



International Marketing Trends Conference

**22nd International
Marketing Trends *Conference*
January 19-21 2023**

Program

Official patronages





PROGRAMME SUMMARY



THURSDAY 20TH JANUARY 2022

> 13:00-16:00	<i>For Ph.D. Students ONLY</i> Doctoral Colloquium	p. 4
> 16:00-18:00	<i>For Nominees ONLY</i> IMTC Best Thesis Award	p. 6



FRIDAY 21ST JANUARY 2022

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> 14:00-15:30	Marketing Strategy Forum Special Track - AI Creativity and Customer Engagement	p. 9 p. 10
> 16:00-18:30	Paper Presentations - Academic Research Sessions <ul style="list-style-type: none"> . Big Data, Artificial Intelligence, Marketing Analytics . Branding . Marketing Communication . Retailing and E-Commerce . Consumer Behavior and Marketing Research (1) . Digital Marketing (1) . Marketing Strategy . Sales, CRM, Pricing And Promotion . Sectorial Marketing – Services (1) . Sectorial Marketing – Goods (1) . Posters 	p. 11 p. 11 p. 12 p. 12 p. 13 p. 14 p. 15 p. 16 p. 17 p. 18 P. 18



International
Marketing
Trends
Conference

Paris
IMTC
January 19th-21st 2023



SATURDAY 22ND JANUARY 2022

>	09:00-10:15	Meet the Editors	p. 19
>	09:45-13:15	Paper Presentations - Academic Research Sessions	
	<i>Coffee Break Included</i>	<ul style="list-style-type: none">. “Mastering The Conversation”. Branding and Marketing Communication. Consumer Behavior and Marketing Research (2). Consumer Behavior and Marketing Research (3). Digital Marketing (2). Innovation and Product Management. International Marketing. Marketing and Sustainability. Sectorial Marketing – Services (2). Sectorial Marketing – Services (3). Sectorial Marketing – Goods (2). Work In Progress	<ul style="list-style-type: none">p. 19p. 20p. 21p. 22p. 23p. 24p. 25p. 26p. 27p. 27p. 28p. 28
>	13:00-13:15	IMTC Best Paper Award	p. 29
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PRE-CONFERENCE ACTIVITIES

THURSDAY 19TH JANUARY 2023

THURSDAY 19.01.2023 – 12:45-13:00 – ROOM 4117

For Ph.D. Students ONLY

- > **Doctoral Colloquium Registration**

THURSDAY 19.01.2023 – 13:00-13:15 – ROOM 4117

- > **Doctoral Colloquium - Opening Conference**

- Chair :

- . Lorena BLASCO-ARCAS, ESCP Business School – Madrid Campus, Spain

- Co-Chairs :

- . Pr. Roger BENNETT, Kingston University London, United Kingdom
- . Pr. Michelle BERGADAA, Université de Genève, Switzerland
- . Pr. María Del Carmen BERNÉ MANERO, Universidad Zaragoza, Spain
- . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
- . 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. Hanen KHEMAKHEM, Université du Québec (ESG-UQAM), Canada
- . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
- . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
- . Pr. José Miguel MUGICA GRIJALBA, Universidad Pública De Navarra, Spain
- . Pr. Shinya NAGASAWA, Waseda University, Japan
- . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
- . Pr. Francis SALERNO, Université de Lille 1, France
- . Pr. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
- . 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 19.01.2023 – 13:15-15:45 – ROOM 4117

> Doctoral Colloquium

- Chair :
 - . Lorena BLASCO-ARCAS, ESCP Business School – Madrid Campus, Spain

- Co-Chairs :
 - . Pr. Roger BENNETT, Kingston University London, United Kingdom
 - . Pr. Michelle BERGADAA, Université de Genève, Switzerland
 - . Pr. María Del Carmen BERNÉ MANERO, Universidad Zaragoza, Spain
 - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
 - . 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. Hanen KHEMAKHEM, Université du Québec (ESG-UQAM), Canada
 - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
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 - . Pr. José Miguel MUGICA GRIJALBA, Universidad Pública De Navarra, Spain
 - . Pr. Shinya NAGASAWA, Waseda University, Japan
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
 - . Pr. Francis SALERNO, Université de Lille 1, France
 - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
 - . Pr. Jean-François TRINQUECOSTE, Université de Bordeaux, France
 - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany

- C.MADEIRA, Facultad de Ciencias Económicas y Empresariales, Spain
How to develop Smart Tourism in Iberia Region ? A co-creation approach.
- Y. CAO, Aalto University, Finland
New practices of influencer marketing: An exploration of theory.
- N. SORIN, SKEMA, France
The influence of AI Systems on joint environmental and financial performance.
- N. KISFÜRJESI, Corvinus University of Budapest, Hungary
Characteristics of liquid consumption in consumer behaviour.

THURSDAY 19.01.2023 – 15:45-16:00 – ROOM 4117

> Doctoral Colloquium – Closing Remarks

- Chair :
 - . Lorena BLASCO-ARCAS, ESCP Business School – Madrid Campus, Spain



THURSDAY 19.01.2023 – 16:00-18:00 – ROOM 4119

> IMTC Best Thesis Award – Oral Defense

- 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. María Del Carmen BERNÉ MANERO, Universidad Zaragoza, Spain
 - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
 - . 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. Hanen KHEMAKHEM, Université du Québec (ESG-UQAM), Canada
 - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
 - . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
 - . Pr. José Miguel MUGICA GRIJALBA, Universidad Pública De Navarra, Spain
 - . Pr. Shinya NAGASAWA, Waseda University, Japan
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
 - . Pr. Francis SALERNO, Université de Lille 1, France
 - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
 - . Pr. Jean-François TRINQUECOSTE, Université de Bordeaux, France
 - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany

- D. BÜRGIN, ESCP Business School – Berlin Campus, Germany
Sustainable purchasing decisions.
- L GAO, Universidad Zaragoza, Spain
Customer experience management : expanding our understanding of the drivers and consequences of the customer experience.
- E. DEVOS, Ghent University, Belgium
Why should I (show) care for products ? An inquiry about drivers and consequences of product Care.
- G. BRANCA, University of Sannio, Italy
Consumers' evaluations of product packaging in Virtual Reality and Real Life: a comparative experimental analysis.
- K. USACH-FRANCK, Universidad Adolfo Ibáñez, Chile
Brand social cause activism: the good, the bad and the ugly.
- A. MINGUEZ, Universidad Zaragoza, Spain
Donor Portfolio Management in Charitable Organizations: Driving Factors and Consequences on Fundraising.



