



International Marketing Trends Conference

PARIS
IMTC
January 18th-20th 2018

International Marketing Trends *Conference*

Programme



THURSDAY 18TH JANUARY 2018

> 13:00-16:45	<i>For Ph.D. Students ONLY</i> Doctoral Colloquium ESCP Europe 79, avenue de la République - 75011 Paris	p. 5
> 16:30-19:00	<i>For Nominees ONLY</i> Best Thesis Award ESCP Europe 79, avenue de la République - 75011 Paris	p. 7



FRIDAY 19TH JANUARY 2018

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> 09:30-09:45	Opening Speech Opening of Poster Session IMTC Awards - Best Thesis Award	p. 9
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> 20:00-22:30	Gala Dinner <i>Please ask for your nominative invitation at reception desk</i>	



International
Marketing
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SATURDAY 20TH JANUARY 2018

> 09:00-12:00	Academic Research Sessions ESCP Europe 79, avenue de la République - 75011 Paris	
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THURSDAY 18TH JANUARY 2018

THURS. 18/01/18 - 13:00-13:15 | ESCP EUROPE – ROOM 2406

For Ph.D. Students ONLY

- > **Doctoral Colloquium Registration**
ESCP EUROPE
79 Avenue de la République
75011 Paris

THURS. 18/01/18 - 13:15-13:30 | ESCP EUROPE – ROOM 2406

- > **Doctoral Colloquium - Opening Conference**
 - Chair :
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France

THURS. 18/01/18 - 13:30-16:00 | ESCP EUROPE – ROOM 2408

- > **Doctoral Colloquium**
 - Co-Chairs :
 - . Pr. Jean-Claude ANDREANI, ESCP EUROPE, France
 - . Pr. Nouredine BELHSEN, Ecole Nationale de Commerce et de Gestion de Tanger, Maroc
 - . Pr. Roger BENNETT, London Metropolitan University, United Kingdom
 - . Pr. Michelle BERGADAA, Université de Genève, Switzerland
 - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
 - . Pr. Dominique CRIE, Université de Lille 1, France
 - . Pr. Enrique MARINAO, Universidad de Santiago, Chile
 - . Pr. Donald SEXTON, Columbia University, USA
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
 - Haneen ABUAZZAH, Université de Lille 1, France
Industrial brand equity and social responsibility influence on business relationship : Analysis in oil and petrochemical industry.
 - Sarah BEN BOUYAHIA, University of Tunis Elmanar, Tunisia
Toward an understanding of attitude toward brand placements through the dimensions of acculturation: case of brand placement in film exported to the tunisian market.
 - Gizem TOKMAK, Bülent Ecevit University, Turkey
Celebrity endorsement effectiveness within the context of vampire effect.
 - Anna MUTTER, Philipps-Universität Marburg, Germany
What aspects do companies have to take into account when creating a Cause-Related Marketing campaign? -A systematic review of the effects of Cause-Related Marketing on purchase intention.



THURS. 18/01/18 - 13:30-16:00 | ESCP EUROPE – ROOM 2406

> **Doctoral Colloquium**

- Co-Chairs :
 - . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
 - . Pr. Yves EVRARD, HEC Paris, France
 - . Pr. Richard FONTAINE, Université du Québec (UQAM), Canada
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESCA School of Management, France
 - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
 - . Pr. José Miguel MUGICA GRIJALBA, Universidad Pública De Navarra, Spain
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
 - . Pr. Francis SALERNO, Université de Lille 1, France
 - . Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France

- Omar EL MOUSSAWEL, Université de Strasbourg, France
Country of origin ecological image: dimensions of the construct and their impacts on consumers' evaluation of eco-products.
- Claudia RUSU, Université Montesquieu Bordeaux IV, France
Variety-seeking versus loyalty applied to the purchase and consumption of wine.
- Yashar BASHIZADEH, Grenoble Ecole de Management, France
Too much of a good thing: evidence from a field experiment investigating the effects of visual complexity in the context of permission marketing.

