



International Marketing Trends Conference

21st International Marketing Trends *Conference* January 20-22 2022

Program

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Académico y Profesional



International
Marketing
Trends
Conference

Roma
IMTC
January 20th-22th 2022



- > **Conference Venue**
LUMSA Università - Roma
ITALY
- > The conference is a **COMBINATION** of **ONLINE** sessions and a limited number of **ON-SITE** activities at LUMSA Università.
- > For **ONLINE ATTENDEES**, a connection link will be provided on the Conference's Website and by email by the EFFE ERRE agency.
- > For **ON-SITE ATTENDEES**, please refer to the sections of ON-SITE events in the program. Dedicated spaces at LUMSA Università are available for connection to the online sessions. If you decide to use these spaces, we recommend that you bring headsets to participate to the **ONLINE** sessions.



PROGRAMME SUMMARY



THURSDAY 20TH JANUARY 2022

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SATURDAY 22ND JANUARY 2022

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THURSDAY 20TH JANUARY 2022

THURSDAY 20.01.2022 – 12:45-13:00

- For Ph.D. Students ONLY*
> **Doctoral Colloquium Registration**

THURSDAY 20.01.2022 - 13:00-13:15

- > **Doctoral Colloquium - Opening Conference**
- Chair :
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
 - Co-Chairs :
 - . Pr. Roger BENNETT, Kingston University London, United Kingdom
 - . Pr. Michelle BERGADAA, Université de Genève, Switzerland
 - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
 - . Pr. Béatrice CANEL-DEPITRE, Université du Havre, France
 - . Pr Bruno COHANIER, EADA Business School, Spain
 - . Pr. Dominique CRIE, Université de Lille 1, France
 - . Pr. Richard FONTAINE, Université du Québec (ESG-UQAM), Canada
 - . Pr. Julio JIMENEZ, Universidad Zaragoza, Spain
 - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
 - . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
 - . Pr. Shinya NAGASAWA, Waseda University, Japan
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
 - . Pr. Francis SALERNO, Université de Lille 1, France
 - . Pr. Jean-François TRINQUECOSTE, Université de Bordeaux, France
 - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany



THURSDAY 20.01.2022 - 13:15-15:45

> **Doctoral Colloquium**

- Co-Chairs :
 - . Pr. Roger BENNETT, Kingston University London, United Kingdom
 - . Pr. Michelle BERGADAA, Université de Genève, Switzerland
 - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
 - . Pr. Béatrice CANEL-DEPITRE, Université du Havre, France
 - . Pr Bruno COHANIER, EADA Business School, Spain
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 - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany

- C. MENDEZ LAZARTE, Universidad de Lima, Peru
Role Of Food Routines In Food Waste At Home.
- Z. JIANG, Università degli Studi di Padova, Italy
Are luxury brands co-created in social media? Exploring consumer perceptions of luxury brands on Weibo using text-mining approaches
- X. YANG, IAE Nice Université Côte d'Azur, France
The influence of country of origin of the brand from emerging market multinational enterprises (EMNEs) on consumer brand perception --- Empirical study on perception of Chinese brands among young French consumers.

THURSDAY 20.01.2022 – 15:45-16:00

> **Doctoral Colloquium – Closing Remarks**

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



THURSDAY 20.01.2022- 16:00-18:00

> **IMTC Best Thesis Award – Oral Defense**

- Chair :
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESCA School of Management, France
- Co-Chairs :
 - . Pr. Roger BENNETT, Kingston University London, United Kingdom
 - . Pr. Michelle BERGADAA, Université de Genève, Switzerland
 - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
 - . Pr. Béatrice CANEL-DEPITRE, Université du Havre, France
 - . Pr. Bruno COHANIER, EADA Business School, Spain
 - . Pr. Dominique CRIE, Université de Lille 1, France
 - . Pr. Richard FONTAINE, Université du Québec (ESG-UQAM), Canada
 - . Pr. Julio JIMENEZ, Universidad Zaragoza, Spain
 - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
 - . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
 - . Pr. Shinya NAGASAWA, Waseda University, Japan
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
 - . Pr. Francis SALERNO, Université de Lille 1, France
 - . Pr. Jean-François TRINQUECOSTE, Université de Bordeaux, France
 - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
- M. GIOVANNETTI, Università degli Studi di Macerata UNIMC, Italy
Ambidexterity and sales: a career stage perspective.
- S. GRAGUER, The Hebrew University of Jerusalem, Israel
Marketing Ambidexterity in Small and Medium High-Tech Units within Large Organizations.
- S. IBANEZ-SANCHEZ, Universidad de Zaragoza, Spain
Engaging customers before the trip: experimental analysis of the role of virtual and augmented reality in the creation of tourism pre-experiences.
- I. INDIBARA, Xavier School of Management Jamshedpur, India
Impact of Inter-Field Movement on Consumer Cynicism and Consequent Behaviour: Role of Habitus
- E. MORA, Universidad de Burgos, Spain
Quantitative and qualitative approach to the cause-related marketing in social networks: a cross-cultural study.
- L. MULIER, Universiteit Gent, Belgium
Make It Move: The Effectiveness of Using Motion Techniques in Visual Marketing Trends
- M. SCARANO, Université Catholique de Lille, France
Le rôle de la circulation de produits et marques dans la modification d'un réseau de consommateurs.
- M. SERRANO-ARCOS, Universidad de Almería, Spain
Analysis of image and affinity in the consumption of foreign products: an empirical approach from the Spanish horticultural sector.
- R. VALESÌ, Libera Università di Lingue e Comunicazione IULM, Italy
Neurocinema: genesi di un modello valutativo dell'efficacia dei processi di comunicazione cinematografica. Un approccio neuroscientifico alla comprensione delle comunicazioni audiovisive
- Z. ZHONG, Université Paris-Saclay, France
Understanding smart connected objects appropriation: a modelling approach using hierarchical components.