CONFERENCE ACTIVITIES

FRIDAY 20TH JANUARY 2023

FRIDAY 20.01.2023 – 08:30-09:00 – AMPHI GELIS

> Registration

FRIDAY 20.01.2023 – 09:00-09:30 – AMPHI GELIS

> Welcome Speeches

- On behalf of the Organizing Committee:
 - . Ms. Françoise CONCHON-ANDREANI, ESCP Business School – Paris Campus, France – IMTC President
- Chairs:
 - . Pr. Julio JIMENEZ, Universidad Zaragoza, Spain – Conference Chair
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
 - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
- On behalf of ESCP Business School:
 - . Pr. Michael HAENLEIN, ESCP Business School – Paris Campus
- 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. Arabella MOCCIARO LI DESTRI, President
- On behalf of Association Française du Marketing AFM:
 - . Pr. Julien SCHMITT, Vice-President
- On behalf of Asociación Española de Marketing Académico y Profesional AEMARK:
 - . Pr. Sebastián MOLINILLO, Vice-President

FRIDAY 20.01.2023 – 09:30-10:15 – AMPHI GELIS

> Keynote Speakers

- Chairs:
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
 - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
- Mr. Damien VIEL, CEO – TWITTER FRANCE
- Pr. Margherita PAGANI, SKEMA Business School
"Artificial Intelligence in Marketing: New research and pedagogical perspectives."



FRIDAY 20.01.2023 – 10:15-10:45 – AMPHI GELIS

> Trends Track – Round Table

- Chair:
 - . Pr. Michael HAENLEIN, ESCP Business School – Paris Campus, France
- Mr Constantin SKLAVENITIS, Chief Prestige Brands Officer – COTY INC.
- Ms Mathilde HEBERT-GUENET, Customer Experience & Digital Marketing Director – SAINT-GOBAIN GROUP

FRIDAY 20.01.2023 – 10:45-11:15 – JEAN-BAPTISTE SAY

> Coffee Break

FRIDAY 20.01.2023 – 11:15-12:30 – AMPHI GELIS

> Marketing Strategy Forum – Round Table
“Engaging and developing the dialogue.”

- Chairs:
 - . Ms Laurence BONY, CEO – LB CONSULTING
 - . Pr. Tiziano VESCOVI, Università Ca’ Foscari Venezia, Italy
- Ms Morgane DUPON, Online & Offline Global Business Development Director Active Cosmetics Division – L'OREAL
- Mr Vincent BOUIN, Marketing Director - Mediterranean Europe Area – THE COCA-COLA COMPANY
- Mr Nicolas SIMON, Principal – BNP-PARIBAS PF CONSULTING
- Ms Dominique CUQ, VP Global Client Lead Bases – NIELSEN IQ



FRIDAY 20.01.2023 - 12:30-12:55 – AMPHI GELIS

- > **IMTC Management Impact Award *acknowledging the contribution to management practice in marketing***
 - Chairs:
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
 - . Pr. Michael HAENLEIN, ESCP Business School (Paris Campus) – Conference Special Advisor
 - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia – Conference Special Advisor

- > **IMTC Awards**
 - Chairs:
 - . Pr. Julio JIMENEZ, Universidad Zaragoza, Spain – Conference Chair
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
 - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair

- > **IMTC Best Thesis Award**
 - Chair :
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France

FRIDAY 20.01.2023 – 13:00-14:00 – FORUM

- > **Lunch Break**

FRIDAY 20.01.2023 – 14:00-15:30 – ROOM 4110

- > **Marketing Strategy Forum – Round Table**
“Integrating all stakeholders and global societal issues in the dialogue.”
 - Chairs:
 - . Mr Eric PESTEL, Consultant Expert en Retail
 - . Pr. Julien SCHMITT, ESCP Business School

 - Ms Valérie BERTHEAU, Group Product Policy Vice-President, THALES GROUP
 - Ms Delphine DESGURSE-POTIGNON, Innovation Director – IKO REAL ESTATE
 - Mr Nicolas MARESCAUX, Deputy Director Meeting Customers Needs & Innovation – MACIF



FRIDAY 20.01.2023 – 14:00-15:30 – AMPHI GELIS

> **Special Track : AI Creativity and Customer Engagement**

- Chair:

- . Pr Yoram (Jerry) WIND, The Wharton School - The University of Pennsylvania, USA
- . Pr. Margherita PAGANI, SKEMA Business School, France

- S. ANDRE, EM LYON Business School / Université Jean Moulin Lyon 3, M. PAGANI, SKEMA Business School, France

Should Robots Apologize after a Service Failure? The Role of Perceived Feeling Abilities and Agency

- C. BARTOLI, L. UNGARO., A. BACCELLONI, A. MATTIACCI, Sapienza Università di Roma, Italy

Wine metaverse. Is the wine experience yet in the metaverse era?

- P. DASGUPTA , S. BANERJEE, S. DASH., IMI International Management Institute New Delhi, India
- Effectiveness of Artificial Intelligence and Machine Learning designs ... Views of multiple stakeholders in the new normal post.*

- T. GILL, Wilfrid Laurier University, Canada

AI is blamed more than humans when it falters, but less so when it discriminates.

- A. RIBEIRO CARVALHO DE CASTRO, J. BRANTES FERREIRA, C. JUNQUEIRA GIOVANNINI, J. FERREIRA DA SILVA, Pontifícia Universidade Católica do Rio de Janeiro, Brasil

Evaluating the effects of Augmented Reality experience on mobile commerce.

FRIDAY 20.01.2023 – 15:30-16:00 – JEAN-BAPTISTE SAY

> **Coffee Break**



FRIDAY 20.01.2023 – 16:00-18:00 – ROOM 4104

> **BIG DATA, ARTIFICIAL INTELLIGENCE, MARKETING ANALYTICS**

- Chair:
 - . Pr. Lorena BLASCO-ARCAS, ESCP Business School - Madrid Campus, Spain
 - . Pr. Dominique CRIE, Université de Lille, France

- B. BAKO LIBA, J. KASWENGI Université d'Orléans, France
Consumers' sentiments in online reviews and the firm's idiosyncratic stock returns: dynamic panel data analysis and a moderated mediation investigation.
- C. PETR, Université Bretagne Sud, L. GUEHO, Université Rennes 2, T. GAMBET, Plateforme d'Expertise pour la Mobilité Intelligente – PEMI, France
Regional preference or chauvinism in data? Experimental study of the impact of territorialization argument on consent to share and reuse data.
- F. SMALDONE, Università degli studi di Salerno, A. CAMMAROTA, V. MARINO, R. RESCINITI, Università degli studi del Sannio, Italy
Extra topping never hurts: exploring consumers' perceptions of brand activism campaigns via textual big data analysis.
- V. SACO, M.-C. LICHTLE, Université de Montpellier, France
The role of touch in a virtual experience created with a metaverse: an application in the fashion industry.

