canada
 - Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
 - Pr. Jean-Louis MOULINS, Université Aix, Aix-Marseille, France
 - Pr. José-Miguel MÚGICA, Universidad Pública de Navarra, Pamplona, Spain
 - Pr. Shintaro OKAZAKI, King's College London, United Kingdom
 - Pr. Alberto PASTORE, Università di Roma La Sapienza, Italy
 - Pr. Patrick de PELSMACKER, Universiteit Antwerpen, Belgium
 - Pr. James QUINN, Trinity College Dublin, Ireland
 - Pr. Kaouther SAIED BEN RACHED, Université de Tunis El Manar, Tunisia
 - Pr. Francis SALERNO, Université de Lille 1, France
 - Pr. Donald SEXTON, Columbia University, New York City, USA
 - Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
 - Pr. Maria Jesús YAGÜE GUILLEN, Universidad Autónoma de Madrid, Spain
- CRISAFULLI B., Kingston Business School, United Kingdom
Customer perceptions of guarantee policies and employee behaviour in service recover. An Investigation of Justice, Signaling and Attributions.
- DOLAN R., The University of Auckland, New Zealand
Social media engagement behaviour: A uses and gratifications perspective.
- FLACANGI M., Université de Bordeaux, France
From the memory of the experience to the relationship with the retailer. A theoretical and methodological exploration in the field of retail.
- HUYGHE E., Ghent University, Belgium
How subtle changes in the food environment can help consumers make healthier food choices.
- IEVA M., Università degli Studi di Parma, Italy
Customer response to media in marketing promotion: print versus online.
- KOSCHMANN A., Eastern Michigan University, United States
Brand alliances: creating marketplace synergy through similarities, complementarities, or neither?
- KRISHNAMURTHY A., Indian Institute of Management Bangalore, India
Exploring satisfaction behavior and loyalty.
- LAFRANCE HORNING D., Laurentian University, Canada
An investigation of sponsorship effects at charity-linked sporting events: does gender matter?
- MARKS H. Trinity College Dublin, Ireland
An exploration into the relationship between brand and industry evolution.
- SEREGINA A., Aalto University, Finland
Performing Fantasy and Reality
- TUBILLEJAS ANDRES B., Universidad de Valencia, Spain
El entorno del servicio -artscape- y su influencia en el comportamiento del asistente a las artes escénicas.
- WAGNER G., Universität Siegen, Germany
Multichannel E-Commerce: Consumer Behavior across E-Channels and E-Channel Touchpoints.



THURS. 26/01/17 - 19:00-19:30 | CENTRO CULTURAL LA CORRALA UAM – BLUE ROOM

For Chair and Co-Chairs ONLY

> **Best Thesis Award – Vote**

- Chair: Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne, France
- . Co-Chairs:
 - Pr. Jean-Claude ANDREANI, ESCP Europe, France
 - Pr. Christophe BENAVENT, Université Paris X, France
 - Pr. Nour-Eddine BELHSEN, Ecole Nationale de Commerce et de Gestion - Tanger, Marocco
 - Pr. Roger BENNETT, London Metropolitan University, United Kingdom
 - Pr. Michèle BERGADAA, Université de Genève, Switzerland
 - Pr. Carmen BERNE-MANERO – Universidad de Zaragoza, Spain
 - Pr. Johanne BRUNET, HEC Montréal, Canada
 - Pr. Jean-Louis CHANDON, INSEEC, France
 - Pr. Dominique CRIE, Université de Lille 1, France
 - Pr. Ignacio CRUZ ROCHE, Universidad Autónoma de Madrid, Spain
 - Pr. Howard DAVEY, University of Waikato, New Zealand
 - Pr. Richard FONTAINE, Université du Québec (UQAM), Canada
 - Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
 - Pr. Jean-Louis MOULINS, Université Aix, Aix-Marseille, France
 - Pr. José-Miguel MUGICA, Universidad Pública de Navarra, Pamplona, Spain
 - Pr. Shintaro OKAZAKI, King's College London, United Kingdom
 - Pr. Alberto PASTORE, Università di Roma La Sapienza, Italy
 - Pr. Patrick de PELSMACKER, Universiteit Antwerpen, Belgium
 - Pr. James QUINN, Trinity College Dublin, Ireland
 - Pr. Kaouther SAIED BEN RACHED, Université de Tunis El Manar, Tunisia
 - Pr. Francis SALERNO, Université de Lille 1, France
 - Pr. Donald SEXTON, Columbia University, New York City, USA
 - Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
 - Pr. Maria Jesús YAGÜE GUILLEN, Universidad Autónoma de Madrid, Spain



FRIDAY 27TH JANUARY 2017

FRI. 27/01/17 - 09:00-09:30 | CENTRO CULTURAL LA CORRALA UAM – LOBBY

- > **Registration**
CENTRO CULTURAL LA CORRALA UAM
Universidad Autónoma de Madrid
Calle de Carlos Arniches, 3
28005 Madrid

FRI. 27/01/17 - 09:30-09:45 | CENTRO CULTURAL LA CORRALA UAM – AUDITORIUM

- > **Opening Speech**
- > **Opening of Poster Session**
- > **IMTC Awards - Best Thesis Award**
 - On behalf of ESCP Europe
 - . Pr. Frank BOURNOIS, Dean ESCP Europe
 - On Behalf of Universidad Autónoma De Madrid
 - . Pr. José Maria SANZ MARTINEZ, Rector Universidad Autónoma De Madrid
 - On behalf of the Organizing Committee
 - . Pr. Jean-Claude ANDREANI, ESCP Europe
 - . Pr. Umberto COLLESEI, Università Ca' Foscari Venezia
 - . Dr. Françoise CONCHON, INSEMMA Market Research / President IMTC
 - . Pr. Michael HAENLEIN, ESCP Europe
 - . Pr. Alberto PASTORE, Università di Roma La Sapienza
 - . Pr. Maria Jesús YAGÜE GUILLEN, Universidad Autónoma de Madrid

FRI. 27/01/17 - 09:45-10:30 | CENTRO CULTURAL LA CORRALA UAM – AUDITORIUM

- > **Plenary Session**
 - Chair: Pr. Alberto PASTORE, Università di Roma La Sapienza, Italy
 - . CHOCARRO R., CORTIÑAS M., ELORZ M., MÚGICA J.-M., Universidad Publica de Navarra, Spain
The role of distribution services in omnichannel segmentation.