THURS. 18/01/18 - 16:00-16:15 | ESCP EUROPE – ROOM 2406

> **Doctoral Colloquium – Closing Remarks**

- Chair :
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESCA School of Management, France



THURS. 18/01/18 - 16:30-18:30 | ESCP EUROPE – ROOM 2408

> **Best Thesis Award – Oral Defense**

- Chair:
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
- Co-Chairs:
 - . Pr. Jean-Claude ANDREANI, ESCP Europe, France
 - . Pr. Nouredine BELHSEN, Ecole Nationale de Commerce et de Gestion de Tanger, Maroc
 - . Pr. Roger BENNETT, London Metropolitan University, United Kingdom
 - . Pr. Michelle BERGADAA, Université de Genève, Switzerland
 - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
 - . Pr. Dominique CRIE, Université de Lille 1, France
 - . Pr. Yves EVRARD, HEC Paris, France
 - . Pr. Richard FONTAINE, Université du Québec (UQAM), Canada
 - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
 - . Pr. Enrique MARINAO, Universidad de Santiago, Chile
 - . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
 - . Pr. José Miguel MUGICA GRIJALBA, Universidad Pública De Navarra, Spain
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
 - . Pr. Christian PINSON, INSEAD, France
 - . Pr. Francis SALERNO, Université de Lille 1, France
 - . Pr. Donald SEXTON, Columbia University, USA
 - . Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
- SENGES E., Paris Dauphine, France
Antecedents, manifestations and effects of the Desired Aging Well and its influence on the consumption of senior people.
- DIVYA A., Indian Institute of Management Ahmedabad (IIMA), India
Justifying the pain of payment: An explanation of the effect of payment method on durable goods replacement timing decisions.
- WATSON F., İhsan Doğramacı Bilkent University, Turkey
An alternative market for well-being: Reconnecting producers and consumers through shared commitments.
- KELLER K., Tilburg University, The Netherlands
Private labels: The brands of the future.
- KIKUMORI M., Keio University, Japan
Impacts of electronic Word Of Mouth (e-WOM) on consumer product/brand evaluation.
- BUI NGUYEN T., Université Toulouse Capitole, France
Pardoner ou se venger ? Le rôle de l'affectif dans le processus psychologique de vengeance du client.
- PEREZ LOPEZ R., Universidad de Zaragoza, Spain
The influence of social facts on retail customer experience: An analysis of interaction effects.
- BRUNEAU V., Université Catholique de Louvain, Belgium
Assessing the effectiveness of loyalty programs in building customer engagement and loyalty.
- SHIRSHOVA O., Saint-Petersburg State University of Economics, Russia
Formation and evaluation of the level of market orientation of the company.
- FRAU M., Università di Cagliari, Italy
Emerging approaches and future avenues in Marketing Research.
- STEILS N., Université de Lille 1, France
Antecedents and consequences of online consumer learning.



THURS. 18/01/18 - 18:30-19:00 | ESCP EUROPE – ROOM 2408

For Chair and Co-Chairs ONLY

> **Best Thesis Award – Vote**

- Chair:

- . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France

- Co-Chairs:

- . Pr. Jean-Claude ANDREANI, ESCP Europe, France
- . Pr. Nouredine BELHSEN, Ecole Nationale de Commerce et de Gestion de Tanger, Maroc
- . Pr. Roger BENNETT, London Metropolitan University, United Kingdom
- . Pr. Michelle BERGADAA, Université de Genève, Switzerland
- . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
- . Pr. Dominique CRIE, Université de Lille 1, France
- . Pr. Yves EVRARD, HEC Paris, France
- . Pr. Richard FONTAINE, Université du Québec (UQAM), Canada
- . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
- . Pr. Enrique MARINAO, Universidad de Santiago, Chile
- . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
- . Pr. José Miguel MUGICA GRIJALBA, Universidad Pública De Navarra, Spain
- . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
- . Pr. Christian PINSON, INSEAD, France
- . Pr. Francis SALERNO, Université de Lille 1, France
- . Pr. Donald SEXTON, Columbia University, USA
- . Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
- . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany



FRIDAY 19TH JANUARY 2018

FRI. 19/01/18 - 09:00-09:30 | ESCP EUROPE – AMPHI GELIS

- > **Registration**
ESCP EUROPE
79 Avenue de la République
75011 Paris

FRI. 19/01/18 - 09:30-09:15 | ESCP EUROPE – AMPHI GELIS

- > **Opening Speech**
- > **IMTC Awards**
- > **Best Thesis Award**
- > **Announcement Professor Elyette Roux Best Thesis in Luxury Brand Management Prize**
 - 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, Sapienza Università di Roma
 - On behalf of Professor Elyette Roux Best Thesis in Luxury Brand Management Prize
 - . Pr. Yves EVRARD, HEC Paris, France
 - . Pr. Jean-Claude ANDREANI, ESCP Europe, France - Pr. Michelle BERGADAA, Université de Genève, Switzerland - Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France - Pr. Jean-Louis MOULINS, Université Aix-Marseille, France - Pr. Shinya NAGASAWA, Waseda Business School, Japan - Pr. Alberto PASTORE, Sapienza Università di Roma, Italy - Pr. Francis SALERNO, Université de Lille 1, France - Pr. Nadine TOURNOIS, Université de Nice, France - Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France - Klaus-Peter WIEDMANN, Hannover Leibniz University Germany

FRI. 19/01/18 - 09:15-10:45 | ESCP EUROPE – AMPHI GELIS

- > **Plenary Session**
 - Chair: Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
Pr. Michelle BERGADAA, Université de Genève, Switzerland
 - LOVENS A., Università Ca' Foscari Venezia, Italy, VISCONTI L., ESCP EUROPE, France
Consumer Environmental Legacy: Body Disposal and Innovative Market Burial Practices
 - LORENZO-ROMERO C., University of Castilla-La Mancha, Spain, CONSTANTINIDES E., University of Twente, The Netherlands, DEL CHIAPPA G., University of Sassari, Italy
Innovating with customers online: A comparative study of European customers' motives to co-create



FRI. 19/01/18 - 10:45-11:15 | ESCP EUROPE – JB SAY HALL

> **Coffee Break**

FRI. 19/01/18 - 11:15-13:00 | ESCP EUROPE – AMPHI GELIS

> **Marketing Strategy Forum – Round Table**

“The new challenges of brands in the digital era.”

- Chair: Mr Pierre-Yves MORIETTE
Pr. Christophe BENAVENT, Université Paris X
- Ms Valérie BERTHEAU, Product Policy Director - THALES GROUP
- Ms Elisabeth CAZORLA, Ready-to-Wear Director – GALERIES LAFAYETTE
- Ms Elisabeth CIALDELLA, Deputy General Manager – GROUPE LE MONDE | M PUBLICITE
- Mr Eric PESTEL, CEO – LOOKADOK
- Ms Maud THEVENOT, Head of FMCG Sector – GOOGLE

FRI. 19/01/18 - 11:15-13:00 | ESCP EUROPE – ROOM 4305

> **Healthcare Strategy Forum – Round Table**

“Are drug brands part of drugs communication?”

- Chair: Mr Gérard BOUQUET, President Healthcare Strategy Forum
Dr. Pierre LE SOURD, Vice-President - FEFIS
- Dr. Patrick ERRARD, CEO – ASTELLAS PHARMA / President – LEEM
- Ms Sabine DANDIGUIAN, Senior Partner Global Public Health – JOHNSON & JOHNSON
- Dr. Christian DELEUZE, CEO – SANOFI GENZYME & GENZYME POLYCLONALS
- Mr Guy EIFERMAN, Partner – NEXSTEP

FRI. 19/01/18 - 13:00-14:00 | ESCP EUROPE – LE FORUM

> **Lunch Break**

Please ask for your nominative invitation at reception desk



FRI. 19/01/18 - 14:00-15:30 | ESCP EUROPE - ROOM 4305

> **Healthcare Strategy Forum – Round Table**

“How can brands be activated to support drugs communication?”