FRIDAY 20.01.2023 – 16:00-18:00 – ROOM 4105

> **BRANDING**

- Chair:
 - . Pr. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain

- D. HERZALLAH, Universidad Oberta de Catalunya, Universidad de Granada, F. LIEBANA-CABANILLAS, F. MUNOZ LEIVA, I. RAMON SANCHEZ BORREGO, Universidad de Granada, Spain
Using an eye-tracking approach to explore gender, age, experience differences in visual representation of the brand in Instagram commerce.
- J. HMAIDA, Université de Pau et des pays de l'Adour, France
The impact of self-construal priming on brand associations.
- C. QUERO, D. CRIE, A. MARTIN-SALERNO, IAE Lille University School of Management, France
The central role of the fear of COVID-19 contamination in the intention of maintaining barrier gestures.
- K. USACH-FRANCK, S. MILBERG, Universidad Adolfo Ibañez, Chile, R. GOODSTEIN, Georgetown University, United States, C. AQUEVEQUE, Universidad Adolfo Ibañez, Chile
Brand Activism: Should your brand take a stand on controversial social issues?
- D. T. VERGURA, C. ZERBINI, B. LUCERI, Università degli Studi di Parma, Italy
The role of pride, awareness of consequences and sense of responsibility in sustainable packaging choice



FRIDAY 20.01.2023 – 16:00-18:00 – ROOM 4117

> **MARKETING COMMUNICATION**

- Chair:
 - . Pr. Jörn REDLER, Hochschule Mainz – Mainz University of Applied Sciences, Germany

- L. BOUJBEL, TELUQ, Québec, Canada, A. D'ASTOUS, HEC Montréal, Canada
Marketing, voluntary simplicity, and life satisfaction: a Belgium-Canada comparative study.
- F. MARIA MARRELLA, Libera Università di Lingue e Comunicazione, Italy
Social and gender identity in the "new fashion" world: "Food and Beverage" Made in Italy television commercials Year 2022.
- M. ONO, A. ONO, Meiji University, Japan
New vs. standard songs as a nonverbal cue in advertising: a regulatory focus view.
- G. PERLANGELI, A. REA, Università degli studi di Roma «La Sapienza», Italy
Strategic communication: CSR aspects in the Industry 4.0.
- R. PUGA GARCIA, A. B. DEL RIO LANZA, A. SUAREZ VAZQUEZ, L. SUAREZ ALVAREZ, Universidad de Oviedo, Spain
Communication and prevention behaviors, lessons learnt.

FRIDAY 20.01.2023 – 16:00-18:00 – ROOM 4304

> **RETAILING AND E-COMMERCE**

- Chair:
 - . Pr. Carmen-Maria ALBRECHT, MSB Münster School of Business, Germany
 - . Pr. Elisa MARTINELLI, Università degli Studi di Modena e Reggio Emilia, Italy

- G. BRANCA, R. RESCINITI, V. MARINO, Università degli studi del Sannio, Italy
Exploring purchase intention in Virtual Reality: evidence from a comparative experimental analysis.
- T. HANSEN, Copenhagen Business School, Denmark
The interplay between gender, ethical attributes and brand loyalty: the moderating role of shopping motives.
- M. K. WITEK HAJDUK, A. GRUDECKA, SGH Warsaw School of Economics, Poland
Antecedents of consumer purchase intentions on foreign multi-sided B2C e-commerce digital platforms.



FRIDAY 20.01.2023 – 16:00-18:00 – ROOM 4119

> **CONSUMER BEHAVIOR AND MARKETING RESEARCH**

- Chair:
 - . Pr. Costanza NOSI - Università Lumsa di Roma, Italy

- S. BIDMON, J. DELLAMEA, Universität Klagenfurt, Austria
A psychographic view on panic buying: Lessons learned from the COVID-19 pandemic for crisis communication.
- X. GAO, Hitotsubashi University, China
How anxiety and loneliness affect consumers' preference for fashion products - the psychological consequences of COVID-19.
- E. CEDROLA, Università degli Studi di Macerata, B. KULAGA, Università politecnica delle MarcheG. LI POMI, M. GIOVANNETTI, Università degli Studi di Macerata, Italy
Post quake: a territorial marketing approach to respond to natural disaster disruption.
- A. LIMA, J. SANTOS, S. TEIXEIRA ISCAP, Portugal
The pandemic context as a trigger of new online consumption habits and trends.
- G. MAINOLFI, University of International Studies of Rome (UNINT), S. D'AMICO, Università degli Studi di Cassino e del Lazio Meridionale, D. T. VERGURA, Università degli Studi di Parma
Factors affecting utilitarian and hedonic attitudes towards online food delivery services during the COVID-19 pandemic. A study of Canadian consumers.
- E. PERUZZO, Scuola superiore di studi universitari e di perfezionamento Sant'Anna, S. CARAFFI, G. TINTORI ASL Nord Ovest, S. DE ROSIS, Scuola superiore di studi universitari e di perfezionamento Sant'Anna, Italy
The impact of visitor restrictions in hospital during covid-19 pandemic: the role of nurses and caregiver-reported experience.
- A. REITER, J.-P. MOULINE, S. TAHALI, H. YILDIZ, Université de Lorraine, France
Research on MMORPG: a bibliometric analysis overview covering 2000-2021.
- S. KAPOOR, Indian Institute of Foreign Trade, India, P. SIGNORI, Università degli studi di Verona, Italy
Sustainable brand communications about value-related scandals.



FRIDAY 20.01.2023 – 16:00-18:00 – ROOM 4212

> **DIGITAL MARKETING**

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

- F. MORENO REYES, Universidad Complutense de Madrid, L. A. KRESS SEVILLA, Instituto de Empresa Business School, Spain
The eWOM of hotels in online travel agencies and aggregators as influencers in their turnover.
- D. HERZALLAH, Universidad Oberta de Catalunya, Universidad de Granada, F. LIEBANA-CABANILLAS, F. MUNOZ-LEIVA, Universidad de Granada, Spain
Do recommendations let users be motivated to buy through Instagram commerce.
- K. COULIBALY, H. ELBARDAI, A. REITER, H. YILDIZ, Université de Lorraine, France
Oline reputation: how to preserve it in times of crisis?
- S. SHEHZALA, IIM Ahmedabad, India
Me, Myself, and Influencers. Examining the impact of influencers on offline and virtual self-discrepancies.
- A. KUMAR JAISWAL, S. SHEHZALA, IIM Ahmedabad, India
Social Media "Stars" Vs "The Ordinary" Me - The impact of influencer marketing on consumer behaviour.
- S. SHEHZALA, A. KUMAR JAISWAL, IIM Ahmedabad, India
Influencer marketing, self-discrepancies and consumer behavior: findings from a large-scale survey.
- N. VILA, I. KUSTER, Universitat de València, I. PASCUAL, Universidad de Murcia, E. MORA, P. CANALES, Universitat de València, Spai
A bibliometric analysis of online influencers: setting a research agenda.