FRIDAY 21ST JANUARY 2022

FRIDAY 21.01.2022 - 08:30-09:00

> **On-site & Online Registration**

FRIDAY 21.01.2022 - 09:00-09:30

> **Welcome Speeches**

- On behalf of the Organizing Committee:
 - . Ms. Françoise CONCHON-ANDREANI, IMTC President
- Chairs:
 - . Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
 - . Pr. Gennaro IASEVOLI, Università LUMSA Roma – Conference chair
- On behalf of Università LUMSA :
 - . Pr. Francesco BONINI, Rector of Università LUMSA Roma
- On behalf of Società Italiana Marketing SIM:
 - . Pr. Angelo DI GREGORIO, President Società Italiana Marketing SIM
- On behalf of Società Italiana di Management SIMA:
 - . Pr. Sandro CASTALDO, President Società Italiana di Management SIMA
- On behalf of Association Française du Marketing AFM:
 - . Pr. Alain DECROP, President Association Française du Marketing AFM
- On behalf of Asociación Española de Marketing Académico y Profesional AEMARK:
 - . Pr. Angel HERRERO, President Asociación Española de Marketing Académico y Profesional AEMARK



FRIDAY 21.01.2022 - 09:30-11:00

> **Marketing Strategy Forum – Round Table
Towards Hybrid Marketing**

- Chair: Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover
Mr Eric PESTEL, New Retail Consultant
- Mr Erik GRAB, Vice-President Strategic Anticipation, Innovation & Sustainable Development - MICHELIN
- Mr Alain CAPPANNELLI, Procurement and Merchandising Vice President – METRO
- Ms Laurence BONY, CEO – LBONY Consulting

FRIDAY 21.01.2022 - 11:00-11:15

> **Virtual Coffee Break**

FRIDAY 21.01.2022 - 11:15-12:30

> **Marketing Strategy Forum – Round Table
“Hybrid” Product Innovation**

- Chair: Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia
Mr Jean-François DIET, CEO, PANDA InsuTech
- Mr Nicolas MARESCAUX, Deputy Director, Meeting Customers Needs & Innovation – MACIF
- Ms Clémence SAINT-MACARY, Chief Marketing Officer – SAVENCIA
- Mr Steffen SCHMIDT, Director Marketing Science & Agile Insights - LINK

FRIDAY 21.01.2022 - 12:30-12:55

> **Plenary Session : IMTC Awards**

- Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair

> **Plenary Session : IMTC Management Impact Award *acknowledging the contribution to management practice in Marketing***

- Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair

> **Plenary Session : IMTC Best Thesis Award**

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



FRIDAY 21.01.2022 - 13:00-14:00

- > **Virtual Lunch Break**

FRIDAY 21.01.2022 - 14:00-15:00

- > **Marketing Strategy Forum – Round Table
Sustainability and “Hybrid” Marketing**

- Chair: Pr. Julien SCHMITT, ESCP Business School
Ms Laurence BONY, CEO – LBONY Consulting
- Ms Valérie BERTHEAU, Group Product Policy VICE-President, THALES GROUP
- Ms Delphine DESGURSE-POTIGNON, Innovation Director – IKO REAL ESTATE
- Ms Mathilde HEBERT-GUENET, Customer Experience & Digital Marketing Director – SAINT-GOBAIN GROUP

FRIDAY 21.01.2022 - 15:00-16:00

- > **Meet the Editors – Session 1**

- Chair:
 - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair
- Pr. Andrew FARRELL, European Journal of Marketing
- Pr. Saha ROBINSON, European Management Journal
- Pr. Marta UGOLINI, Sinergie - Italian Journal of Management



FRIDAY 21.01.2022 - 16:00-18:45

> **Academic Research Sessions – Paper Presentations**

The Future of Marketing Trends

- Chairs: Pr. Silvia CACHO ELIZONDO, IPADE Business School Universidad Panamerica, Mexico
Pr. Matti JAAKKOLA, The University of Manchester, United Kingdom
- L. BENRAISS-NOAILLES, O. HERRBACH, IAE Bordeaux, C. VIOT, Université Lyon 1 - IUT Techniques de commercialisation, France
Digital-sector SMEs, the Eldorado of Generation Z?
- M. BOYAVAL, IAE Lille University School of Management, M. GARNIER, Grenoble Ecole de Management, O. NICOLAS, IAE Lille University School of Management, A. TIERCELIN, IUT de Troyes - Université Reims Champagne Ardennes, A. DELANNOY, Metis Lab, EM Normandie, France
Understanding the trend of subcultural dissemination and appropriation into mainstream marketing: When Luxury plays it Geek
- C. CANTU, E. M. MARTINELLI, A. TUNISINI, Università Cattolica del Sacro Cuore, Italy
Trends in Marketing Channels transformation in Italian SMEs
- A. DELANNOY, P. BAUDIER, T. DE VASSOIGNE, Metis Lab, EM Normandie, France
Impact of mobility on the generational behavior of e-consumer: Luxury between tradition and modernity
- M. DEMETRIOU, R. MORPHITOU, University of Nicosia, Cyprus
Support CY: The Re-active Social Responsiveness of the Bank of Cyprus after COVID 19 outbreak.
- J. LALLEMENT, F. DE FERRAN, Université de La Rochelle, G. SERE DE LANAUZE, Université de Montpellier, France
Rethinking mobility: the impact of Covid
- A. MONTAGNAC, Université de Bourgogne, France
Consumers' criteria to select food retailers revisited in the current environment
- C. QUERO, D. CRIE, A. MARTIN, IAE Lilles University School of Management, France
Family doctor, a key influencer in the massive Covid-19 vaccination strategy
- M. SCARANO, Université Catholique de Lille, France
What if resources were in competition? The consumer's resistance to integrate resources according to S-D Logic