FRI. 27/01/17 - 10:30-11:00 | CENTRO CULTURAL LA CORRALA UAM – AUDITORIUM

> **Marketing Strategy Forum – Opening Conference**

- Pr. Christophe BENAVENT, Paris X University
« How do the social networks, collaborative websites, digital platforms and market places influence our perceptions and choices ? »
-

FRI. 27/01/17 - 11:00-12:30 | CENTRO CULTURAL LA CORRALA UAM – AUDITORIUM

> **Marketing Strategy Forum – Round Table**

“The new consumer experience”

- Chair:
 - Dr. Pierre LE SOURD, Vice-President – FEFIS
 - Pr. Alberto PASTORE – Università di Roma La Sapienza
- Franck BERNARD, Group Partnerships Director – SNCF
“ How a public service brand uses sponsoring to re-enchant its customer experience. ”
- Alain CAPPANNELLI, Vice President Metro Group – Metro Cash & Carry
“Understanding Customer Experience to reposition Own Brand Portfolio.”
- Gonzague de LA FRESNAYE, Shopper Marketing Manager - L'Oréal
“ The shopper at the heart of a multi channel consumer journey. ”
- Delphine DESGURSE-POTIGNON, Head of Digital Innovation – La Poste
“ The client relationship at the heart of the digital transformation. ”
- Jean-François DIET, CEO CEE Region - Europ Assistance Group
“ Why does digitalisation kill the classic insurance? ”



FRI. 27/01/17 - 11:00-12:30 | CENTRO CULTURAL LA CORRALA UAM – GREEN ROOM

> **Academic Research Sessions – Paper Presentations**
“Educational Marketing”

- . Chair: Pr. Agnès WALSER-LUCHESI, EM Strasbourg Business School, France,
Pr. Mercedes ROZANO-SUPLET, Universidad Autónoma de Madrid, Spain

- . BENAROYA C., Toulouse Business School, RANCHOUX C., IAE - Université de Poitiers, France
A strong case for marketing case studies.
- . BUIL I., CATALÁN S., MARTÍNEZ E., Universidad de Zaragoza, Spain
The influence of flow on learning outcomes: An empirical study on the use of clickers.
- . CURBATOV O., LOUYOT-GALLICHER M., Université Paris 13, France
The ‘Knowledge Marketing’: a way of TCR « Transformative Consumer Research » through awareness of consumer’s skills.
- . LEPPIMAN A., RIIVITS-ARKONSUO I., Tallinn School of Economics and Business Administration, Estonia
Experience marketing from a teaching and learning perspective.
- . POLESE F., University of Salerno, MORETTA TARTAGLIONE A., Università degli Studi di Cassino e del Lazio Meridionale, CAVACECE Y., Università di Salerno, SARNO D., University of Salerno, Italy
Service perspectives’ trends in marketing research: a bibliometric analysis.
- . RUIZ MAFÉ C., CURRÁS PÉREZ R., PÉREZ CABAÑERO C., HERNÁNDEZ FERNÁNDEZ A., Universitat de València, Spain
Increasing faculty effectiveness through collaborative learning. A comparison of TED lessons and Role Playing.

FRI. 27/01/17 - 11:00-12:30 | CENTRO CULTURAL LA CORRALA UAM – BLUE ROOM

> **Academic Research Sessions – Paper Presentations**
“Ethics in Marketing – CSR”

- . Chair: Pr. Sarah VALENTINI, Università di Bologna, Italy
Pr. Natalia VILA, University of Valencia, Spain

- . CAMOIRAS RODRIGUEZ Z., VARELA NEIRA C., Universidad de Santiago de Compostela, Spain
Corporate Social Responsibility and the mediating role of the moral emotions in social commerce.
- . CORDENTE-RODRÍGUEZ M., MÓNDEJAR-JIMÉNEZ J.-A., VILLANUEVA-ÁLVARO J.-J., Universidad de Castilla-La Mancha, Spain
Status of autonomous trade: The role of Corporate Social Responsibility and liberalization of business hours.
- . CURRÁS PÉREZ R., DOLZ DOLZ C., MIQUEL ROMERO M.-J., Universidad de Valencia, Spain
Disconfirmation of expectations in the field of Corporate Social Responsibility: how much it affects the brand.
- . DEMETRIOU M., NICOLETTI MORPHITOU R., University of Nicosia, Cyprus
Can Corporate Social Responsibility contribute to Corporate Financial Performance?
- . ELLOUMI AYEDI M., KAMMOUN M., Université de Sfax, Tunisia
The effect of ecological awareness and environmental values on the attitude towards ecological cleaning product: longitudinal survey.



FRI. 27/01/17 - 11:00-12:30 | CENTRO CULTURAL LA CORRALA UAM – RED ROOM

> **Academic Research Sessions – Paper Presentations**
“Healthcare Marketing”

- . Chair: Pr. Kaouther SAIED BEN RACHED, Université de Tunis El Manar, Tunisia
Pr. Ana M^a DÍAZ-MARTÍN, Universidad Autónoma de Madrid, Spain

- . CALERO R., Universidad Católica de Valencia, GALLARZA M., Universitat de València, GADEA S., Universidad Católica de Valencia, Spain
Cluster analysis applied to the study of loyalty patient behaviour.
- . ERSOY I., TENGILIMOĞLU D., PELIN YILIK U., Atılım Üniversitesi, Turkey
Effect of viral marketing in health services on purchasing decisions of consumers.
- . GALLARZA M., Universitat de València, CALERO R., Universidad Católica de Valencia, Spain
Time management effect on patient loyalty behavior.
- . KOENEN A-K., EBS Universität für Wirtschaft und Recht, Germany
Managing patent expirations in pharmaceutical companies – An analysis of implicit key success marketing and project: Factors of patent expiration strategies.
- . YANGUI W., Université de Sfax, HAJTAÏEB EL AOUD N., Institut des Hautes Etudes Commerciales de Sfax, Tunisia
Healthcare tourism: exploring the influence of the need for reassurance on the destination-choice process.

FRI. 27/01/17 - 12:30-14:00 | CENTRO CULTURAL LA CORRALA UAM

FRI. 27/01/17 - 12:30-14:00 | UNIVERSIDAD CARLOS III PUERTA TOLEDO

> **Lunch Break**

Please ask for your nominative invitation at reception desk



FRI. 27/01/17 - 14:00-15:00 | CENTRO CULTURAL LA CORRALA UAM – AUDITORIUM

> **Marketing Strategy Forum – Round Table**

“Customer interaction to develop new business opportunities”

- Chair:

. Dr. Pierre LE SOURD, Vice-President – FEFIS

. Pr. Carmen BERNE-MANERO – Universidad de Zaragoza

. Valérie BERTHEAU, Product Policy Director - Thales Group

“Interacting with customers to anticipate market needs: users’ club in B to G.”