FRIDAY 20.01.2023 – 16:00-18:00 – ROOM 4303

> **MARKETING STRATEGY**

- Chair:
 - . Pr. Pierre VOLLE, Université Paris Dauphine, France
 - . Pr. Matti JAAKKOLA, The University of Manchester, United Kingdom

- A. CASTRO LOPEZ, L. SANTOS VIJANDE, V. IGLESIAS, Universidad de Oviedo, Spain
Organizational and environmental drivers of circular business models.
- D. HALLEGATTE, Université du Québec à Chicoutimi, Canada
From consumer power to company power in contemporary world.
- C. LEVESQUE PELLETIER, J. BRUNET, HEC Montreal, Canada
Strategic alliances between streaming platforms - a study of the drivers, processes and outcomes behind coopetitive relationships in a disruptive industry.
- R. MORPHITOU, M. DEMETRIOU, University of Nicosia, A. MORPHITIS, American University of Cyprus, Cyprus
A diagnostic analysis of the factors influencing student satisfaction and dissatisfaction in tertiary education.
- M.-C. PAQUIER, EBS, France
Research-action in the French monastic ecosystem: an extreme case composed of ordinary management situations, which inspiration.
- D. PELLEGRINI, S. BELLINI, S. AIOLFI, S. LATUSI, Università degli Studi di Parma, Italy
Green Digital Nudging and channel relationships.



FRIDAY 20.01.2023 – 16:00-18:00 – ROOM 4305

> SALES, CRM, PRICING AND PROMOTION

- Chair:
 - . Pr. Barbara NIERSBACH - Hochschule Ravensburg-Weingarten, Germany
 - . Pr. Catherine VIOT, Université de Lyon, France

- T. FRENZEL, Ostfalia Hochschule fuer angewandte Wissenschaften, G. WALSH, Leibniz Universität Hannover, Germany
Acceptance of Digital Customer Relationship Management (CRM) Systems.
- N. KADAM, Otto-Friedrich-Universität Bamberg, B. NIERSBACH, Hochschule Ravensburg-Weingarten, B. SVEN IVENS, Otto-Friedrich-Universität Bamberg, Germany
Global account management and organizational culture: a literature-based conceptual model.
- M. DEMETRIOU, K.SAYOUN, R. MORPHITOU, University of Nicosia, Cyprus
CSR opportunities during Covid-19 pandemic in Cyprus.
- D. PICK, Hochschule Merseburg, Germany
Doing good for you and me? – Impact of individualism on consumer responses towards price increases for environmental-friendly production.
- N. KADAM, Otto-Friedrich-Universität Bamberg, B. NIERSBACH, Hochschule Ravensburg-Weingarten, Germany
Male or female empowerment in Key Account Management – what’s best? A conceptual framework focusing on the analysis of female KA managers’ multifaceted roles and competencies.
- S. VIJAY ARORA, S. P. Jain Institute of Management and Research, Mumbai, India
Male or female empowerment in Key Account Management – what’s best?



FRIDAY 20.01.2023 – 16:00-18:00 – ROOM 2614

> **SECTORIAL MARKETING – SERVICES (SERVICES, TOURISM, CULTURE, HEALTHCARE, MEDIA, EDUCATION, NON PROFIT...)**

- Chair:
 - . Pr. Carmina FANDOS, Universidad de Zaragoza, Spain
 - . Pr. Andrew FARRELL, Aston University Birmingham, United Kingdom

- S. DE ROSIS, E. PERUZZO, Scuola superiore di studi universitari e di perfezionamento Sant'Anna, Italy
Users' experience with healthcare services: good practices from Tuscany hospitals.
- S. DE ROSIS, V. SPATARO, M. VAINIERI, Scuola superiore di studi universitari e di perfezionamento Sant'Anna, Italy
How to involve people in co-create value with healthcare organizations.
- P. KUMAR, D. CRIE, A. MARTIN-SALERNO, M. CALCIU, IAE Lille University School of Management, France
Study of SERP Features/Snippets likeliness which attract online health services or information searchers in France.
- MOHAMMADI S., CRIÉ D., MOUGIN P., Université de Lille, France
Defining patient experience and its dimensions: A systematic literature review.
- V. SPATARO, I. CORAZZA, J. HAZELZET, M. BONCIANI, S. DE ROSIS, Scuola Superiore di Studi Universitari e di Perfezionamento Sant'Anna, Italy
Rethinking youth engagement in evaluating the experience of hospitalization.
- P. SHRIVASTAVA, Hult International Business School, United States
Patronage Intention of the customer with reference to Green Hotels: Using Theory of planned behavior and Theory of consumption value.



FRIDAY 20.01.2023 – 16:00-18:00 – ROOM 2616

> **SECTORIAL MARKETING – GOODS (B-TO-B, LUXURY, AUTOMOTIVE, CONSUMER GOODS, FOOD...)**

- Chair:
 - . Pr. Elena CEDROLA, Università di Macerata, Italy

- C. BERLIN, T. VESCOVI, Università Ca' Foscari Venezia, Italy
American and Italian fashion luxury resale market. A cross-cultural study.
- L. JIANG, Université du Québec à Montréal, Canada, N. VEG-SALA, Z. MANI, Université Paris Nanterre, France, M. MOLLET Université du Québec à Montréal, Canada
Exploring millennial's value perception of second-hand luxury in the post-pandemic world.
- S. KRIM, Université Paris 1 Panthéon Sorbonne, France
The role of luxury fashion brands in women empowerment: a historical perspective and proposal for modelling contemporary modes of participation .
- A. AHMADI, Otto-Friedrich-Universität Bamberg, B. NIERSBACH, Hochschule Ravensburg-Weingarten, B. SVEN IVENS, Otto-Friedrich-Universität Bamberg, Germany
Challenges of implementing an effective Key Account Management system in a high context culture: the Middle East countries.
- M. T. CUOMO, Università degli Studi di Salerno, D. TORTORA, Università degli studi di Milano-Bicocca, G.FESTA, Università degli Studi di Salerno, R. CHERICI, Università degli studi di Milano-Bicocca, A. GIORDANO, Università degli studi di Napoli « Federico II », Italy
The foodie subcultures: from the underground to the mainstream. a netnographic analysis.