- Chair: Mr Gérard BOUQUET, President Healthcare Strategy Forum
Dr. Pierre LE SOURD, Vice-President – FEFIS
- Mr Patrice CARAYON, CEO – CHIESI SAS
- Mr David FRAPPART, Vice President Global Marketing & Innovations – ARKOPHARMA
- Mr Eric PHÉLIPPEAU, CEO – BY AGENCY GROUP
- Ms Valérie VUILLEMOT, Business Development Partner – ENDEAVOUR DEVELOPMENT

FRI. 19/01/18 - 14:00-15:30 | ESCP EUROPE – ROOM 4304

> **Marketing Strategy Forum – Round Table**

“Nurturing brand positioning.”

- Chair: Ms Sophie DESORMIERES, Marketing & Sales Group General Manager – SOLVAY GROUP
Ms Florence REYNAUD, Marketing Manager – ENGIE COFELY
Pr. Christophe BENAVENT, Université Paris X
- Mr David EXPERTON, Brand Director Delivery Havana Club – HAVANA CLUB INTERNATIONAL
- Ms Mathilde HEBERT, Deputy Chief Marketing Officer – SAINT-GOBAIN GROUP
- Mr Hatem TAWAKOL, International Brand Director – SAVENCIA

FRI. 19/01/18 - 15:30-16:00 | ESCP EUROPE – HALL JB SAY

> **Coffee Break**

FRI. 19/01/18 - 16:00-17:00 | ESCP EUROPE – ROOM 4305

> **Healthcare Strategy Forum – Guest Speaker**

“Management and communication of biotechnologies”

- Pr. Mathieu SALVADORE, Professor – Université Paris 1 Panthéon Sorbonne



FRI. 19/01/18 – 15:30-16:30 | ESCP EUROPE – HALL JB SAY

> **Poster Session**



International
Marketing
Trends
Conference

Poster Session 2018

Title of research project :

Description of research project :

Name of author(s) and contact information :



FRI. 19/01/18 - 16:00-18:00 | ESCP EUROPE – ROOM 2310

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

- Chair: Pr. Efthymios CONSTANTINIDES, University of Twente, The Netherlands
Pr. Christian PINSON, INSEAD, France

- COLIN C., DROULERS O., IGR Université de Rennes, France
The interest of combining emotions in anti-tobacco health messages.
- HERRANDO C., Universidad de Zaragoza, Spain, JIMENEZ-MARTINEZ J., Universidad de Zaragoza, Spain, MARTIN DE HOYOS M., Universidad de Zaragoza, Spain, ASAKAWA K., Hosei University, Japan, YANA K., Hosei University, Japan
What can your body tell about your flow state? Dimensionality and heart rate variability analyses of flow.
- GMIDENE A., Institut Supérieur de Gestion de Tunis, EDDINE GHARBI J., Faculté des Sciences Juridiques Economiques et de Gestion de Jendouba, Tunisia
The life experience in second life: an appropriation of identity theory.
- HAMBALI Y., BLIBECH N., Université de Tunis El Manar, Tunisia
Influence of the coffee color's intensity on the consumer's emotions and purchasing intention.
- SADOON L., Université du Havre, EZAN P., Université du Havre, HEMAR-NICOLAS V., Université Paris Sud, France
Students in transition: perceptions of life autonomy and food practices.
- BAREGHEH A., ARMENAKYAN A., Nipissing University, Canada
Organic Produce Purchase Behavior in Canada.
- GONZALEZ C., Université du Maine, SIADOU-MARTIN B., UFR ESM IAE Université de Lorraine, France
Representations, frontiers and perceptions of the act of wasting: the consumer's point of view.

FRI. 19/01/18 - 16:00-18:00 | ESCP EUROPE – ROOM 2312

> **Academic Research Sessions – Paper Presentations**
“Tourism / Hospitality”

- Chair: Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France

- RISITANO M., Università degli Studi di Napoli « Parthenope », Italy, SORRENTINO A., Università degli Studi di Napoli « Parthenope », Italy, QUINTANO M., ESADE, Spain
Evaluating tourist experience in Italian cultural districts. The case of San Gregorio Armeno.
- LEMOINE J., Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, SALVADORE M., Université Paris 1 Panthéon Sorbonne, France
Effects of smartphones uses on tourism experience.
- ESPINET RUIS J., Universitat de Girona, GASSIOT A., Mediterrani, Spain
Customer orientation in pricing practices: the example of the cruise industry.
- DURRANDE MOREAU A., Université Savoie-Mont Blanc, France
The revisited concept of agritourism, how to define and to position the concept for a better territorial development?