FRIDAY 21.01.2022 - 16:00-18:45

> **Academic Research Sessions – Paper Presentations**
Innovation and Product Management

- Chairs: Pr. Emmanuelle LE NAGARD, ESSEC Business School, France
Pr. Gianfranco WALSH, Friedrich-Schiller-Universität Jena, Germany
- R. CARILLO LABELLA, University of Jaen, Spain, F. FORT, Institut Agro, Montpellier SupAgro/IRC, France, M. PARRAS ROSA, University of Jaen, Spain
Commercial performance of the integration of standards in olive oil and agri-food marketing
- J. ELSPAß, EBS Universität für Wirtschaft und Recht, Germany
Is Regional the New Organic? Experiment on the influence of sustainability-related product labels on sustainability assessment
- D. GUHL, D. KLAPPER, M. SACHSE, Humboldt-Universität zu Berlin, Germany
Intertemporal preferences and the adoption decision for bluetooth speakers
- P. GURVIEZ, AgroParisTech Université Paris-Saclay, O. MUGEL, Ferrandi Paris, France
Eating behaviour change and food well-being improvement with a food app: A pilot study with vulnerable consumers
- M. KOHLI, J. BOUABOUA, N. BEN DAHMANE MOUEL, IHEC Carthage, Tunisia
What about meat without meat? The exploration of the pull and push factors for Tunisians concerning the consumption of cultured meat



FRIDAY 21.01.2022 - 16:00-18:45

- **Academic Research Sessions – Paper Presentations**
Consumer Behavior and Marketing Research
- Chairs: Pr. Costanza NOSI, Università LUMSA di Roma, Italy
Pr. Silvia RANFAGNI, Università degli Studi di Firenze, Italy
- S. BORRAZ, NEOMA Business School, D. DION, ESSEC Business School, C. DUBREUIL, IPAG Business School, France
For the love of the game: Moral ambivalence and justification work in consuming violence
- P. COTTET, Université de Reims, J.-M. FERRANDI, ONIRIS, M. C. LICHTLE, Université de Montpellier, V. PLICHON, Université de Tours, France
Psychological Distance Scale: An Application Toward Covid-19
- T. LEICHT, University of Leicester, United Kingdom, C. DEMANGEOT, IESEG School of Management, France
Overcoming disorientation: Coping with the sudden deprivation of sociality in everyday public and commercial places during the Covid-19 lockdown
- M. MATARAZZO, Università degli studi Guglielmo Marconi Telematica, Italy,
A. DIAMANTOPOULOS, M. MAACK, University of Vienna, Austria
Does consumer xenocentrism have a “dark side”? Its impact on compulsive buying and brand addiction
- E. LANDMANN, F. SCHIRMER, F. SIEMS, B. D. NGUYEN, Technische Universität Dresden, Germany
Customer Education: Theory and Challenges of Implementation
- E. SAVELLI, Università degli Studi di Urbino Carlo Bo, Italy,
Neuromarketing: ethical dilemma and consumers’ perception
- M. LAPOSTOLLE, J. SCHMITT, ESCP Business School, France
Family identity: an essential lens to understand family consumption



FRIDAY 21.01.2022 - 16:00-18:45

> **Academic Research Sessions – Paper Presentations**

Branding

- Chairs: Pr. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
Pr. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany
- G. BOTSCHEN, Leopold-Franzens-Universität Innsbruck, A. HERMANN, Business Beat, J. BERNHART, EURAC Research Bolzano, K. PROMBERGER, Leopold-Franzens-Universität Innsbruck, Austria
Brand Resonance Through Employees' Intrinsic Touch Point Engagement
- A. CAMMAROTA, , Università degli Studi del Sannio, M. D'ARCO, Università degli Studi di Salerno, V. MARINO, R. RESCINITI, Università degli Studi del Sannio, Italy
The "Authenticity" in the Consumer Response to Brand Activism
- E. FONS, M-J. MIQUEL-ROMERO, M. CUADRADO-GARCIA, J. MONTORO-PONS, Universidad de Valencia, Spain
Celebrity endorsement weakening: when brand's impact on fans goes beyond endorsers.
- C. WELSER, M. TERBLANCHE-SMIT, University of Stellenbosch Business School, South Africa
Brand Activism Strategy and its transformative character in the automotive industry
- M. K. WITEK-HAJDUK, A. GRUDECKA, SGH Warsaw School of Economics, Poland
Reasons for ignoring country-of-origin (COO) by consumers of durable goods