FRIDAY 20.01.2023 – 16:00-18:00 – AMPHI GELIS

> **POSTERS**

- Chair:
 - . Pr. Jean-François BOSS, HEC Paris, France
 - . Pr. Roger BENNETT, Kingston University London, United Kingdom

- A. BAZZANI, Scuola superiore di studi universitari e di perfezionamento Sant'Anna, Italy
Insights into the economic impact of the COVID-19 pandemic on consumer behavior.
- M. BELLOTTO, Università degli Studi di Trieste, Italy
Insights on consumer value co-creation in the coffee sustainable market through a netnographic approach.
- D. ROCHE, Excecia Group, France
Telework: What is the ideal setup for Generation Z salespeople?
- D. VERDERESE, Università degli studi di Salerno, Italy
Mapping literature on tomato in search of innovative marketing approaches.

FRIDAY 20.01.2023 – 20:00

> **Gala Dinner**

Please confirm your attendance at the registration desk to get the official invitation.



SATURDAY 21ST JANUARY 2023

SATURDAY 21.01.2023 – 08:30-09:00 – AMPHI GELIS

> **Registration**

SATURDAY 21.01.2023 – 09:00-10:15 – AMPHI GELIS

> **Meet the Editors**

- 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. Jean-Louis MOULINS and Pr. Pauline de PECHPEYROU, Journal of Marketing Trends
- Pr. Julien SCHMITT, Recherche et Applications en Marketing
- Pr. Alberto PASTORE, Sinergie - Italian Journal of Management

SATURDAY 21.01.2023 – 09:45-10:45 – 11:15-13:00 – ROOM 4104

> **“MASTERING THE CONVERSATION”**
Including COFFEE BREAK (10:45-11:15) in JEAN-BAPTISTE SAY

- Chair:
 - . Pr. Silvia CACHO ELIZONDO, IPADE Business School Universidad Panamerica, Mexico

- J. MATEHIS, EBS, France
Employer of choice.
- J. MOLLER JENSEN, Y. YONGKUI, Syddansk Universitet, Denmark
Changes in generations' grocery purchasing behavior during COVID-19.
- N.U. NGUYEN, D. CRIE, N. STEILS, IAE Lille, France, B. LOWE, University of Kent, United Kingdom
Firm participation in market education contributions of marketing models for driving sustainable ecological behavior changes.
- S. PATTUGLIA, S. AMOROSO, N. LEONE, Università degli studi di Roma « Tor Vergata », Italy
Think green, feel authentic. an exploratory study on Generation Z perceptions.
- G. PERLANGELI, A. REA, Università degli studi di Roma «La Sapienza», Italy
Sustainability and corporate branding: a strategy.
- Y. YONGKUI, J. MOLLER JENSEN, Syddansk Universitet, Denmark
Exploring the role of social media in shaping young consumers sustainable consumption behaviour.



SATURDAY 21.01.2023 – 09:45-10:45 – 11:15-13:00 – ROOM 4105

> **BRANDING AND MARKETING COMMUNICATION**

Including **COFFEE BREAK (10:45-11:15)** in **JEAN-BAPTISTE SAY**

- Chair:
 - . Pr. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
 - . Pr. Jörn REDLER, Hochschule Mainz – Mainz University of Applied Sciences, Germany

- E. DELGADO-BALLESTER, E. FERNANDEZ SABIOTE, Universidad de Murcia, Spain
Brand stereotypes: the relevance of having a female vs male personality brand.
- K. KLEIN, T. VIRKUS, S. GERDEMANN, Universität Bremen, Germany
When brands get political – The role of authenticity in consumers' reactions towards brand activism.
- H. SCHMIDT, S. KNOTZELE, Fachhochschule Koblenz, Germany
Brand activism in times of war: analyzing the consumer point of view.
- C. PICH, Nottingham Trent University, J. REARDON, University of Cumbria, United Kingdom
A huge political experiment' – Exploring the Political Brand Positioning of political parties in Jersey from an internal-extern.
- A. BONTOUR, Université de Haute Alsace, N. GUICHARD, Université Paris Saclay, France
Why are you leaving me? When the link between the z-consumer and the brand breaks down...
- Z. XIE, Y. YUAN, Q. WU, C. CHIU, H. HO, Wenzhou Kean University, China
Understanding consumers' preferences for new style of co-branding strategy in China.



SATURDAY 21.01.2023 – 09:45-10:45 – 11:15-13:00 – ROOM 4109

> **CONSUMER BEHAVIOR AND MARKETING RESEARCH**

Including **COFFEE BREAK (10:45-11:15)** in **JEAN-BAPTISTE SAY**

- Chair:
 - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria

- G. WALSH, Gottfried Wilhelm Leibniz Universität Hannover, Germany, M. SCHAARSCHMIDT, Northumbria University, United Kingdom
How to reduce product returns – Should the machine make the offer for partial refunds?
- R. BJERKE, Kristiania University College, Norway
Training with top athletes at work: toward a conceptual framework on employee health, social and feeling benefits.
- E. DE LAMBALLERIE, Université Paris Dauphine, L. DESTOUMIEUX, Toulouse School of Business, France
A generational gap regarding fast fashion consumption? Highlighting the effect of social desirability.
- B. GRANDI, M. GRAZIA CARDINALI, Università degli Studi di Parma, Italy
Online food shopping: the impact of products' categorization.
- A. HANAN, J.-L. MOULINS, A. PORTES, Aix Marseille Université, France
Climate change: the dark side(s) of the consumer.
- G. NISKIER SAADIA, J. BRANTES FERREIRA, R. RODRIGUEZ WHATELY, J. FERREIRA DA SILVA, F. LEAO RAMOS, Pontificia Universidade Católica do Rio de Janeiro, Brasil
Predicting the default risk for higher education students through machine learning.
- P. TOMCZYK, Akademia Leona Koźmińskiego, Poland
Variables mapping as a new bibliometric method in marketing.