FRI. 19/01/18 - 16:00-18:00 | ESCP EUROPE – ROOM 2314

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

- Chair: Pr. Michelle BERGADAA, Université de Genève, Switzerland
Pr. Chris HALLIBURTON, ESCP Europe London Campus, UK
- BUATHONG T., Mahasarakham University, Thailand
The past decade of animosity in country of origin for international marketing: an integrative assessment.
- ARTIGAS E., Universidad de Santiago, Chile, BARAJAS-PORTAS K., Universidad de Mexico, Mexico
Trust antecedents to smartphone brands. Transcultural analysis.
- HAJ SALEM N., University of Sharjah, United Arab Emirates
Understanding the effect of switching costs on customer retention and revenge: A cross-cultural perspective.
- MARINAO E., Universidad de Santiago de Chile, Chile
Antecedentes de la confianza hacia las marcas de smartphone. Analisis transcultural.
- ABBAS N., Université Aix-Marseille, France
The cultural aspect in the relationship customer-place: Proposal and test of an integrated model.
- MORETTA TARTIGLIONE A., Università degli Studi di Cassino, CAVACECE I., Università degli Studi di Salerno, RUSSO G., Università degli Studi di Cassino, Italy
A dynamic view of marketing capabilities for SMEs export performance.
- NICOLETTI MORPHITOU R., DEMETRIOU M., University of Nicosia, Cyprus
An Evaluation of the knowledge and implementation of Marketing research among brand managers in Cyprus.

FRI. 19/01/18 - 16:00-18:00 | ESCP EUROPE – ROOM 2316

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

- Chair: Pr. Nouredine BELHSEN, Ecole Nationale de Commerce et de Gestion de Tanger, Maroc
Pr. Roger BENNETT, London Metropolitan University, United Kingdom
- MAHFOD J., CANEL DEPITRE B., TAGHIPOUR A., Université du Havre, France
Managing the quality of outsourced services: a classification.
- TOFTEN K., University of Tromsø, Norway, MORA P., KEDGE Business School, France, HAMMERVOLL T., University of Tromsø, Norway
Barriers - the key to niche marketing?
- LEONOW A., Russian Academy of National Economy and Public Administration, Russia
Marketing simplification as a type of marketing performance in crisis times.
- FONTAINE R., UQAM, France, KOCHETOVA N., Saint Mary's University, Canada
How does the involvement of Client Service Partners in an audit engagement contribute to audit value co-creation?
- DEMETRIOU M., PAPANTONIOU R., MORPHITOU R., University of Nicosia, Cyprus
Do consumers really care about CSR in periods of Economic Crisis?
- COURVOISIER F., Haute Ecole de Gestion Arc, Switzerland
Marketing scarcity: production strategy of limited series and unique pieces in luxury watchmaking.



FRI. 19/01/18 - 16:00-18:00 | ESCP EUROPE – ROOM 2406

> **Academic Research Sessions – Paper Presentations**
“Retail - Distribution”

- Chair: Pr. Alberto CARRASCO, Complutense University, Spain
Pr. Sihem DEKHILI, EM Strasbourg, France
- LILY G., IGUACEL M., F JAVIER S., Universidad de Zaragoza, Spain
The impact of multichannel integration on the customer experience.
- HOELLARD E., IUT Le Havre, France
Lights... Camera... Action! Staging of actors in store.
- KASWENGI J., Université d'Orléans, France
An empirical analysis of the drivers and moderators of store price image.
- GUIDO G., PINO G., RIZZO C., Università del Salento, Italy
Determinants of the perceived scarcity of merchandise: an experimental study through a 3d rendering tool.
- RYUTA I., Keio University, Japan
Why do firms use dual channel systems?