. Elisabeth CIALDELLA, Marketing and Communication Director – Groupe Le Monde

“The digital transformation in the media business.”

. Florence REYNAUD, Marketing Manager – Engie Cofely

“How big data & IOT are re-designing the B-to-B client experience in the Energy market: threats & opportunities in the 3D world (Digital – Decentralised - Decarbonized)”

FRI. 27/01/17 - 15:00-15:30 | CENTRO CULTURAL LA CORRALA UAM - LOBBY

> **Coffee Break**



FRI. 27/01/17 - 15:30-18:30 | CENTRO CULTURAL LA CORRALA UAM – BLUE ROOM

> **Academic Research Sessions – Paper Presentations**
“Advertising & Communication – Strategy”

- . Chair: Pr. Roger BENNETT, London Metropolitan University, United Kingdom
Pr. Mónica GÓMEZ SUAREZ, Universidad Autónoma de Madrid, Spain

- . ALONSO LOPEZ M., Universidad Complutense de Madrid, Spain
Somatic marker hypothesis in decision making: Meaning and presence in communication research.
- . AUSIN AZOFRA J-M., Universidad Politécnica de Valencia, BIGNE E., Universitat de Valencia, GUIXERES J., Universidad Politécnica de Valencia, ALCAÑIZ M., Universidad Politécnica de Valencia, Spain
Advertising and music: the effect of music on brain activity and facial emotional response.
- . CANEL-DEPITRE B., TAGHIPOUR A., Université Le Havre, France
Discourse analysis of an advertising narrative.
- . CASADO ARANDA L.-A., SÁNCHEZ FERNÁNDEZ J., MONTORO RÍOS F.-J., Universidad de Granada, Spain
The influence of voice gender on the effectiveness of ecological advertising from the perspective of consumer neuroscience.
- . LEMARIÉ L., University of Neuchâtel, Switzerland, BELLAVANCE F., HEC Montréal, Canada, CHEBAT J.-C., HEC Montréal, Canada
Promoting road safety: tailoring road safety messages to the specific characteristics of dangerous drivers.
- . NICOLETTI MORPHITOU R., DEMETRIOU M., University of Nicosia, Cyprus
The power of social media as a marketing communication tool: The case of Cyprus.
- . MEDIC D., DÉCAUDIN J.-M., Université de Toulouse 1 – Capitole / Groupe ESC Toulouse, France
The place of humor in international ads: The impact of culture on the efficiency of humorous ads.
- . PILARCZYK B., STEFAŃSKA M., Poznań University of Economics and Business, Poland
How to adapt a strategy of communications to the needs of older adults? – Integrated model of communications.
- . ZOUAOUI M., DEKHIL F., Université Tunis El Manar, Tunisia
The effect of advertising creativity on consumer attitudes: Moderator effect of rhetoric.



FRI. 27/01/17 - 16:00-18:30 | UNIVERSIDAD CARLOS III – ROOM PT-1.A.12

> **Academic Research Sessions – Paper Presentations**
“Consumer Behaviour – In the Consumer’s Mind”

- Chair: Pr. Christian PINSON, INSEAD, France
Pr. Jaime ROMERO DE LA FUENTE, Universidad Autónoma de Madrid, Spain
- . BERRICHE A., SALERNO F., CRIE D., Université Lille 1, France
Virtual future self-image and self-protection: First contributions and presentation of a study on willingness to save for retirement.
- . CHAVES R., MAZZEI L., ROCCO A., Universidade de São Paulo, Brazil
A new way of support: the main motivations leading young paulistanos to engage with European football clubs.
- . JAGANI K., MICA Ahmedabad, India, GOLDSMITH R., Florida State University, USA
Impact of relevance and clutter of advertisement on irritation – An experimental study on the US and Indian consumers.
- . KLEMM A., ZIESEMER F., PEYER M., BALDERJAHN I., Universität Potsdam, Germany
Sharing in the private sphere: People’s means-end chains behind their motivation to borrow (not) from others.
- . NGUYEN T.-P., Université de Strasbourg, France / Foreign Trade University, Vietnam, DEKHILI S., Université de Strasbourg, France
Green product in Vietnam: consumers’ perception and behavior.
- . RAJHI E., KAMOUN M., FSEGS Sfax, Tunisia
Religiosity and Consumer Behaviour : “Veiled” woman’s case in advertising.
- . VASAVADA F., MICA Ahmedabad, MALLADI P., Google, India.
Decoding socio-cultural trends in Indian urban youth using Ogilvy 3E model.



FRI. 27/01/17 - 16:00-18:30 | CENTRO CULTURAL LA CORRALA UAM – AUDITORIUM

> **Academic Research Sessions – Paper Presentations**
“Digital Marketing”

- . Chair: Pr. Michel CALCIU, Université Lille 1, France
Pr. Natalia RUBIO-BENITO, Universidad Autónoma de Madrid, Spain

- . CACHO-ELIZONDO S., IPADE Business School Universidad Panamerica, Mexico, LÁZARO ÁLVAREZ J-D., Universidad Panamericana, Mexico, GARCIA V-E., Ericsson USA at Silicon Valley, United States
Exploring the adoption of augmented and virtual reality in the design of customer experiences: Proposal of a conceptual framework.
- . CHANFARI A., ESC Tunis, DELLECH D., IHEC Carthage, DEBABI M., ESC Tunis, Tunisia
Perception and interaction citizens in the use electronic services and position them in framework of e-government in Oman.
- . CHARFI A.-A., European Business School-Paris, France
The anthropomorphic features of a virtual agent: social presence and confidence generators to a website.
- . JIMÉNEZ BARRETO J., CAMPO MARTÍNEZ S., Universidad Autónoma de Madrid, Spain
Online destination brand experience: Evidence from website quality to online visitors’ responses.
- . LEMOINE J.-F., ZAFRI R., Université Paris 1 Panthéon Sorbonne (PRISM), France
Influence of the typography of commercial website on surfers’ reactions : An explanatory study.
- . PRODANOVA J., SAN-MARTÍN S., JIMÉNEZ TORRES N., RODRÍGUEZ TORRICO P., Universidad de Burgos, Spain
Internal and external developers of mobile phone attachment and shopping.
- . ROCHE D., MARTÍN M., Ecole de Commerce de La Rochelle, France
New digital tools and sellers’ performance: From action to training in the field of real estate.
- . STEFAŃSKA M., WANAT T., Poznań University of Economics and Business, Poland
Benefits from using mobile applications by Millennials – A gender and economic status comparative analysis.