SATURDAY 21.01.2023 – 09:45-10:45 – 11:15-13:00 – ROOM 4110

> **CONSUMER BEHAVIOR AND MARKETING RESEARCH**

Including **COFFEE BREAK (10:45-11:15) in JEAN-BAPTISTE SAY**

- Chair:
 - . Pr. Costanza NOSI - Università LUMSA di Roma, Italy

- B. BASSE, Université Assane Seck de Ziguinchor, Senegal
Does public participation in social capital make a difference for customers?
- O. BONAFEDE, Scuola superiore di studi universitari e di perfezionamento Sant'Anna, M. MANCINO, Università di Pisa, A. BAZZANI, G. TURCHETTI, L. TRIESTE, Scuola superiore di studi universitari e di perfezionamento Sant'Anna, Italy
How colour saturation accelerates purchase behaviour, and influences food choice : a consumer profiling and eye-tracking analysis.
- L. CAUCHARD, G. N'GOALA, Université de Montpellier, France
Proposition of a multidimensional measurement scale of user's digital self-inclusion.
- N. KISFURJESI, A. HOFMEISTER TOTH, Budapesti Corvinus Egyetem, Hungary
A phenomenological study of liquid consumption.
- B. KUMAR, Indian Institute of Management Indore, India
Understanding customer experience creation in online retailing: a meta-analytic approach.
- M. I. PRETE, L. MARIA DE COSMO, Università del Salento, A. DI VITTORIO, Università degli studi di Bari, A. MILETI, L. PIPER, G. GUIDO, Università del Salento, Italy
Communication in the vaccination campaign against Covid-19: an analysis of the determinants of intention to vaccinate.
- M. ZOGHLAMI, J. MATTOUSSI, FSEGT, Tunisia
Determinants of intention to use healthy lifestyle apps



SATURDAY 21.01.2023 – 09:45-10:45 – 11:15-13:00 – ROOM 4117

> **DIGITAL MARKETING**

Including **COFFEE BREAK (10:45-11:15)** in **JEAN-BAPTISTE SAY**

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

- L. PINHEIRO, A. SALAZAR, Universidade Fernando Pessoa, Portugal
The role of podcasts on digital communication.
- M. RISITANO, G. LA RAGIONE, M. QUINTANO, Università degli Studi di Napoli "Parthenope", Italy
The role of live streaming digital platforms to sustain brand strategies: an exploratory study.
- A. RIBEIRO CARVALHO DE CASTRO, J. BRANTES FERREIRA, C. JUNQUEIRA GIOVANNINI, J. FERREIRA DA SILVA, Pontificia Universidade Católica do Rio de Janeiro, Brasil
Evaluating the effects of Augmented Reality experience on mobile commerce.
- M. BOUKOUYEN, Fondation Arrawaj, Morocco, F. BOUKOUYEN, Université de Bordeaux, France
Boosting customer experience through using Non-Fungible Tokens (NFTs).
- S. BANANA, S. BALECH, S. CHANGEUR, Université Picardie Jules Verne, France
Chatbots in marketing: a state of the art.
- M. PERRET, P.-Y. MORET, M. BASHUTKINA, V. DELACRAUSAZ, S. GUNAWARDENA, J. INTARTAGLIA, HES, Switzerland
Analysis of the communication contract between French-speaking Swiss cities and their publics on social media platforms.



SATURDAY 21.01.2023 – 09:45-10:45 – 11:15-13:00 – ROOM 4119

> **INNOVATION AND PRODUCT MANAGEMENT**

Including COFFEE BREAK (10:45-11:15) in JEAN-BAPTISTE SAY

- Chair:
 - . Pr. Gianfranco WALSH, Leibniz Universität Hannover, Germany
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany

- F. A. AMABIGNINA NDANGA, A. D. BIBOUM, Université de Douala-Cameroun, Cameroun, L. LESSASSY Université Grenoble Alpes, France
Crossed views at the determinants of adoption of incremental innovation: the case of Mobile Banking in Cameroon.

- I. BORISOV, University of Galway, Republic of Ireland
The building blocks of marketing capabilities The managerial framework to build dynamic marketing capabilities in fast-changin.

- J. BU, G. XIAN, K. LI, Indiana University, United States
Intertemporal distinctiveness of product design: how it influences the value of new and used products.

- R. FONTAINE, M.-E. FAUST, J. BELLEMARE, UQAM, Canada
How to measure value in the Canadian sheep's wool supply chain for the fashion industry.

- M. FRAU, Budapesti Corvinus Egyetem, Hungary, L. MOI, F. CABIDDU Università degli Studi di Cagliari, Italy, T. KESZEY, Budapesti Corvinus Egyetem, Hungary
Unpacking the link between digitalization and cleaner food production through the lens of agility.

- F. MUSSO, L. SORINI, E. CONTI, Carlo Bo University of Urbino, Italy
How environmental sustainability impacts on design driven product strategies.



SATURDAY 21.01.2023 – 09:45-10:45 – 11:15-13:00 – ROOM 4204

> **INTERNATIONAL MARKETING**

Including COFFEE BREAK (10:45-11:15) in JEAN-BAPTISTE SAY

- Chair:
 - . Pr. Efthymios CONSTANTINIDES, Universiteit Twente, The Netherlands

- E. AKAGUN ERGIN, Ostim Teknik Üniversitesi, S. GOKOGLU, Çankaya Üniversitesi, H. OZDEMIR, Ostim Teknik Üniversitesi, Turkey
From trickle to an influx: exploring the digital footprints of Syrian immigrants in Turkey.
- A. ASHRAF, Brock University, A.ANWAR, University of Waterloo, United Kingdom
Strategic imperatives of M-Commerce in developing countries.
- Y. ASSERAF, Ruppin Academic Center, I. GNIZY, Ono Academic College, Israël
Marketing planning in a VUCA world? The roles of environment scanning and competitive intensity.
- K. EFRAT, Universitetet i Agder, Norway, Y. ASSERAF Ruppin Academic Center, Israël
Born global firms' branding and international experience.
- A. OBOREVICH, O.TRETYAK, HSE University, Russia
Marketing activities under restrictions: trends of the pharmaceutical market in Russia.
- A. SOUCHON, Loughborough University, United Kingdom, K. EFRAT, Universitetet i Agder, Norway, Y. ASSERAF Ruppin Academic Center, Israël, A. WALD, Universitetet i Agder, Norway
Chutzpadik export behavior: revealing its mediator effect on the export market orientation-export performance relationship.
- S. CACHO-ELIZONDO, IPADE, Mexico, C. PETR, Université Bretagne Sud – Vannes, France
Smart Culture challenges in developing countries: exploring UNESCO creative fields from a citizen perspective in Mexico.
- C. S.L TAN, University of Tsukuba, Japan
Building brands 'softly': A study on the effect of country image, affinity, and fan engagement on soft power in sport.