FRI. 19/01/18 - 20:00-22:30 | GALA DINNER

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



SATURDAY 20TH JANUARY 2018

SAT. 20/01/18 - 09:00-12:00 | ESCP EUROPE

- > **ESCP EUROPE**
79 Avenue de la République
75011 Paris

SAT. 20/01/18 - 09:00-12:00 | ESCP EUROPE – ROOM 2110

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

including 10:30-11:00: Coffee Break
 - Chair: Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
 - NGA NKOUMA TSANGA R., Université de Maroua, Cameroun
In the beginning was love and love engendered markets. An analysis of purchasing behavior related to oblativ motivations.
 - HUESKEN K., HENKEL S., EBS Universität, Germany
True love conquers all.
 - PINO G., GUIDO G., RIZZO C., MILETTI A., M.PELUSO A., University of Salento, Italy
The effect of nonconscious mimicry and obedience on consumer behavior: The role of conformism.
 - ELMASTAS D., CANDAN FB., Kocaeli University, Turkey
A study on the relationship between personality traits and consumer complaint behavior.
 - CHUNG H., Yonsei University, Korea
What kind of product does the person who feels Nostalgia buy? Examine the effect of product types.
 - BERRICHE A., MARTIN-SALERNO A., CRIE D., Université de Lille, France
Money disorders and social marketing: Comparative analysis of hoarders and compulsive buyers
 - HAENLEIN M., ESCP Europe, France, PRZEMYSŁAW P., Kozminski University, Poland
Knowledge from customers : A systematic literature review.



SAT. 20/01/18 - 9:00-12:00 | ESCP EUROPE – ROOM 2112

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

including 10:30-11:00: Coffee Break

- Chair: Pr. François COURVOISIER, Haute Ecole de Gestion Arc, Switzerland
Pr. Boris DURISIN, ESCP Europe, France
- AGARWALA R., SINGH R., MISHRA P., Indian Institute of Management Calcutta, India
Impact of religious beliefs, values, rituals and community on consumer behaviour: Literature review and research propositions.
- WAKUTA R., Kyoto Sangyo University, Japan
Effects of cause-related marketing and product trials in a mixed sponsorship and ownership context.
- CACHO ELIZONDO S., RIVERA PESQUERA M., IPADE, France
Evaluating how owners and CEOs perceive customer experience management: An exploratory study across Mexican companies.
- BALOCCO F., PELLICELLI A., Università degli Studi di Torino, Facoltà di Economia, Italy
Hong Kong: Chinese consumer's culture and behavior.
- ELHAJJAR S., EM Strasbourg Business School, OUAIDA F., Université Paris 13 Sorbonne, France
The French consumer perceptions of ethnic products: the case of Nike Hijab.
- GARCIA ARRIZABALAGA I., Universidad de Deusto, Spain, PIPOLI G., Universidad del Pacifico, Peru
Variables that affect the purchase intention of Chulucanas ceramics.
- BELBOULA I., University Blida 2, Algeria
The effects of visual complexity of a new product design on consumer responses.

SAT. 20/01/18 - 09:30-12:00 | ESCP EUROPE – ROOM 2114

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

including 10:30-11:00: Coffee Break

- Chair: Pr. Enrique MARINAO, Universidad de Santiago de Chile, Chile
Pr. Shinya NAGASAWA, Waseda Business School, Japan
- PALUSUJK N., Rennes School of Business, France
Is brand love real?: The nature of brand love and its conceptualization.
- BERRADA M., Université Hassaner / Université Lumière Lyon II, France
Towards a holistic place branding model: A conceptual model proposal.
- SAIDANI ABDERRAHMANI A., EHEC Alger, Algeria
The presence of companies on social media: what impact on the behavior of virtual brand's communities?
- HELDBERG M., ENSOR J., Edinburgh Napier University, United Kingdom
The nature of relationship between consumers and brands through the medium of Instagram: An exploratory study of the millennial's perspective.
- THEVENIN V., DE BARNIER V., IAE Université Aix-Marseille, France
The ecological signal effect on the brand equity perception.
- HALLIBURTON C., ESCP Europe, United Kingdom
A proposed brand framework for Small and Medium Enterprises (SME's).