FRI. 27/01/17 - 16:00-18:30 | UNIVERSIDAD CARLOS III – ROOM PT-2.A.03

> **Academic Research Sessions – Paper Presentations**
“Hospitality & Tourism – Strategic Orientations”

- . Chair: Pr. Donald V. SHINER , Mount Saint Vincent University, Canada
Pr. Jesús GARCÍA-MADARIAGA, Universidad Complutense de Madrid, Spain

- . BABOU I., Babou Conseil, CALLOT P., Membre de TRC, France
French tourism after the terrorist attacks: how to communicate?
- . BERNE-MANERO C., GÓMEZ-CAMPILLO M., MARZO-NAVARRO M., Universidad de Zaragoza, Spain
A structural model of perceived quality of tourism online distribution channel.
- . ESPINET RIUS J.-M., ESPINET PEREZ-MUELAS A., Universitat de Girona, Spain
Quality and Customer satisfaction in the tourism sector through electronic devices: present and future.
- . KASWENGI J., MEKIDECHE C., Université d’Orléans, France
The relationship between satisfaction, loyalty, spending and tourist attraction images: the moderating role of label sensitivity.
- . LLODRÀ-RIERA I, Fundació Balear d’Innovació i Tecnologia, MARTÍNEZ-RUIZ M.-P., Universidad de Castilla-La Mancha, JIMÉNEZ-ZARCO A.-I., Open University of Catalonia, IZQUIERDO-YUSTA A., Universidad de Burgos, Spain
A global model for the image formation of a tourist destination: evidences from a sun and sand destination in Spain.
- . STOJANOVIC I., ANDREU L., CURRÁS R., Universidad de Valencia, Spain
Effects of social media use on top of mind awareness and cognitive destination image: An empirical research on Valencia.



FRI. 27/01/17 - 16:00-18:30 | CENTRO CULTURAL LA CORRALA UAM – GREEN ROOM

> **Academic Research Sessions – Paper Presentations**
“Marketing Strategy”

- . Chair: Pr. Trond HAMMERVOLL , Universitetet i Tromsø – Norges Arktiske Universitet, Norway
Pr. Ignacio CRUZ-ROCHE, Universidad Autónoma de Madrid, Spain

- . AGNIHOTRI P., IIM Tiruchirappalli, India
Can the government influence the international competitiveness of an industry?
- . BELHSEN N., OUAQQA S., Université Abdelmalek Essaadi, Morocco
Market-Orientation: Meta-analyses Synthesis and future research directions.
- . LECOEUUVRE L., SKEMA Business School, France, TURNER R., SKEMA Business School, France,
SANKARAN S., University of Technology Sydney, Australia, ER M., University of Technology
Sydney, Australia
Project marketing by the contractor.
- . LEONOW A., Russian Presidential Academy of National Economy and Public Administration,
Russia
*What marketing can be and what marketing is during the crisis. A qualitative field research of
Russian companies.*
- . MÜLLER L., EBS Universität für Wirtschaft und Recht, Germany
*Disruption versus digital renaissance: the sharing economy between marketing instrument and
business model.*
- . PARIS J.-A., Universidad Nacional de la Plata, Argentina
The adaptation versus standardizing seen from the paradigm International Marketing Essentials.
- . YOSHIDA M., Ritsumeikan University, Japan
Co-creation of knowledge with Customers.
- . ZARRAD H., ISG de Tunis, DELLECH DEBABI D., IHEC de Tunis, DEBABI M., ESC de Tunis, Tunisie
The influence of individual factors on the prediction of customer-orientation behavior.



FRI. 27/01/17 - 16:00-18:30 | UNIVERSIDAD CARLOS III – ROOM PT-0.A.01

> **Academic Research Sessions – Paper Presentations**
“New Tendencies in the Banking Sector”

- . Chair: Pr. Kiell TOFTEN, Universitetet i Tromsø – Norges Arktiske Universitet, Norway
Pr. María PUELLES-GALLO, Universidad Complutense de Madrid, Spain

- . ANDERS P., Stockholms Universitet, Sweden
Global integration vs. local responsiveness - The case of retail banking.
- . CARRASCO R. A., BLASCO M. F., GARCÍA-MADARIAGA J., Universidad Complutense de Madrid, Spain
Calculation of CLV in banking from a global perspective.
- . DE LA PEÑA DE LEON A., AMEZCUA NUÑEZ J-B., SAUCEDO SOTO J-M., Universidad Autónoma de Coahuila, Mexico
There is a hole in my pocket: mindless spending and lack of financial education.
- . MOLINER M.-A., MONFERRER D., ESTRADA M., Universitat Jaume I, Spain
Consequences of customer engagement and customer self-brand connection in the context of bank branches.
- . RAMÍREZ-MARTÍN A., LIÉBANA-CABANILLAS F., IBÁÑEZ-ZAPATA J-A., Universidad de Granada, Spain
Social media banking: empirical analysis of the Spanish case.
- . RUIZ SÁNCHEZ B., GARCÍA MARTÍN J., Universidad de Castilla-La Mancha, Spain
Antecedents and consequences of reputation of leading British financial institutions following the financial crisis.



FRI. 27/01/17 - 16:00-18:30 | CENTRO CULTURAL LA CORRALA UAM – RED ROOM

> **Academic Research Sessions – Paper Presentations**
“Strategic Issues in Food Marketing”

- . Chair: Pr Patrick de PELSMACKER, Universiteit Antwerpen, Belgium
Pr. María CORDENTE-RODRÍGUEZ, Universidad de Castilla-La Mancha, Spain

- . BORIES D., PICHON P-E., LABORDE C., Université Toulouse 2 Jean Jaurès, France
Proximity and the reduction of perceived risk when purchasing food.
- . CALABRESE G., MASTROBERARDINO P., Università di Foggia, Italy
The concept of wine in the perception of supply and demand. An exploratory analysis at international level.
- . DAOUD-JERBI S., Université Jean Moulin Lyon III, France / Université de Sfax, Tunisia
Immigrant woman food consumption: mechanical act or social fact?
- . FARAH M., EL SAMAD L., Lebanese American University (LAU), Lebanon
Consumer perception of Halal products in a developing country setting: An empirical assessment amongst Sunni versus Shiite Muslim consumers.
- . GARBOUT S., TRABELSI TRIGUI I., Faculté des Sciences Économiques et de Gestion de Sfax, Tunisia
Regulatory orientation and consumers' food behavior: a proposal of an integrator conceptual framework.
- . HANSEN T., THOMSEN T.-U., Copenhagen Business School, Denmark
Weight loss for the mind: Consumers' construction of food related health values and their impact on food health behaviour.
- . HERNÁNDEZ FERNÁNDEZ A., Universitat de València, VILA LOPEZ N., Universitat de València, KUSTER BOLUDA I., Universitat de València, RODRIGEZ SANTOS C., Universidad de León, CANALES RONDA P., Universitat de València, Spain
Alcoholic versus nonalcoholic buying behavior: interaction between consumers key drivers and company strategies.
- . PIPOLI DE AZAMBUJA G-M. Universidad del Pacifico, Perú , GARCÍA-ARRIZABALAGA I., Universidad de Deusto, Spain
Analysis of the variables associated with purchase intent of Pisco of Perú.