FRIDAY 21.01.2022 - 16:00-18:45

> **Academic Research Sessions**
Retailing and E-Commerce

- Chairs: Pr. Elisa MARTINELLI , Unimore, Italy
Pr. Carmen-Maria ALBRECHT, MSB Münster School of Business, Germany
- C.-M. ALBRECHT, M. HONEKAMP, MSB Münster School of Business, Germany
Humanoid Robots In Retail: Whether And How Do Consumers Perceive Deep And Surface Acting Of Robots In Customer-Robot Interactions?
- S. BELAID, EM Normandie, France, S. KAROUI, ISG Sousse, Tunisia, J. LACOEUILHE, IUT Sénart-Fontainebleau, France
Perceptual drivers of private-label purchase: the case of non-buyers and occasional buyers
- D. O. DIOUF, J.-F. LEMOINE, Université Paris 1 Panthéon- Sorbonne, France
Influence of website color and typography on Internet users; reactions: An exploratory and experimental study of their interaction effects
- N. GARCIA DE FRUTOS, J. M. ORTEGA EGEA, Universidad de Almería, Spain
Exploring Local E-Commerce Support: The Role Of Motives For, Against And Global Identity
- X. YANG, M. GARNIER, Grenoble Ecole de Management, France
The dilemma of playing it interactive a cool but intrusive trend



FRIDAY 21.01.2022 - 16:00-18:45

> **Academic Research Sessions – Paper Presentations**
Sectorial Marketing – Goods

- Chairs: Pr. François COURVOISIER, Haute école de gestion Arc, Switzerland
Pr. Elena CEDROLA, Università di Macerata, Italy

Food Industries

- B. CARDINAL, Université de Cergy, France
Industrial Foods And Gastronomic Meals : Social Representations And Perception Of Risk
- A. GRACIOTTI, Università degli Studi di Macerata, Italy
Food 'localness': A systematic literature review
- E. MARTINELLI, F. DE CANIO, M. PERUZZINI, S. CAVALLARO, University of Modena and Reggio Emilia, Italy
Experiencing food by visiting its production site
- R. MORPHITOU, M. DEMETRIOU, A. MORPHITIS, University of Nicosia, Cyprus
Coffee Culture Perceptions: A qualitative research study among the students of the University of Nicosia
- E. SUAREZ DOMINGUEZ, G. SERE DE LANAUZE, L. SIRIEIX, Université de Montpellier, France
*Intra And Extra Community Influences: A Social Identity Approach To Veg*N Behaviors*
- M. TRELOHAN, South Champagne Business School, J. STEFAN, Askoria, France
The attractiveness of vegetarian products to men and women. The role of gender and type of experience.
- T. H. YEN LE, N. FLECK, Le Mans Université, France
Old habit is strong: consumer responses to CSR, country-of-origin, and production process & the moderating effect of habituation



FRIDAY 21.01.2022 - 16:00-18:45

> **Academic Research Sessions – Paper Presentations**

Sectorial Marketing – Services

- Chairs: Pr. Carmina FANDOS, Universidad de Zaragoza, Spain
Pr. Maja SERIC, Universitat de València, Spain

E-Services

- F. JACOB, N. BULAWA, ESCP Business School, Germany
Disentangling Value-in-Use for e-services – a regulatory mode theory perspective

Arts, Cultural and Creative Industries

- D. CHANEY, EM Normandie, P. BRASSIER, Université Clermont Auvergne, France
The future of our common heritage: An anthropomorphic perspective on individuals' reaction to the Notre-Dame cathedral fire

Banking

- P. BOISTEL, D. LAROUTIS, ESC Amiens, France
Awareness of online banking services: the case of French customers
- B. SHAFIQ BANGASH, O. DE LA VILLARMOIS, IAE Paris, France
Basic Psychological Needs Of Sdt: A Mediator Between Customer Control And Employee Behaviours. A Novel Study On Bank Employees

Sports

- A. VIVARELLI, N. FLECK, Université du Mans, M. FOURNIER, Université de Lorraine, France
Why is a sports fan a fan? Analysis of the sports spectacle as a consumer object through the motivations of the fan



FRIDAY 21.01.2022 - 16:00-18:45

> **Academic Research Sessions**
Work-in-Progress Session 1

Work-in-Progress

- Chair: Pr. Roger BENNETT, Kingston University London, United Kingdom
- I. CASABURI, ESADE Business and Law School, Spain
To practice sustainability marketing: An exploratory study about key points in the product and brand decision-making process
- N. MEJDOUB BOULABIAR, I. ZAEIM, Université Tunis Carthage, Tunisia
The problems of the handicraft sector in Tunisia and the solutions to establish its resilience in response to successive crises
- C. TRABELSI, F. DEKHIL, FSEG Tunis, Tunisia
Anasynthesis approach for systemic modeling in marketing : Structural and epistemological contribution
- M. TRIKI ELLOUZE, ISG Tunis, Tunisia
Neuromarketing : a meta_synthesis

Posters

- A. PEDRI, A. BAZZANI, L. TRIESTE, G. TURCHETTI, Scuola Superiore Sant'Anna, Italy
Enhancing knowledge (and competitiveness) of the wine sector through
- D. ROCHE, V. RIGAIL, Excelia France
CRM : intérêt et mise en œuvre dans le secteur automobile
- H. ZARRAD, Institut Supérieur de Gestion de Tunis, Tunisia
A study on factors influencing online shopping behavior of consumers in Tunisia