SAT. 20/01/17 - 09:30-12:00 | ESCP EUROPE – ROOM 2206

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

including 10:30-11:00: Coffee Break

- Chair: Pr. Roger BENNETT, London Metropolitan University, United Kingdom
Pr. Kai TOFTEN, University of Tromsø, Norway
- AFENDULIS E., Université de Toulouse, DECAUDIN J., Université de Toulouse, DIGOUT J., Toulouse Business School, France
Influence models in B2B online communities.
- DADOUH A., AOMARI A., Université Mohammed V de Rabat, Morocco
Moroccan youth consumption of TV programs during Ramadan and challenges of the digital age.
- BERRAIES S., ISG Tunis, CHTIOUI R., ESSEC Tunis, CHAHER M., ISG Tunis, Tunisia
Effect of Customer Knowledge Management via social media use on Firms’ performance: mediating role of innovation.
- GMIDENE A., Institut Supérieur de Gestion de Tunis, Tunisia
Online political consumer: Social exchange and consumption experience of political brand.
- SIMON F., Columbia University, United States, MENVIELLE L., EDHEC, France, Mathieu SALVATORE, Université Paris 1 Panthéon Sorbonne, France, MEURGEY F., ASIT biotech, Belgium
Consumer-centered digital health strategies.

SAT. 20/01/18 - 09:30-12:00 | ESCP EUROPE – ROOM 2216

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

including 10:30-11:00: Coffee Break

- Chair: Pr. Dominique CRIE, Université Lille 1, France
Pr. Narjes HAJ SALEM, University of Sharjah, United Arab Emirates
- GUILLEMETTE J., Airbus, BISSON C., Kadir Has Üniversitesi, Turkey
An approach to compare social media marketing intelligence platforms
- KIM J., LOPEZ SINTAS J., Universitat Autònoma de Barcelona, Spain
Viewers’ emotional reactions and popularity of audio-visual products during cross-cultural consumption through social media
- MOULINS J.-L., Université Aix-Marseille, CALCIU M., Université de Lille 1, SALERNO F., Université de Lille 1, France
Social Media Analytics with big customer data. Some marketing decision support applications
- WALSH G., Friedrich-Schiller-Universität Jena, SCHAARSCHMIDT M., Universität Koblenz, Germany
Employees may have the company at heart – But do they understand the ramifications of social media use?
- SERRANO J., Universidad Católica del Norte, Chile, ARENAS GAITAN J., Universidad de Sevilla, Spain
Fashion product-focused ad formats in mobile social media: An extension to the technology acceptance model



SAT. 20/01/18 - 10:00-12:00 | ESCP EUROPE – ROOM 2310

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

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

- Chair: Pr. Richard FONTAINE, UQAM, Canada
Pr. Alexander LEONOW, Russian Academy of National Economy and Public Administration, Russia
- OUAQQA S., BELHSEN N., Ecole Nationale de Commerce et de Gestion de Tanger, Maroc
Market-Oriented : Meta-analyses synthesis and future research directions.
- HOOG P., UESKEN K., OBER J., EBS Universität, Germany
Dynamic marketing capabilities.
- FUKUTOMI G., Kyoto Sangyo University, YAMASHITA Y., Hitotsubashi University, UEHARA W., Hitotsubashi University, FUKUCHI H., Hitotsubashi University, Japan
Marketing and financial metrics in sales management.
- OYLUM E., Kocaeli University, ELMASTAS D., Kocaeli University, GUVEN T., Atatürk University, Turkey
A research on the effect of internal marketing activities on the sales force performance.

SAT. 20/01/18 - 09:30-12:00 | ESCP EUROPE – ROOM 2312

> **Academic Research Sessions – Paper Presentations**
“CRM / Customer Satisfaction / Loyalty”