FRI. 27/01/17 - 20:00-22:30 | GALA DINNER

- > **Gala Dinner**
Please ask for your nominative invitation at reception desk



SATURDAY 28TH JANUARY 2017

SAT. 28/01/17 - 09:00-13:00 | UNIVERSIDAD CARLOS III PUERTA TOLEDO

SAT. 28/01/17 - 09:00-14:00 | CENTRO CULTURAL LA CORRALA UAM

> **CENTRO CULTURAL LA CORRALA UAM**

Universidad Autónoma de Madrid
Calle de Carlos Arniches, 3
28005 Madrid

> **UNIVERSIDAD CARLOS III**

Campus Puerta Toledo
Ronda de Toledo, 1
28005 Madrid

SAT. 28/01/17 - 09:00-13:00 | UNIVERSIDAD CARLOS III – ROOM PT-2.A.05

> **Academic Research Sessions – Paper Presentations**
“Advertising – Word Of Mouth”

including 10:30-:11:00: Coffee Break

- Chair: Pr. Shintaro OKAZAKI, King's College London, United Kingdom
Pr. Nieves Villaseñor Román, UAM, Spain
- . BEN LALLOUNA HAFSIA H., AZZABI M., Ecole Supérieure de Commerce de Tunis, Tunisia
The Factors Explaining the Adoption of Electronic Word of Mouth: Application to the Tourism Sector.
- . GUHL I., HOOG P., EBS Universität für Wirtschaft und Recht, Germany
Credibility of electronic Word-Of-Mouth.
- . KIKUMORI M., Toyo University, Japan
Does negative e-WOM harm consumer's evaluation of familiar brands?
- . OSUNA N., ABRIL C., Universidad Complutense de Madrid, Spain
The moderating effect of E-WOM in the advertising-brand equity relationships.
- . PANDEY J., SADH A., BILLORE A., IIM Indore, India
Exploring the role of positive E-Word of Mouth as an alternate for need for touch in online shopping.
- . SANCHEZ J., ABRIL C., MARHUENDA C., Universidad Complutense de Madrid, Spain
A semantic analysis of the e-WOM and its impact on the sales of a mature CPG product.
- . SOARES A., ALVES A., University of Minho, Portugal
Evaluating recommendation agents: The impact of avatars in website loyalty.
- . TERCIA C., Universitas Prasetiya Mulya, Indonesia
To whom should I send it? The role of incentive and tie-strength in mobile based word of mouth.
- . TRONCH GARCÍA DE LOS RÍOS J., BIGNE E., RUIZ MAFÉ C., SANZ BLAS S., Universitat de València, Spain
Perceived value and positive e-WOM.



SAT. 28/01/17 - 11:00-13:00 | CENTRO CULTURAL LA CORRALA UAM – RED ROOM

> **Academic Research Sessions – Paper Presentations**
“Brand Management”

including 10:30-11:00: Coffee Break

- Chair: Pr. Donald SEXTON, Columbia University, New York City, USA
Pr. Sebastián MOLINILLO-JIMÉNEZ, Universidad de Málaga, Spain

- . BASHUTKINA M., Haute Ecole de Gestion ARC, Switzerland
Strong luxury brand creation by Swiss luxury watch making companies.
- . BERTOLDI B., GIACHIANO C., MAZZEO D., Università degli Studi di Torino, Italy
Transform product into purpose brand.
- . BRAHMBHATT K., MICA Ahmedabad, India
Categorization of brand associations: An attitude functional approach.
- . DO CARMO LEAL M., Universidade Europeia, DIONISIO P., ISCTE-IUL, BROCHADO A., ISTCE-IUL, Portugal
Sponsoring a Nation – Brand attributes of the Portuguese National Team.
- . HALLIBURTON C., ESCP Europe London Campus, UK
A proposed meta view of corporate brand equity.
- . TEMPRANO-GARCIA V., RODRIGUEZ-ESCUADERO A. I., RODRIGUEZ PINTO J., Universidad de Valladolid, Spain
Brand deletion decision. the effect of implementation process on the deletion outcomes.
- . YOSHIDA M., Ritsumeikan University Kyoto, Japan
Building branded service encounters by credo.



SAT. 28/01/17 - 09:00-13:00 | CENTRO CULTURAL LA CORRALA UAM – GREEN ROOM

> **Academic Research Sessions – Paper Presentations**
“Brand Management – Customer Focus”

including 10:30-11:00: Coffee Break

- . Chair: Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
Pr. José Luis MÉNDEZ, Universidad Autonoma de Madrid,, Spain
- . BUIL LÓPEZ-MENCHERO T., DELGADO DE MIGUEL J., ESIC Business & Marketing School Barcelona, Spain
Food products buying decision process, store brands versus manufacturer brands.
- . DE PEDRO L., CUBILLO J-M., ESIC Business & Marketing School Barcelona, MERCADO C., Universidad Rey Juan Carlos Madrid, Spain
Positioning of children's figure in connection with the brand recall and emotional perception in the food sector.
- . GÓMEZ-SUÁREZ M., QUIÑONES M., YAGÜE GUILLÉN M.-J., Universidad Autonoma de Madrid, Spain
The influence of consumer values on smart-shopping process: implications for branding strategies.
- . HERNANDO E., Universidad Nebrija, CAMPO S., Universidad autónoma de Madrid, Spain
Effect of artist name on the perceived value of a work.
- . INGSA K., MAI L-W., University of Westminster, United Kingdom
The influence of brand knowledge on the intention to purchase personal luxury products.
- . OUAZZANI TOUHAMI Z., Institut des Professions Infirmières et Techniques de Santé de Rabat, HAKIM H., CHAKOR A., Faculté des Sciences Juridiques, Economiques et Sociales, Morocco,
Brand personality dimensions and brand-consumer relationship for women's ready-made clothing brand.
- . RECUERO VIRTO N., GARCÍA DE MADARIAGA J., BLASCO F., Universidad Complutense de Madrid, Spain
The influence of museum's brand image and satisfaction on visitors' loyalty.
- . ROMÁN S., Universidad de Murcia, RODRIGUEZ R., Universidad de Murcia, CUESTAS P., Universidad de Murcia, FENOLLAR P., Universidad de Murcia, SANCHEZ L- M., Hero Group, BERNAL M.-J., Hero Group, Haro J.-F., Hero Group, Spain
Consumers' infant food brand choice: a scale development and validation.
- . BIGNÉ, E.,CAPLLIURE E., MIQUEL, M.J. Universitat de València, Spain
I read about you and now I'm convinced to buy your store brand tourism package.