FRIDAY 21.01.2022 - 16:00-18:45

> **Academic Research Sessions**
Work-in-Progress Session 2

Work-in-Progress

- Chair: Pr. Jean-François BOSS, HEC Paris, France
- B. GRANDI, M. G. CARDINALI, University of Parma, Italy
Packaging as a tool for the communication of green strategies
- G. PERLANGELI, A. REA, Università degli Studi di Roma La Sapienza, Italy
Industry 4.0 – The Corporate Social Responsibility in the Digital Transformation The effects of involvement with the Brand
- V. TARNOVSKARA, Lund University, D. TOLSTOY, Uppsala University, S. MELEN HANELL, Stockholm School of Economics, Sweden
Proactive Corporate Sustainability via Social Innovation – a Case Study of Hennes & Mauritz' Grand Challenge in Bangladesh

Posters

- A. BAZZANI, S. BRUNO, G. GASPARINI, F. STARACE, L. TRIESTE, G TURCHETTI, Scuola Superiore Sant'Anna, Italy
The colours of politics: a psycho-marketing study on the association between colours and political sides
- D. FOLTZER, C. PARASCHIV, Université de Paris, France
How is consumer time perception influenced by permanent urgency at work?
- D. L. VARACALLI, A. BAZZANI, O. BONAFEDE, G. TURCHETTI, L. TRIESTE, Scuola Superiore Sant'Anna, Italy
Profiling Vulnerable Consumers



SATURDAY 22ND JANUARY 2022

SATURDAY 22.01.2022 - 08:30-09:00

- > **On-site & Online Registration**

SATURDAY 22.01.2022 - 09:00-09:45

- > **Meet the Editors – Session 2**
 - Chair:
 - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair
 - Pr. Laurent BERTRANDIAS, Recherche et Applications en Marketing
 - Pr. Chris HALLIBURTON, Journal of Marketing Trends

SATURDAY 22.01.2022 - 09:45-10:45

- > **Academic Research Sessions – Paper Presentations
International Marketing**
 - Chairs: Pr. Miriam FIESTAS, Universidad de Granada, Spain
Pr. Camille CHAMARD, Université de Pau et des Pays de l'Adour, France
 - C. FRASER, C. WENQIN HU, McIntire School of Commerce, University of Virginia, USA
Choosing Differently: Influence of Choice Restriction on Repeated Choices of Chinese and Western Gen Z Consumers
 - E. GARRIDO-CASTRO, E. M. MURGADO-ARMENTEROS, F. J. TORRES-RUIZ, Universidad de Jaén, Spain
Knowledge as a key consumption factor and its importance in the communication strategy. A crosscultural analysis



SATURDAY 22.01.2022 – 09:45-12:45

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

- Chairs: Pr. Miriam FIESTAS, Universidad de Granada, Spain
Pr. Camille CHAMARD, Université de Pau et des Pays de l'Adour, France
- B. GODEY, D. PEDERZOLI, O. BOUJENA, NEOMA Business School, France, G. AIELLO, R. DONVITO, Università degli Studi di Firenze, Italy
Does the country-of-origin still have an impact on the consumer of luxury brands? A longitudinal international approach
- B. S. IVENS, N. T. KADAM, Otto-Friedrich-University Bamberg, B. NIERSBACH, Ravensburg-Weingarten University of Applied Science, Germany
The Cultural Factors in Global Account Management [Case of Indian Buyers and German Suppliers]
- M. F. MAZZU, S. ROMANI, LUISS University, A. BACCELLONI, Università degli Studi di Roma La Sapienza, L. LAVINI, Libera Università Internazionale degli Studi Sociali Guido Carli - LUISS, Italy
Measuring Consumers' Acceptance in Food Labels: a Cross-Country Investigation on Usefulness, Ease of Use and Trust
- Y. RASHKOVA, L. MOI, E. MARKU, F. CABIDDU, Università degli Studi di Cagliari, Italy
Unpacking the design of cross-border communication through digital channels: standardization vs. adaptation approaches



SATURDAY 22.01.2022 – 09:45-12:45

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

- Chair: Pr. Pierre VOLLE, Université Paris Dauphine, France
Pr. Andrew FARRELL, Aston University Birmingham, United Kingdom

- R. FONTAINE, M-E. FAUST, UQAM, Canada
How can we create value in the Fashion Industry Supply Chain?
- S. CACHO-ELIZONDO, IPADE Business School, Mexico
Access-based Business Models in the Mexican Apparel Market Exploring Motivations and Key Differentiators of Female Entrepreneurs
- S. CHERUBINI, Università degli Studi di Roma Tor Vergata, A. PADULA, Università LUMSA Roma, Italy
Marketing and Productivity: a Post-Pandemic Challenge
- O. CURBATOV, Université Sorbonne Paris Nord, M. LOUYOT-GALLICHER, UPPA, France
Nano-bio-info-cognitive Convergence, Integrative Sciences and ‘Knowledge Marketing’: towards the ethical considerations of Artificial Intelligence
- H. KRAEMER, I. HILLEBRANDT, Hochschule Mainz University of Applied Sciences, B. IVENS, Otto-Friedrich-Universität Bamberg, Germany
What Do We Know About the Area of Voice Marketing and Where Are the Gaps ?
- B. MASIELLO, A. GAROFANO, F. IZZO, E. BONETTI, Università degli Studi della Campania “Luigi Vanvitelli”, Italy
Marketing strategies and inclusion of children with a disability: empirical evidence for new models of social sustainability
- C. OTTOLENGHI, Università LUMSA Roma, Italy
Give me 5! Designing value proposition templates
- A. PELOSO, QUT, B. DIXON, J. ELSTON, Delos Delta, USA
Smart Cities: Facts, Fictions and Strategic Choices