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

- Chair: Pr. Anahit ARMENAKYAN, Nipissing University, Canada
Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
- BIDMON S., Alpen-Adria-Universität Klagenfurt, Austria
A Gender Perspective on the Relationship Between Factor Level and Overall Satisfaction With the Mobile Service Provider
- CARRASCO R., FORERO BRICENO L., GARCIA-MADARIAGA J., FRANCISCA BLASCO M., Universidad de Complutense, Spain
Evaluation of the quality of service of the telecommunications sector in Spain from the perspective of user
- SHIRSENDU G., T.A. Pai Management Institute Manipal, India
Underpinnings of customer satisfaction and loyalty in Indian technology banking: comparison between private and government banks
- BERRAIES S., ISG Tunis, HAMOUDA M., ISG Gabes, Tunisia
Customer empowerment and banks' financial performance: mediating effect of innovation and customer satisfaction
- AYE B S., SAIED BEN RACHED K., Université de Tunis El Manar, Tunisia
Determinant factors of institutional confidence between pharmaceutical laboratories and doctors
- ALCANTARA PILAR J., RODRIGUEZ LOPEZ E., ROJAS LAMORENA Á., Universidad de Granada, Spain
Hedonic or utilitarian? Occasional or fine? The moderating effect of the restaurant on consumer satisfaction



SAT. 20/01/18 - 09:30-12:00 | ESCP EUROPE – ROOM 2314

> **Academic Research Sessions – Paper Presentations**
“E-Commerce”

including 10:30-11:00: Coffee Break

- Chair : Pr. Jean-François BOSS, HEC Paris, France
- RABASSA V., Consulting Firm, France
Digitalization of points of sale or how digital platforms through network effects can revolutionize the customer experience.
- NANDY S., DUBEY R., DASGUPTA P., International Management Institute - New Delhi, India
Effect of shopping values and website atmospherics on online shopping behaviour – the moderating role of perceived risk.
- CASADO-ARANDA L., Universidad de Granada, Spain
Exploring the neural correlates of e-assurance and dimensionality of perceived risk in e-commerce.
- PRASAD V., India Institute of Science, India
The habitual behaviour of the online customer.
- BINNAL W., GURTOO A., India Institute of Science, India
Patterns of online grocery purchase: first and repeat buyers.
- POLLYNANA S., SALAZAR A., Universidade Fernando Pessoa, Portugal
Determinant attributes influencing consumers' satisfaction and loyalty on online purchases.

SAT. 20/01/18 - 09:30-12:00 | ESCP EUROPE – ROOM 2316

> **Academic Research Sessions – Paper Presentations**
“Communication”

including 10:30-11:00: Coffee Break

- Chair: Pr. Julien SCHMITT, ESCP Europe, France
- DHOUB M., IREA, DROULERS O., IGR Université de Rennes, France
Respective influence of color and congruence in the context of print advertisements.
- HANNA T., Université de Lille, France, NAJA M., Université Libanaise, Liban
Toward the comprehension of consumers resistance regarding anti-smoking messages.
- MOULINS J.-L., HANAN A., FONS C., Université Aix-Marseille, France
The consumer between "greenwashing" and provocative ecological advertising.
- HAY C., Université de Rouen, BREE J., Université de Caen, France
Socially responsible consumption: towards modeling the children's socialization process.
- BEN AMARA S., SAIED BEN RACHED K., Faculté des Sciences Economiques et de Gestion de Tunis, Tunisia
Role of positive emotion and surprise on the diffusion of a buzz marketing action.
- ELHAJJAR S., University of Balamand, Liban, DEKHILI S., EM Strasbourg, France
Why do consumers negatively evaluate green advertising?



SAT. 20/01/18 - 12:00-13:00 | ESCP EUROPE - AMPHI GELIS

- > **Marketing Strategy Forum – Guest Speaker**
“Redefining the role of brands in retail firms, the METRO case.”
 - Mr. Alain CAPPANNELLI, Vice President Metro Group Worldwide – METRO CASH & CARRY

SAT. 20/01/18 - 13:00-13:30 | ESCP EUROPE – AMPHI GELIS

- > **Closing Remarks**
- > **Best Paper Award**
 - 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
 - . Pr. Michael HAENLEIN, ESCP Europe
 - . Pr. Alberto PASTORE, Sapienza Università di Roma



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PARIS
IMTC
January 18th-20th 2018



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NOTES

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PRACTICAL INFORMATION

> **Conference Venue**

ESCP EUROPE
79, avenue de la République
75011 Paris
France

> **Organizing Committee**

| Jean-Claude ANDREANI, France
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| Françoise CONCHON, France
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International Marketing Trends Conference
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