SAT. 28/01/17 - 09:00-13:00 | UNIVERSIDAD CARLOS III – ROOM PT-2.A.06

> **Academic Research Sessions – Paper Presentations**
“Consumer Behavior – Strategic Insights”

including 10:30-11:00: Coffee Break

- Chair: Pr. Jean-Louis CHANDON, INSEEC, France
Pr. Martina G. GALLARZA, University of Valencia, Spain
- . ABDELKAFI W., EL AOUD N., l'institut des hautes études commerciales, Tunisia
The determinants of virtual mavenism among teenagers: an exploratory study.
- . CRIE D., WILLART S., Université de Lille 1, France
Marketing and bigdata.
- . HMAIDA J., Université de Pau et des Pays de l'Adour, France
Self-construal: A review of the concept, its measurement and applications in marketing.
- . MOULINS J.-L., MEDDEB M., Aix-Marseille Université, France
The impact of the perceived image of sustainable development on the perceived value of mass customization.
- . PAREDES-MARTÍNEZ M., GARCÍA DE MADARIAGA J., BLASCO-LOPEZ M.-F., Universidad Complutense de Madrid, Spain
Theoretical model about the influences that underlie the process of teens consumer behavior.
- . TOTI J-F. Université Lille 1, France, MOULINS J-L., Aix-Marseille Université, France
Consumers' ethical decision-making: the moderating role of internal locus of control.
- . TUBILLEJAS B., CALDERÓN H., CERVERA A., Universidad Valencia, Spain
Differences in Social Servicescape's Evaluation in Hedonic Services: Attendees' Relational Characteristics.
- . WALSER-LUCHESSI A., EM Strasbourg Business School, France, COURVOISIER F., Haute Ecole Spécialisée de Suisse Occidentale / HEG Arc Neuchâtel, Switzerland
Does the company visit make it hospitable? Case of Swiss and French firms.



SAT. 28/01/17 - 11:00-13:00 | CENTRO CULTURAL LA CORRALA UAM – AUDITORIUM

> **Academic Research Sessions – Paper Presentations**
“Hospitality & Tourism – Consumer Insights”

including 10:30-11:00: Coffee Break

- Chair: Pr. Didier ROCHE, Ecole de Commerce de La Rochelle, France
Pr. Sara CAMPO-MARTÍNEZ, Universidad Autónoma de Madrid, Spain

- . DELLECH D., IHEC Carthage, Tunisia, DEBABI M., ESC Tunis, Tunisia
For better conduct of intercultural negotiation in international tourism.
- . DURRANDE-MOREAU A., Université Savoie Mont Blanc, France
New forms of agritourism, a case study in mountain pasture.
- . IBRAHEEM M., TOURNOIS N., Université Nice Sophia Antipolis, France
Influence of service environment on client loyalty in luxury hotels: A test of the cognition-emotion approach.
- . PELEGRÍN-BORONDO J., Universidad de La Rioja, Spain, OLARTE-PASCUAL C., Universidad de La Rioja, Spain, ORUEZABALA G., University of Poitiers, University of Poitiers, France
Oenotourism and emotions: Influence of wine on visit ?
- . SANO K., Wakayama University, Japan, NAGAI H., Wakayama University, Japan, RITCHIE B., The University of Queensland, Australia
Understanding tourists’ information search behavior as a risk reduction strategy: The case of international tourists in Japan.
- . SHERESHEVA M., Lomonosov Moscow State University, VLADIMIROV Y., Terralink, Moscow
Tourism cluster development in Russia: The case of Altai region.



SAT. 28/01/17 - 09:00-10:30 | UNIVERSIDAD CARLOS III – ROOM PT-2.A.01

> **Academic Research Sessions – Paper Presentations**
“Innovation and New Product Development”

including 10:30-:11:00: Coffee Break

- . Chair: Pr. Andrea MORETTA TARTAGLIONE, Università degli Studi di Cassino e del Lazio Meridionale, Italy
Pr. Eva CAPLLIURE-GINER, Universitat de València, Spain

- . AMMAR O., TRABELSI TRIGUI I., Université de Sfax, Tunisia
Capturing leading factors contributing to Consumer engagement in online co-design platform of olive oil packaging: A focus group study and a research model proposal.
- . ENDO S., Tokai University, Japan, ONO K., Keio University, Japan
Differences in types of product customization: Comparison of Japanese and Western firms.
- . OLIANA R., Erasmus University Rotterdam, CONSTANTINIDES E., University of Twente, de VRIES S., University of Twente, Netherlands
The Internet of things: The next big thing for new product development?
- . SÁNCHEZ-PÉREZ M., MARÍN CARRILLO M.-B., Universidad de Almería, Spain
Marketing strategy and environment turbulence: Effects on the intensity of product innovation and firm's performance.
- . ZAMMIT A., MONTAGUTI E., VALENTINI S., Università di Bologna, Italy
Being the first entrant and getting stuck in the middle: The disadvantage of the intermediate pioneer.