SATURDAY 22.01.2022 – 09:45-12:45

- **Academic Research Sessions – Paper Presentations**
Consumer Behavior and Marketing Research
- Chairs: Pr. Silvia RANFAGNI, Università degli Studi di Firenze, Italy
- E. CERIO, Université Gustave Eiffel - Institut de Recherche en Gestion, France
How parents handle the disposal of their children's toys: an emotional and controlled process
- E. DE LAMBALLERIE, P. JACQUIER, J. LAUNAY, Université Paris Dauphine, France
Effect of the registration mode in Social And Solidarity Based Economy (ESS) on consumers' trust
- C. DIARD, ESC Amiens, V. HACHARD, EM Normandie, D. LAROUTIS, ESC Amiens, France
Perceived benevolence and telework in confinement: an influence on psychosocial risks?
- D. FILALI BOISSY, ICN Business School, France
Repeated incidental exposures to colors and their effects on preference development
- G. NEVI, Università di Roma La Sapienza, Italy
NFT – Non-Fungible Tokens how react the consumers? An exploratory analysis for a future integrated acceptance model
- O. NICOLAS, R. LADWEIN, Université de Lille, France
Interpreting savings as consumer behaviors: do identity and emotional factors help explain savings intentions?
- Y. PIRIS, A.-C. GAY, Université Bretagne Sud, France
Satisfaction survey and emotional triggering



SATURDAY 22.01.2022 – 09:45-12:45

> **Academic Research Sessions – Paper Presentations**
Marketing Communication

- Chairs: Pr. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
Pr. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany
- I. BABOU, Babou Conseil, France
The evolution of women's image in perfume advertising
- L.-A. CASADO-ARANDA, J. SANCHEZ-FERNANDEZ, Universidad de Granada, Spain
Brain responses to Tailored Nutritional Messages: A Neuroimaging Study
- O. LHACHIMI, ISC Paris, France
The perception of the Western Brand in a Maghrebian and Muslim context : The specific case of ready-to-wear in Morocco
- W. NAAT, Université Paris- Est Créteil, F. MALEK, ESSCA School of Management Angers, France
Personalized online advertising: The impact on the perception of advertising's intrusion among teenagers?
- A. ROGALA, E. JERZYK, R. NESTOROWICZ, Poznan University of Economics and Business, Poland
Possibilities of Using the Internet of Things in Marketing Communication to Shape Sustainable Food Consumption Attitudes
- A. RONCHETTI, Freeride World Tour, B. WALLISER, Université de Lorraine, France
The management of sport sponsorship portfolios by Swiss luxury watch brands
- F. THOMAS, G. PANTIN-SOHER, Université d'Angers, France, B. PIQUERAS-FISZMAN, Wageningen University & Research, Netherlands
Bigger is more: ingredient size bias perception on product evaluation
- M.-C. WILHELM, M.-L. GAVARD-PERRET, Université Grenoble Alpes, France
Increasing The Effectiveness Of A Communication To Destigmatize Mental Illness Using A Storytelling Form And An Influencer?
- J. YU, O. DROULERS, Université de Rennes 1, S. LACOSTE-BADIE, Université de Lille, France
Do front-of-pack variations attract attention? An eye tracking study



SATURDAY 22.01.2022 - 09:45-12:45

> **Academic Research Sessions – Paper Presentations**

Digital Marketing

- Chairs: Pr. Francesca CHECCHINATO, Università Ca' Foscari Venezia, Italy
Pr. Maria VERNUCCIO, Università di Roma La Sapienza, Italy

- S. BATAOUI, J. GERARD, M.-L. GAVARD-PERRET, Université Grenoble Alpes, E. BOCH, Excecia Business School, France
Social cues provided by CtoC sellers on the platform: what effect on the intention to rent a service?

- M. RISITANO, G. LA RAGIONE, M. QUINTANO, Università degli Studi di Napoli Parthenope, Italy
Social media marketing practices and consumer reactions: a content analysis on Facebook brand pages

- A. HANAN, J.-L. MOULINS, Aix-Marseille Université, CRET-LOG, A. PORTES, Montpellier Business School, France
Online Emotional Contagion And Engagement In Response To A Transgressive Message: The Case Of "Viva La Vulva" By Nana

- M. DAVID, P. EZAN, Université Le Havre Normandie, S. MALLET, IAE Rouen Normandie, C. ROUEN-MALLET, Université de Rouen Normandie, France
Youtube, the new source of information and food standards for young women

- M. BECK, L. CARPENTIER, Université de Lille, France
Reply or not reply to a negative online customer review? Impacts of the temporality and personalization of the brand's response

- P. BOISTEL, D. LAROUTIS, ESC Amiens, France
On what elements is the reputation of a commercial site built?



