

11:00 – 12:30 Research workshop
“New paradigms in luxury goods”

Chair: Pr. Efthymios CONSTANTINIDES, University of Twente, The Netherlands

- GUERCINI S. – RANFAGNI S., University of Florence, Italy
Sostenibilità e lusso nella filiera del tessile-abbigliamento: il caso med-laine.
- MONTOYA-MARIN J. E. - VÉLEZ-ZAPATA C., Universidad Pontificia Bolivariana, Colombia
The abduction method in the study of the relationship youth- brand identity in global fashion brands
- TEIXEIRA S., Polytechnic of Porto, Portugal
Estudo da comunicação digital. Novos paradigmas comunicacionais das marcas de moda de luxo.
- SUGIMOTO K. – NAGASAWA S., Waseda Business School, Japan
Brand icons as sources of sustainable brand value in luxury brands?

11:00 – 12:30 Research workshop
“The determinants of customer satisfaction”

Chair: Pr. Donald SEXTON, Columbia University, USA

- OMORUYI.T, Rembielak G, Salford University, United Kingdom
Determinants of Customer Retention and Loyalty in the Nigerian Banking Sector
- Hansen.T, Beckmann S, Copenhagen Business School, Denmark, Solgaard.H, University of Southern Denmark, Denmark
The moderating influence of supermarket satisfaction on out-of-stock store switching behavior
- JAIN.N, SADH.A, Indian Institute of Management, Indore (Madhya Pradesh), India
Determinants of shopping satisfaction and brand loyalty in e-tailing

08:45 – 09:00 Closing Plenary



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79, av. de la République
75011 Paris
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TRANSPORT AND ACCOMMODATION

Transport and accommodation costs are not included in the fee. They should be paid by the participants, who should make their reservations themselves. A list of hotels is available on the conference website at www.marketing-trends-congress.com.

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Programme Frame

POST-DOC Forum

XXXXXX – January 23rd - 24th 201X
Programme



Please note that all the official publications of the Post-Doc Forum are available on the conference website: www.marketing-trends-congress.com.

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The Post-Doc Forum initiative of the International Marketing Trends Conference is a space of the conference that is open to Ph.D. academics at an early stage of their career.

The Post-Doc Forum aims to create an interactive space where young academics can meet their peers, exchange on career perspectives, develop research projects and challenge their current research work.

It includes research workshops with short paper presentations and other opportunities to develop academics and research skills such as roundtables or seminars on specific topics with interactions with senior academics and marketing professionals. The idea is to create an International and friendly environment where Ph.D. researchers, who have been teaching marketing and related disciplines or conducting research, can discuss new ideas and approaches that challenge the way academics and practitioners see marketing today.

The Post-Doc Forum is chaired by Professor Michael Haenlein from ESCP Europe.

PROGRAMME

FRIDAY, JANUARY 23RD 201X

08:00 – 08:45 Registration

08:45 – 09:00 Opening Plenary

09:00 – 10:30 Plenary Session

Chair: Pr. Christophe BENAVENT, Université Paris X, France

- MARTINELLI. E, Università di Modena e Reggio Emilia, Italy, ZERBINI. C, LUCERI. B, LATUSI. S, Università di Parma, Italy
Premium Private Labels e fedeltà al punto vendita
- WANG. Y, Bishop's University, Canada
The Divergent Effects of Mortality Salience of Self (MSS) versus Mortality Salience of a Loved One (MSLO) on Materialistic
- ARIGA.A, Risho University, Japan, INOUE.A, Seikei University, Japan
How scarce objects attract people: Distinguishing the effects of temporal and social contexts on the scarcity principle
- ZERBINI.F, ESCP Europe, France
Signaling the ethical type: a review and research agenda

10:30 – 11:00 Coffee break

11:00 – 12:30 Marketing Strategy Forum
“Redesigning value creation: new paradigms”

Chairs:

- Jean-François DIET, CEO CEE Region - EUROP ASSISTANCE GROUP
- Pr. Chris HALLIBURTON ESCP Europe
- Valérie BERTHEAU, Product Policy Director - THALES GROUP
- Gonzague de LA FRESNAYE, Shopper Marketing Manager - L'OREAL
- Béatrice HALLOUËT, Marketing Manager International Domestic Market - CRÉDIT AGRICOLE S.A.
- Mathilde HEBERT, Project Director - SAINT-GOBAIN RECHERCHE
- Alexandre MATHIEU, Sales & Marketing Vice-President - TOTES ISOTONER

12:30 – 14:00 Lunch break

14:00 – 15:30 Meet the Editors

- Jean-Claude ANDREANI, ESCP Europe, Editor of JOURNAL OF MARKETING TRENDS (JMT)
- Umberto COLLESEI, Università Ca' Foscari Venezia, Editor of JOURNAL OF MARKETING TRENDS (JMT)
- Michael HAENLEIN, ESCP Europe, Editor-in-Chief of The European Management Journal (EMJ) – International Editor of JOURNAL OF MARKETING TRENDS (JMT)
- Chris HALLIBURTON, ESCP Europe London, UK Editor-in-Chief of JOURNAL OF MARKETING TRENDS (JMT)
- Torben HANSEN, Copenhagen Business School, Northern Europe Editor-in-Chief of JOURNAL OF MARKETING TRENDS (JMT)
- Jean-Louis MOULINS, Université Aix-Marseille, France Editor-in-Chief of JOURNAL OF MARKETING TRENDS (JMT)
- Elisabeth TISSIER-DESBORDES, ESCP Europe, Editor-in-Chief of DECISIONS MARKETING (DM)
- Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy Editor-in-Chief of JOURNAL OF MARKETING TRENDS (JMT)
- Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany Editor-in-Chief of JOURNAL OF MARKETING TRENDS (JMT)

10:30 – 11:00 Coffee break

15:30 – 17:00 Poster Session

15:30 – 17:00 Official Dinner
Best Thesis Award Ceremony
Marketing Trends Award Ceremony

SATURDAY, JANUARY 24TH 201X

09:00 – 10:30 Prospective Conference
“Happiness and consumption”

Despite the fact that happiness has been studied in many fields (i.e., sociology, psychology, philosophy) since the early times, it is relatively new in the Marketing field. Especially, the pursuit of the consumer happiness needs further understanding. A common finding in consumer research is that experiential purchases (e.g., taking a kayaking trip) are better than material purchases (e.g., buying a kayak) at advancing consumer happiness (Van Boven&Gilovich, 2003).

However, several related questions deserve further attention:

- Why experiential purchases make people happier than material purchases?
- How to measure and investigate consumer happiness?
- What are the consequences of consumer happiness on their consumption or performance?

This special session aims at presenting research projects related to those three main issues and at discussing future areas of research.

Chair: Pr. Charlotte GASTON-BRETON C., ESCP Europe Madrid, Spain

- HEILBRUNN B., ESCP Europe Paris, France
- MUKESH M., IE Business School, Spain
- SOSCIA I., SKEMA Business School Nice, France

10:30 – 11:00 Coffee break

11:00 – 12:30 Research workshop
“Cross-canal and online distribution”

Chair: Pr Anna TOALDO, Federal university of Paraná, Brazil

- BOUZID Y. – VANHEEMS R., Université Paris 1 Panthéon-Sorbonne, France
Comportement cross-canal : vers une nouvelle maîtrise de soi au sein de l'espace réel ?
- MEKKI BERRADA A., Université de Sherbrooke, Canada
Achat en ligne en couple : à qui le dernier mot ?
- LORENZO-ROMERO C., University of Castilla-La Mancha, Spain – DEL CHIAPPA G., University of Sassari - CRENoS, Italy – GALLARZA M. G., University of Valencia, Spain
Influence of online buyers profile on retail disintermediation: An empirical study on the Spanish hospitality sector.