SAT. 28/01/17 - 11:00-13:00 | UNIVERSIDAD CARLOS III – ROOM PT-0.A.01

> **Academic Research Sessions – Paper Presentations**

“New Tendencies in Distribution – Omni-Channel Distribution”

including 10:30-:11:00: Coffee Break

- . Chair: Pr Joseph KASWENGI, Université d’Orléans, France
Pr. Javier OUBIÑA-BARBOLLA, Universidad Autónoma de Madrid, Spain
- . RUIZ-REAL J.-L., Universidad de Almería, GÁZQUEZ-ABAD J.-C Universidad de Almería, ESTEBAN-MILLAT I., Open University of Catalonia, MARTÍNEZ-LÓPEZ F.-J., Universidad de Granada, Spain
Small vs. Large: how assortment size influences consumer loyalty.
- . HOOG P., EBS Universität für Wirtschaft und Recht, Germany
E-commerce - The relationship of manufacturer and retailer in the dynamic capabilities framework.
- . LORENZO ROMERO C., MONDÉJAR JIMÉNEZ J-A., ANDRÉS MARTÍNEZ M.-E., CORDENTE RODRÍGUEZ M., Universidad de Castilla-la-Mancha, Spain
The digital revolution in the sector of fashion and accessories.
- . MONTAGUTI E., Università di Bologna, Italy, NESLIN S., Tuck School of Business, USA, VALENTINI S., Università di Bologna, Italy
The impact of channel mix and channel acquisition on revenues, retention and CLV.
- . MORETTA TARTAGLIONE A., BRUNI R., BOZIC M., Università degli Studi di Cassino e del Lazio Meridionale, CAVACECE Y., Università di Salerno, Italy
The environmental impact on forecasting plans in retailing: theoretical research trends.



SAT. 28/01/17 - 09:00-13:00 | CENTRO CULTURAL LA CORRALA UAM – BLUE ROOM

> **Academic Research Sessions – Paper Presentations**
“New Tendencies in the Food Markets”

including 10:30-11:00: Coffee Break

- . Chair: Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
Pr. José Miguel MÚGICA-GRIJALBA, Universidad Pública de Navarra, Spain

- . AGUIRRE GARCÍA M.-S., ALDAMIZ-ECHEVARRÍA C., MARCAIDA LARRAURI L., Universidad del País Vasco, Spain
Knowledge and consumption of green products and its influence on green marketing.
- . BHATTACHARYA K., NAKHATE V., JAIN P., SINGH NEGI P., Global Business School & Research Centre, India
Comprehensive overview of physicians` perception and consumers` preference of drinkable calcium as an element of wellness.
- . DAOUD MOALLA M., KAMMOUN M., Université de Sfax, Tunisia
Attitude toward organic foods: proposal for a measurement scale.
- . HIDALGO-BAZ M., MARTOS-PARTAL M., GONZÁLEZ-BENITO O., Universidad de Salamanca, Spain
The incongruity between attitude and organic purchase according to dissonance experienced by consumers.
- . LLORENS MARIN M., PUELLES GALLO M., Universidad Complutense de Madrid, Spain
Understanding household food waste in Spain.
- . MA Y., FATEMI H., DUBE I., McGill University, Canada
An empirical cross-category analysis of effects of food advertising strategies on product sales.
- . MOONS I., Universiteit Antwerpen, Belgium, DE PELSMACKER P., Universiteit Antwerpen, Belgium, BARBAROSSA C., Lumsa University, Italy
The drivers of the usage intention of Spirulina algae in food in different market segments.
- . SÁNCHEZ-GARCÍA I., Universitat de València, Spain, RODRÍGUEZ INSUASTI H.-U., Universidad Tecnológica Equinoccial Santa Elena, Ecuador
The Influence of nutritional traffic light on purchase intention: The role of emotions.
- . TOFTEN K., Universitetet i Tromsø – Norges Arktiske Universitet, Norway, MORA P., KEDGE Business School, France, HAMMERVOLL T., Universitetet i Tromsø – Norges Arktiske Universitet, Norway
Niche firms in Bordeaux and their sustainable competitive advantages.



SAT. 28/01/17 - 09:00-13:00 | UNIVERSIDAD CARLOS III – AUDITORIUM PT-0.B.06

> **Academic Research Sessions – Paper Presentations**
“Perspectives on Consumer Behavior”

including 10:30-11:00: Coffee Break

- Chair: Pr. Charlotte GASTON-BRETON, ESCP Europe Madrid Campus, Spain
Pr. Carmen ABRIL, Universidad Complutense de Madrid, Spain
- . ABBAS N., COVA V., Aix-Marseille Université, France
La perception d'un espace de service réhabilité : concept, mesure et relation avec l'acculturation du client
- . BOUJBEL L., IHEC, Tunisia, D'ASTOUS A., HEC Montréal, Canada, KACHANI L., Bo sound, Canada
Exploring the psychological mechanisms underlying the cognitive and affective responses to consumption desires.
- . DAMAK TURKI M., Université de Sfax, Tunisia
The effect of psycho-sociological and individual factors on attitude toward the sales promotion.
- . DE KERVILLER G., DEMANGEOT C., IESEG School of Management, France
Different voices for different roles: How do consumer-reviewers relate to other market actors?
- . HERRANDO C., JIMENEZ-MARTINEZ J., MARTIN DE HOYOS J-M., Universidad de Zaragoza, Spain
A matter of age: the moderating effects of generation X, Y and Z in boosting trust.
- . NGA NKOUMA TSANGA R.-C., Université de Maroua, Cameroon
"Me too...". The imitations of the consumer: how far are we?
- . SCHMITZ A., DÍAZ-MARTÍN A.-M., YAGÜE-GUILLÉN M.-J., Universidad Autónoma de Madrid
User Acceptance of medical video visits the case of Germany and Spain.
- . SHINER D., Mount Saint Vincent University, Canada
Why do we act like Peter Pan when it comes to decisions about aging in place?
- . VICHENGIOR T., ACKERMANN C.-L., ESC Rennes School of Business, France
The concept of Anticipation and its relevance to consumer behavior.
- . YANGUI W., AKROUT F., Université de Sfax, Tunisia
The formation of the internal reference cost: application of the contributions of the adaptation level theory (Helson, 1964) in a listing negotiation context.



SAT. 28/01/17 - 11:00-13:00 | UNIVERSIDAD CARLOS III – ROOM PT-2.A.01

> **Academic Research Sessions – Paper Presentations**
“Relationship Marketing - CRM”

including 10:30-11:00: Coffee Break

- . Chair: Pr. Jean-François BOSS, HEC, France
Pr. Manuel SÁNCHEZ-PÉREZ, Universidad de Almería, Spain
- . BERRAIES S., CHAHER M., ISG Tunis, Tunisia
Role of the Empowerment contact employees for customer performance: The mediating role of customer relationship management.
- . CALCIU M., Université Lille 1, MOULINS J-L, Université Aix-Marseille, SALERNO F., Université Lille 1, France
Small is beautiful but scalable is better. Scalable marketing decision support systems for bigdata calculations in CRM.
- . KWON S., RYU G., Korea University Business School, Korea
Social motive expectation as a moderator of the concession timing effect in buyer-seller negotiations.
- . PEDREÑO-SANTOS A., BLASCO M-F., GARCÍA-MADARIAGA J., Universidad Complutense de Madrid, Spain
The role of termination fee commitment in developing customer value in the telecommunication industry: an empirical study.
- . VALENTINI S., ZAMMIT A., Università di Bologna, Italy
The value of engaging customers through a gamification marketing strategy.