SATURDAY 22.01.2022 - 09:45-12:45

> **Academic Research Sessions – Paper Presentations**

Big Data, Artificial Intelligence and Marketing Analytics

- Chairs: Pr. Lorena BLASCO, ESCP Business School, Madrid Campus, Spain
Pr. Dominique CRIE, Université de Lille, France
- I. BUIL, S. CATALAN, Universidad de Zaragoza, Spain, E. WALLACE, National University of Ireland Galway, Ireland
Understanding citizens' motivations to use contact-tracing apps
- P. BRUGGEMANN, N. LEHMANN-ZSCHUNKE, FernUniversität in Hagen, Germany
Customers' Retention on Freemium Platforms – An Empirical Analysis of the Factors Influencing the Termination Rate
- F. CONCHON-ANDREANI, D. CRIE, F. SALERNO, Université de Lille, France
Qualitative data in the Big Data environment: dead or alive ?
- T. GILL, Wilfrid Laurier University, Canada
AI is Blamed More Than Humans When it Falters, But Less so When it Discriminates
- L. GIRALDI, Università di Macerata, A. GENEROSI, Politecnica delle Marche, D. BINCI, Università degli Studi di Roma Tor Vergata, A. SESTINO, Università del Salento, Italy
A preliminary study on the impact of face coding and eye-tracking tools in the automotive sector
- M. A. PAPAMETZELOPOULOU, E. CONSTANDINIDES, Universiteit Twente, Netherlands, C. HERRANDO, Universidad de Zaragoza, Spain
Customers' Privacy and Personalization: in the age of GDPR, what is the appropriate trade-off for ethical marketing decision-making?
- C. PETR, P. ERTUS, Université Bretagne Sud, France
Obtaining consent: contributions of the consent case to data sharing in smart cities
- L. PIPER, University of Salento, M. DE COSMO, Università degli Studi di Bari Aldo Moro, G. ARCADIO, G. GUIDO, Università del Salento, Italy
Consumer as moral agent in human-robot interactions. The role of anthropomorphism
- G. VISENTIN, F. ZERBINI, S. MACE, ESCP Business School, France
CEOs' Personality Traits Effect on R&D and Advertising Spending



SATURDAY 22.01.2022 - 09:45-12:45

> **Academic Research Sessions – Paper Presentations**
Marketing and Sustainability

- Chairs: Pr. Paola SIGNORI, Università degli Studi di Verona, Italy
Pr. Camilla BARBAROSSA, Toulouse Business School, France
- M. COLURCIO, Università degli Studi Magna Græcia di Catanzaro, Italy, P. ALBINSSON, Appalachian State University, USA, A. ALTIMARI, Università degli Studi di Cassino e del Lazio Meridional, A. CARIDA, Università degli Studi Magna Græcia di Catanzaro, Italy
Co-creation in Higher Education: A comparison of Italian and US university students' perception of learning modes
- S. N. GRAFFE, EBS Universität für Wirtschaft und Recht, Germany
Sustainability in the luxury fashion industry – A study on how the integration of environmental sustainability into the luxury
- F. JALLAT, ESCP Business School, A. LIABOTIS, Institut du Cerveau, France
From CSR to macro-societal responsibility Global warming and the re emergence of infectious diseases - a global public health issue
- N. LEONE S. PATTUGLIA, S. AMOROSO, Università degli Studi di Roma Tor Vergata, Italy
Advances in sustainability marketing: a systematic literature review
- C. NOSI, Università LUMSA Roma, N. PICCIONI, C. BARTOLI, Sapienza Università di Roma, G. IASEVOLI, Università LUMSA Roma, Italy
Becoming a tree when I will be dead? Why not! An explorative research on Generation Z and innovative green death practices
- I. PRETE, L. PIPER, P. PALMI, L. BARLETTANO, V. GRECO, G. GUIDO, Università del Salento, Italy
Sustainable Development, Attractiveness And Competitiveness Of Local Territorial Systems: A Strategic Approach
- T. TEICHERT, Universität Hamburg, Germany, M. VENTER DE VILLIERS, University of Witwatersrand, South Africa, A.-C. WEICKERT, Universität Hamburg, Germany
Is high fashion sustainable and does it matter? An analysis of consumers' implicit cognitions and deep motives.
- G. WALSH, Friedrich-Schiller-Universität Jena, Germany, M. LINZMAJER, University of St. Gallen, Switzerland, C. FUNKE, Friedrich-Schiller-Universität Jena, Germany
Nudging consumers toward sustainable services?
- H. C. ZIELINSKI, N. TOURNOIS, IAE Nice Université Côte d'Azur, France
Understanding Consumers' attitudes toward sustainable Fashion : Determination of Key factors of Purchase intentions : Application on Z Generation



SATURDAY 22.01.2022 - 09:45-10:45

> **Academic Research Sessions – Paper Presentations**

Sales, CRM, Pricing and Promotion

- Chairs: Pr. Catherine VIOT, Université de Lyon, France
Pr. Barbara NIERSBACH, Hochschule Ravensburg-Weingarten University of Applied Science, Germany
- F. SIEMS, E. LANDMANN, H. L. PILNY, Technische Universität Dresden, Germany
Lessons Learned from Integrated Marketing Communications: An Integrated Relationship Marketing Approach
- A. AMINE, P. DE PECHPEYROU, H. SAWADOGO, Université Paris-Est, France
When the credibility of negative online reviews blurs the effect of positive reviews and alters intention to stay