SATURDAY 21.01.2023 – 09:45-10:45 – 11:15-13:00 – ROOM 4205

> **MARKETING AND SUSTAINABILITY**

Including COFFEE BREAK (10:45-11:15) in JEAN-BAPTISTE SAY

- Chair:
 - . Pr. Camilla BARBAROSSA, Toulouse Business School, France
 - . Pr. Paola SIGNORI, Università degli Studi di Verona, Italy

- S. ANZANGOSSOUE, V. GUILLARD, C. HADIDA, Université Paris Dauphine, France
What do the media talk about when they use the word “sobriety”? A longitudinal study of the media framing of sobriety in the French press: 1994-2022.
- F. BERGIANTI, Università degli studi di Modena e Reggio Emilia, A. VENTURINI, Libera Università di Lingue e Comunicazione, Italy
I do it (also) for me: a qualitative study on the identity aspects underlying consumption on second-hand fashion apps.
- O. CURBATOV, M. ABDERRAHMANE, Université Sorbonne Paris Nord, M. LOYOUT GALLICHER, UPPA, France
Theoretical and managerial issues of the “Circular Management” model as a solution to the energy transition.
- K. KUMAGAI, Mie University, Japan
Brand-sustainability-self-congruence and subjective well-being: sychology of café brand users in Japan.
- M. G. MONTANARI, Universität Wien, Austria, M. MATARAZZO, Università degli Studi Guglielmo Marconi, Italy, A. DIAMANTOPOULOS, Universität Wien, Austria
Sustainability and country-of-origin effects on consumers’ willingness to pay.
- J. MUCKSCH, P. RUCKAU, K. SCHUBERT, P. ARNOLD, F. FINSTERBUSCH, T. HELLEKEN, L. POHLERS, P. WEDEKIND, D. ROSIN, J. DZIUMLA, Technische Universität Dresden, Germany E. GUNTHER, Institute for Integrated Management of Material Fluxes and of Resources, Japan, E. LANDMANN, F. SIEMS, Technische Universität Dresden, Germany
Interfering in sustainable travelling of customers and employers: an empirical study and implications to purpose marketing from a customer perspective.



SATURDAY 21.01.2023 – 11:15-13:00 – ROOM 4211

> SECTORIAL MARKETING – SERVICES (SERVICES, TOURISM, CULTURE, HEALTHCARE, MEDIA, EDUCATION, NON PROFIT...)

- Chair:
 - . Pr. Andrew FARRELL, Aston University Birmingham, United Kingdom

- S.BEN DOUISSA, Université Paris Dauphine, E. LE NAGARD, ESSEC, France
Co-clients as part of the multi-actor service ecosystem: conceptual advances and perspectives.
- I. BABOU, Babou Conseil, A. GILOTTE, DGAC, France
Aviation and tourism, many contradictions.
- D. LAROUTIS, P. BOISTEL, ESC Amiens, A. BERRICHE, IAE Lille, France
Online banking: a source of risk for Y and Z generations ? An exploratory study.
- M. GHANI KHWAJA, Staffordshire University, United Kingdom, S. MAHMOOD, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Pakistan, A. HAMEED, Westminster International University in Tashkent, Uzbekistan
Inspecting patients' Experiential Value to build Patients Loyalty in private and public sector hospitals: An Empirical Investigation

SATURDAY 21.01.2023 – 09:45-10:45 – 11:15-13:00 – ROOM 4303

> SECTORIAL MARKETING – SERVICES (SERVICES, TOURISM, CULTURE, HEALTHCARE, MEDIA, EDUCATION, NON PROFIT...)

Including COFFEE BREAK (10:45-11:15) in JEAN-BAPTISTE SAY

- Chair:
 - . Pr. Carmina FANDOS, Universidad de Zaragoza, Spain

- M. GUERREIRO, P. PINTO, N. MATOS, L. PEREIRA, B. SEQUEIRA, D. AGAPITO, Universidade do Algarve, Portugal
Destination experiential image. An exploratory contribution towards the development of a reliable and valid measurement scale.
- M. GUERREIRO, P. VALLE, A. RENDA, C. RAMOS, J. MARQUES, M. LANCA, H. KUAN LAI, Universidade do Algarve, Portugal
Residents' pro-tourism behaviour as a trigger for destination branding engagement: the Algarve case.
- M. GUERREIRO, P. PINTO, C. RAMOS, R. MARTINS, H. GOLESTANEH, M. WIKESJO, Universidade do Algarve, Portugal
The online destination image as portrayed by the UGC on social media and its impact on tourists' engagement: insights from Algarve, Portugal.
- D. SAHA, A. CHAKRABORTY, Indian Institute of Management Lucknow, India
An exploratory study of eudaimonia and hedonism in the context of avitourism.
- C. TERCIA, Prasetiya Mulya University, Indonesia, T. TEICHERT, Universität Hamburg, Germany, D. SIRAD, R. WIDARSYAH, S. AGUSTIAWAN Prasetiya Mulya University, Indonesia



International
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Do we have to reveal or conceal our familiness identity? Consumers' perception of a family firm branding in the tourism industry.

- C. TERCIA, Prasetiya Mulya University, Indonesia, D. SIRAD, J.GANI and I.E SUBAGYO. Prasetiya Mulya University, Indonesia
Consumers' Continuance Intention to Support Small local Food Business



SATURDAY 21.01.2023 – 09:45-10:45 – 11:15-13:00 – ROOM 4304

> **SECTORIAL MARKETING – GOODS (B-TO-B, LUXURY, AUTOMOTIVE, CONSUMER GOODS, FOOD...)**
Including COFFEE BREAK (10:45-11:15) in JEAN-BAPTISTE SAY

- Chair:
 - . Pr. Elena CEDROLA, Università di Macerata, Italy

- S. D'AMICO, Università degli Studi di Cassino e del Lazio Meridionale, C. OTTOLENGHI, G. IASEVOLI, Università LUMSA, Italy
Packaging personalization in the food industry: an analysis of motivations, attitudes, and methods.
- A. DELANNOY, EM Normandie, D. LAROUTIS, ESC Amiens, France
Comprehensive approach to the influences of nutritional applications during the in-store shopping act on food consumption behaviour
- I. EL KERZAZI, B. SIADOU-MARTIN, Université de Montpellier, F. FORT, SupAgro Montpellier, France
Health comes by eating ! Proposal of a typology of Moroccan consumers based on their perception of the healthy character of a food product.
- E. MARTINELLI, F. DE CANIO, Università degli studi di Modena e Reggio Emilia, Italy
Exploring the impact of the "Mountain Product" label guarantee on the attitude-intention path.
- C. SCRIMIARI, Università degli studi di Roma «La Sapienza», M. COLURCIO, Università degli Studi Magna Græcia di Catanzaro, A.PASTORE, Università degli studi di Roma «La Sapienza, Italy
Responsibility in food waste behaviours: an interpretive framework.
- A. SHOLOMOVA, I. SKOROBIGATYHH, Plekhanov Russian University of economics, Russia
Snob effect continuum to Di-Elite effect: analysis of the raise and impact of this driver of HENRYs luxury consumption.