SAT. 28/01/17 - 09:00-13:00 | UNIVERSIDAD CARLOS III – ROOM PT-2.A.03

> **Academic Research Sessions – Paper Presentations**
“Retail Management”

including 10:30-11:00: Coffee Break

- . Chair: Pr. Gérard CLIQUET, Université de Rennes 1, France
Pr. Carmen BERNÉ-MANERO, Universidad de Zaragoza, Spain

- . AITHAL R., Indian Institute of Management Lucknow, SATYAM, Indian Institute of Management Lucknow, MAURYA H., Lucknow University, India
An exploratory study to understand wholesalers’ responses to the changing retail environment: Evidence from India.
- . ARFA E., SIALA C., SAIED- BENRACHED K., Université De Tunis El Manar, Tunisie
The value creation through the process of perception price in the distribution: case Monoprix Maison.
- . BELHSEN N., SENTEL O., Ecole Nationale de Commerce et de Gestion Tanger, Tunisia
Supply chain collaboration in Moroccan free zone.
- . CAPLLIURE E., Universitat de València, Spain
I read about you and now I’m convinced to buy your store brand tourism package
- . GARGA P., KUMAR P., KUMAR SETH A., Himachal Pradesh University Business School, India
Barriers and drivers for cross border e-commerce: An investigation.
- . GRANDI B., BELLINI S., CARDINALI M.-G., Università degli Studi di Parma, Italy
Retailers’ strategies to promote healthier food purchases in grocery stores: space management and display communication.
- . KANNOU A., SAIED BEN RACHED K., Université de Tunis El Manar, Tunisia
The customers perceptions towards the store name substitution in the retail sector.
- . PUELLES-GALLO M., Universidad Complutense de Madrid, MEDINA-MARTÍN F., Asedas, DÍAZ-BUSTAMANTE VENTISCA M. , CARCELÉN-GARCÍA S.-L., Universidad Complutense de Madrid, Spain
Is online FMGCs commerce taking off as expected? Challenges and opportunities for retailers and brands.
- . TOUITI T., DEKHILI S., EM Strasbourg, France
Accessibility and purchase facility of terroir product in store: How to better allocate shelf space?
- . TRAN P.-H., ROUSSELIERE S., FERRANDI J.-M., Lemna-Largercia - ONIRIS Nantes, France
Construal level theory and perceived proximity: New study opportunities for retailers in an emerging market.



SAT. 28/01/17 - 09:00-10:30 | UNIVERSIDAD CARLOS III – ROOM PT-0.A.01

> **Academic Research Sessions – Paper Presentations**
“Retail Management – Focusing on the Customer”

including 10:30-:11:00: Coffee Break

- . Chair: Pr Oleg CURBATOV, Université Paris 13, France
Pr. Juan Antonio MONDÉJAR-JIMÉNEZ, Universidad de Castilla-La Mancha, Spain
- . VILLASEÑOR N., RUBIO N., YAGÜE GUILLEN M.-J., Universidad Autónoma de Madrid, Spain
Relationship value as antecedent of value co-creation in retailing services: moderator effect of customer orientation.
- . BIDMON S., SATTLEGGER M., Universität Klagenfurt, Austria
The impact of the attachment style on customer satisfaction with the mobile service provider.
- . BUSTAMANTE URBINA J.-C., Autónoma University of Madrid / ESPAE Graduate School of Management, RUBIO BENITO N., Autónoma University of Madrid, Spain
In-store customer experience: Measurement and economic-relations effects.
- . BENBBA I., EL AMRANI L., Université Abdelmalek Assaadi, Morocco
Exploratory study on the motivations about the Moroccan consumer’s frequency to get into malls
- . HAMDY R., KHEMEKHEM R., Université de Sfax, Tunisia
The impact of online advertising on off line purchase intention and visiting the store in Tunisia : an exploratory study.
- . WASSOUF K., Aix Marseille Université, France
What will drive retail consumer loyalty? An investigation of a new consumer environment.



SAT. 28/01/17 - 09:00-10:30 | CENTRO CULTURAL LA CORRALA UAM – RED ROOM

> **Academic Research Sessions – Paper Presentations**
“Social Media Marketing”

including 10:30-11:00: Coffee Break

- . Chair: Pr. Torben HANSEN, Copenhagen Business School, Denmark
Pr. Victor TEMPRANO-GARCÍA, Universidad de Valladolid, Spain
- . EISMANN T., WAGNER T., BACCARELLA C., VOIGT K-I., Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU), Germany
Untangling social media excellence: Five typical patterns of super successful posts.
- . FUEYO C., DECAUDIN J.-M., Université Toulouse 1 Capitole, France
Corporate e-reputation management on LinkedIn: The owned and earned media mix.
- . HALLOUL H., HALLOUL B., DEKHIL F., Faculté des Sciences Économiques et de Gestion de Tunis, Tunisia
The loyalty of Tunisian webactors toward online social communities: Facebook case.
- . MILANO C., ROTHENBERGER S., Solvay Brussels School of Economics and Management, Belgium
Democratization or vulgarization of cultural capital the acceptance of Facebook’s use by theater audiences.
- . MOLINILLO S., Universidad de Málaga, LIÉBANA-CABANILLAS F., Universidad de Granada, ANAYA-SÁNCHEZ R., Universidad de Málaga, Spain
Analysis of social commerce intention on websites with social media tools.

SAT. 28/01/17 - 13:30-14:00 | UNIVERSIDAD CARLOS III – ROOM AUDITORIUM PT-0.B.06

> **Closing Remarks**
> **Best Paper Award**

- On Behalf of Universidad Autónoma De Madrid
 - . Pr. José Maria SANZ MARTINEZ, Rector Universidad Autónoma De Madrid
- On behalf of ESCP Europe
 - . Pr. Frank BOURNOIS, Dean ESCP Europe
- On behalf of the Organizing Committee
 - . Pr. Jean-Claude ANDREANI, ESCP Europe
 - . Pr. Umberto COLLESEI, Università Ca’ Foscari Venezia
 - . Dr. Françoise CONCHON, INSEMMA Market Research / President IMTC
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 - . Pr. Maria Jesús YAGÜE GUILLEN, Universidad Autónoma de Madrid



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PRACTICAL INFORMATION

> Conference Venues

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- UNIVERSIDAD CARLOS III
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