SATURDAY 22.01.2022 - 09:45-12:45

> **Academic Research Sessions – Paper Presentations**

Sales, CRM, Pricing and Promotion

- Chairs: Pr. Catherine VIOT, Université de Lyon, France
- K. GAMMOUDI, K. SAIED BEN RACHED, Faculté des Sciences Economiques et de Gestion de Tunis - FSEGT, Tunisia
The impact of trust on the attitude and behavioral intention of collaborative consumers
- A. HANAN, J.-L. MOULINS, C. FONS, Aix Marseille Université, France
Transgression to the test of the customer relationship : friend or enemy?
- V. JANAWADE, IAE Nice Université Côte d'Azur, France, R. SIMEON, Lam Family College of Business, USA, N. TOURNOIS, IAE Nice Université Côte d'Azur, France
Assessment of alliance-wide rewards experience of alliance-wide loyalty programmes offered by alliance carriers.
- V. MELNYK, E. L. E. DE VRIES, L. C. DUQUE, Universidad Carlos III de Madrid, Spain
Who is to blame? The Attribution of Negative Touchpoints and its Impact on Overall Customer Satisfaction
- B. NIERSBACH, E. HOHL, Ravensburg-Weingarten University of Applied Sciences, B. IVENS, Otto-Friedrich-University Bamberg, Germany
Complex and new market challenges call for sophisticated job specifications in Key Account Management
- G. WINNINGER LEMARQUIS, IAE Paris Sorbonne, France
Digitization and Buyer-Seller relationships : a strategic dimension for manufacturers and distributors sales leaders



SATURDAY 22.01.2022 - 09:45-12:45

> **Academic Research Sessions – Paper Presentations**
Sectorial Marketing – Goods

- Chairs: Pr. François COURVOISIER, Haute école de gestion Arc, Switzerland
Pr. Elena CEDROLA, Università di Macerata, Italy

Healthcare

- A. BERRICHE, D. CRIE, M. CALCIU, C. BENAVENT, IAE Université de Lille, France
The challenge in health prevention and interaction ritual: the case of #Movember2020
- O. NACHIT, L. BALBO, M.-C. LICHTLE, Université de Montpellier, France
Better understand the relationship between self-EXPansion and self-EXTension: an application to connected health
- P. VITIS, EBS University of Business and Law, Germany
Application of network theory for explanation of power struggles between the inpatient and outpatient sectors in German healthcare
- S. DE ROSIS, V. SPATARO, Scuola Superiore Sant'Anna, Italy
How did the user perception of healthcare services changed during the pandemic?

Luxury Industries

- M. BASHUTKINA, Haute école de gestion Arc, Switzerland
From industrial to experiential: manufactures visits as a vector of customer relations in swiss luxury watchmaking industry
- E. GIL-CORDERO, P. LEDESMA CHAVES, P. BAENA LUNA, Universidad de Sevilla, Spain
Background On Luxury Brands' Purchase Intent
- S. KRIM, Paris 1 - Panthéon Sorbonne, France
Conceptualizing The Media Of Artification: A Contribution To The Theory Of Artification Of Luxury Brands



SATURDAY 22.01.2022 - 09:45-12:45

> **Academic Research Sessions – Paper Presentations**
Sectorial Marketing – Services

- Chairs: Pr. Carmina FANDOS, Universidad de Zaragoza, Spain
Pr. Maja SERIC, Universitat de València, Spain

Hospitality

- M. EL EUHC MAALEJ, Paris School of Business, M. SALVADOR, Institut Paul Bocuse, J.-L. CHANDON, K. RAIES, EM Lyon Business School, France
Building a personal brand in the digital age: starred chefs' strategies on Instagram
- A. ESPOSITO, A. BESANA, C. FISICHELLA, Libera Università di Lingue e Comunicazione IULM, Italy
Museum Social Media Communication and Program Service Revenues Evidence from Italy
- C. FLAVIAN, S. IBANEZ-SANCHEZ, Universidad de Zaragoza, Spain
Exploring the value delivered in virtual reality pre-experiences: a comparative analysis between destinations and accommodations
- A. GAROFANO, F. IZZO, B. MASIELLO, E. BONETTI, University of Campania Luigi Vanvitelli, Italy
Storytelling and experiencescape in living industry tourism: An explorative study within long-lived firms
- P. JOURDAN, IAE Gustave Eiffel, J.-C. PACITTO, IUT Université Paris Est Créteil, J. KOKOU AFANGNIBO, ENSAE, France
The relationship to time, a new variable for segmenting expectations in the world of luxury tourism



SATURDAY 22.01.2022 - 12:45-13:00

- > **Plenary Session : IMTC Best Paper Award**
 - . Pr. Julio JIMENEZ, Universidad Zaragoza – Conference Chair

SATURDAY 22.01.2021 - 13:00-13:10

- > **Launch IMTC 2023**
 - On behalf of IMTC 2023 :
 - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair

SATURDAY 22.01.2021 - 13:10-13:30

- > **Closing Remarks**
 - Chairs:
 - . Pr. Gennaro IASEVOLI, Università LUMSA Roma – Conference Chair
 - . Pr. Julio JIMENEZ, Universidad Zaragoza – Conference Chair
 - . Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
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> **Best Thesis Award Chair**

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> **Academic and Business Professionals Interaction**

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- | Pr. Roger BENNETT (Kingston University London – United Kingdom)
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January 20th-22th 2022



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