SATURDAY 21.01.2023 – 09:45-10:45 – 11:15-13:00 – ROOM 4305

> **WORK IN PROGRESS**
Including COFFEE BREAK (10:45-11:15) in JEAN-BAPTISTE SAY

- Chair:
 - . Pr. Jean-François BOSS, HEC Paris, France
 - . Pr. Roger BENNETT Kingston University London, United Kingdom

- L. DUONG, Université de Haute Alsace, France
Exploring the consumer's willingness to pay for the responsible tourism label : how to build a research program in order to improve business-consumer-government dialogue?
- K. GAMMOUDI, K. BEN RACHED, FSEG Tunis El Manar, Tunisia
The impact of trust on the attitude and behavioral intention of collaborative consumers.
- F. MARIA MARRELLA, Libera Università di Lingue e Comunicazione, Italy
The social and gender identity in the "new fashion" world: The "food and beverage" Made in Italy tv commercials Year 2022.



SATURDAY 21.01.2023- 13:00-13:15 – AMPHI GELIS

> PLENARY SESSION : IMTC BEST PAPER AWARD

- **Chair:**
 - . Pr. Julio JIMENEZ, Universidad Zaragoza – Conference Chair

SATURDAY 21.01.2023- 13:15-13:30 – AMPHI GELIS

> PLENARY SESSION : CLOSING REMARKS

- Chairs:
 - . Pr. Julio JIMENEZ, Universidad Zaragoza, Spain – Conference Chair
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
 - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair

- On behalf of the Organizing Committee:
 - . Ms. Françoise CONCHON-ANDREANI, ESCP Business School – Paris Campus, France – IMTC President



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> Doctoral Colloquium Chair

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| Université Paris I Panthéon-Sorbonne - ESSCA School of Management - France

> Best Thesis Award Chair

Jean-François LEMOINE

| Université Paris I Panthéon-Sorbonne - ESSCA School of Management - France

> Pr. Elyette Roux Best Thesis in Luxury Brand Management Award Chair

Pr. Jean-François LEMOINE

| Université Paris I Panthéon-Sorbonne - ESSCA School of Management – France

> Academic and Business Professionals Interaction

Trends & Managerial Implications

| Pr. Jean-François TRINQUECOSTE, Université de Bordeaux, France

> Track Chairs

Conversational Marketing

| Pr. Silvia CACHO ELIZONDO, IPADE Business School Universidad Panamerica, Mexico

Big Data, Artificial Intelligence, Marketing Analytics

| Pr. Lorena BLASCO, ESCP Business School – Madrid Campus, Spain

| Pr. Dominique CRIE, Université de Lille, France

Branding and Marketing Communication

| Pr. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain

| Pr. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany **Consumer Behavior and**

Marketing Research

| Pr. Costanza NOSI, Università LUMSA di Roma, Italy

| Pr. Hsin Hsuan (Meg) LEE, ESCP Business School – London Campus, United Kingdom

Digital Marketing

| Pr. Francesca CHECCHINATO, Università Ca' Foscari Venezia, Italy

| Pr. Maria VERNUCCIO, Università di Roma La Sapienza, Italy



Innovation and Product Management

- | Pr. Emmanuelle LE NAGARD, ESSEC Business School, France
- | Pr. Gianfranco WALSH Leibniz Universität Hannover, Germany

International Marketing

- | Pr. Camille CHAMARD, Université de Pau et des Pays de l'Adour, France
- | Pr. Miriam FIESTAS, Universidad de Granada, Spain

Marketing and Sustainability

- | Pr. Camilla BARBAROSSA, Toulouse Business School, France
- | Pr. Paola SIGNORI, Università degli Studi di Verona, Italy

Marketing Strategy

- | Pr. Matti JAAKKOLA, The University of Manchester, United Kingdom
- | Pr. Pierre VOLLE, Université Paris Dauphine, France

Retailing and E-Commerce

- | Pr. Carmen-Maria ALBRECHT, MSB Münster School of Business, Germany
- | Pr. Elisa MARTINELLI, Unimore, Italy

Sales, CRM, Pricing and Promotion

- | Pr. Barbara NIERSBACH, Hochschule Ravensburg-Weingarten, Germany
- | Pr. Catherine VIOT, Université de Lyon, France

Sectorial Marketing, Services

- | Pr. Carmina FANDOS, Universidad de Zaragoza, Spain
- | Pr. Andrew FARRELL, Aston University Birmingham, United Kingdom

Sectorial Marketing, Goods

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

Work-in-Progress

- | Pr. Roger BENNETT, Kingston University London, United Kingdom
- | Pr. Jean-François BOSS, HEC Paris, France

Poster Session

- | Pr. Roger BENNETT, Kingston University London, United Kingdom
- | Pr. Jean-François BOSS, HEC Paris, France

> National and Regional Representatives

Central & Eastern Europe

- | Pr. Grzegorz MAZUREK, Dean Akademii Leona Koźmińskiego

France

- | Pr. Amina BEJI-BECHEUR, President AFM

Ibero-America

- | Pr. Karla BARAJAS PORTAS, President Asociación Iberoamericana de Marketing

Italy

- | Pr. Angelo DI GREGORIO, President SIM
- | Pr. Arabella MOCCIARO LI DESTRI, President SIMA

Mexico

- | Pr. Silvia CACHO ELIZONDO, IPADE Business School Universidad Panamerica

Spain

- | Pr. Ángel HERRERO CRESPO, President AEMARK

United Kingdom

- | Pr. Andrew FARRELL, Aston University Birmingham

United States of America

- | Pr. Charles HOFACKER, Florida State University



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Pr. Alberto PASTORE

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| Universidad Zaragoza, Spain

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Pr. Julien SCHMITT

| ESCP Business School – Paris Campus, France

Pr. Klaus-Peter WIEDMANN

| Leibniz Universität Hannover, Germany



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NOTES

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PRACTICAL INFORMATION

> **Conference Venue**

ESCP Business School
79, avenue de La République
75011 Paris
FRANCE

> **Organizing Committee**

Françoise CONCHON-ANDREANI
Marta DALLE CARBONARE
Mona EL GUEBALI
Amélia LE PART
Igor LEFORT
Camille MICHAUX
Svetlana TYULINA

> **Conference Registration Secretariat**

International Marketing Trends Conference E-mail: info@team-imtc.com

> **Website**

www.marketing-trends-congress.com