International Marketing Trends Conference

Programme
### THURSDAY 16TH JANUARY 2020

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<td>&gt; 13:00-16:00</td>
<td><strong>For Ph.D. Students ONLY</strong>&lt;br&gt;<strong>Doctoral Colloquium</strong>&lt;br&gt;ESCP Europe – Room 4117</td>
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<td>&gt; 16:00-17:00</td>
<td><strong>For Nominees ONLY</strong>&lt;br&gt;<strong>IMTC Best Thesis Award</strong>&lt;br&gt;ESCP Europe – Room 4117</td>
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<td>&gt; 17:00-18:00</td>
<td><strong>For Nominees ONLY</strong>&lt;br&gt;<strong>Professor Elyette Roux Best Thesis in Luxury Brand Management Award</strong>&lt;br&gt;ESCP Europe – Room 4119</td>
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### FRIDAY 17TH JANUARY 2019

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<td><strong>Registration</strong>&lt;br&gt;ESCP Europe – Amphi Gelis</td>
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<td><strong>Opening Speech</strong></td>
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<td><strong>IMTC Awards</strong>&lt;br&gt;<strong>IMTC Best Thesis Award</strong>&lt;br&gt;<strong>Professor Elyette Roux Best Thesis in Luxury Brand Management Award</strong></td>
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<td>&gt; 09:30-10:30</td>
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<td><strong>Coffee Break</strong></td>
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<td><strong>Marketing Strategy Forum - Round Table</strong></td>
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<td><strong>Lunch Break</strong></td>
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<td><strong>Marketing Strategy Forum - Round Table</strong></td>
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<td><strong>Coffee Break</strong></td>
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<td>&gt; 16:00-17:30</td>
<td><strong>Paper Presentations - Academic Research Sessions</strong>&lt;br&gt;Food Industries&lt;br&gt;Services&lt;br&gt;Arts, Cultural and Creative Industries&lt;br&gt;Social Networks and Social Media&lt;br&gt;Corporate Social Responsibility&lt;br&gt;Healthcare&lt;br&gt;Marketing Strategy&lt;br&gt;International Marketing</td>
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<td><strong>Gala Dinner</strong></td>
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THURSDAY 16TH JANUARY 2020

THURSDAY 16/01/20 – 12:45-13:00 | ESCP EUROPE – ROOM 4117

For Ph.D. Students ONLY

> Doctoral Colloquium Registration

ESCP EUROPE
79, avenue de la République
75011 PARIS
FRANCE

THURSDAY 16/01/20 - 13:00-13:15 | ESCP EUROPE – ROOM 4117

> Doctoral Colloquium - Opening Conference

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

- Co-Chairs :
  - Pr. Jean-Claude ANDREANI, ESCP Europe, France
  - Pr. Roger BENNETT, London Metropolitan University, United Kingdom
  - Pr. Michelle BERGADAA, Université de Genève, Switzerland
  - Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
  - Pr. Dominique CRIE, Université de Lille 1, France
  - Pr. Richard FONTAINE, Université du Québec (ESG-UQAM), Canada
  - 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. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
  - Pr. Tiziano VESCOVI, Università Ca’ Foscarì Venezia, Italy
  - Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
THURSDAY 16/01/20 - 13:15-15:45 | ESCP EUROPE – ROOM 4119

> Doctoral Colloquium

- Co-Chairs :
  - Pr. Jean-Claude ANDREANI, ESCP Europe, France
  - Pr. Roger BENNETT, London Metropolitan University, United Kingdom
  - Pr. Richard FONTAINE, Université du Québec (ESG-UQAM), Canada
  - Pr. Michael LINGENFELDER, Philippus-Universität Marburg, Germany
  - Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
  - Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
  - Pr. Francis SALERNO, Université de Lille 1, France
  - Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
  - Thomas SENDER, Université Paris 1 Panthéon Sorbonne, France
  - Simon REGNIER, Université Paris 1 Panthéon Sorbonne, France
  - Alice GUZZETTI, Università Cattolica del Sacro Cuore, Italy
  - Beatrice RE, Università degli Studi di Pavia, Italy
  - Value co-creation processes in the circular economy

THURSDAY 16/01/20 - 13:15-15:45 | ESCP EUROPE – ROOM 4117

> Doctoral Colloquium

- Co-Chairs :
  - Pr. Michelle BERGADAA, Université de Genève, Switzerland
  - Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
  - Pr. Dominique CRIE, Université de Lille 1, France
  - Pr. Hanen KHEMAKHEM, Université du Québec (ESG-UQAM), Canada
  - Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
  - Pr. José Miguel MUGICA GRIJALBA, Universidad Pública De Navarra, Spain
  - Pr. Shinya NAGASAWA, Waseda University, Japan
  - Pr. Tiziano VESCOVI, Università Ca’ Foscari Venezia, Italy
  - Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
  - Hager CHAKER, Corvinus University of Budapest, Hungary
  - Jing NIU, HEC Paris, France
  - Corporate Social Responsibility in Hotels:Value-action Gap Analysis in Tunisia
  - Kerstin BLACHNIK, EBS Universität für Wirtschaft und Recht, Germany
  - A meta-analysis about the drivers and effects of participation in online communities
  - Leveraging strategic alliances for digital transformation to optimize marketing and sales in the OTC-pharmaceutical market
> Doctoral Colloquium – Closing Remarks

- Chair:
  - Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
THURSDAY 16/01/20 - 16:00-17:00 | ESCP EUROPE – ROOM 4117

> IMTC Best Thesis Award – Oral Defense

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

- Co-Chairs:
  - Pr. Claire-Lise ACKERMANN, ESC Rennes School of Business, France
  - Pr. Jean-Claude ANDREANI, ESCP Europe, France
  - Pr. Roger BENNETT, London Metropolitan University, United Kingdom
  - Pr. Michelle BERGADAA, Université de Genève, Switzerland
  - Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
  - Pr. Silvia CACHO-ELIZONDO, IPADE Business School, Mexico
  - Pr. Dominique CRIE, Université de Lille 1, France
  - Pr. Howard DAVEY, University of Waikato, New Zealand
  - Pr. Patrick de PELSMACKER, University of Antwerp, Belgium
  - Pr. Richard FONTAINE, Université du Québec à Montréal (ESG-UQAM), Canada
  - Pr. Martina GALLARZA, Universitat de Valencia, Spain
  - Pr. Bruno GODEY, NEOMA Business School, France
  - Pr. Hanen KHEMAKHEM, Université du Québec (ESG-UQAM), Canada
  - Pr. Emmanuelle LE NAGARD, ESSEC Business School, France
  - 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. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
  - Pr. Tiziano VESCOVI, Università Ca’ Foscari Venezia, Italy
  - Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany

- Freya DE KEYZER, University of Antwerp, Belgium
  - Brand Communication on Social Networking Sites
  - Sara CATALAN, Universidad de Zaragoza, Spain
  - Engaging users through gamification. The role of emotions, motivation, and flow.

- Carl-Philip AHLBOM, Stockholm School of Economics, Sweden
  - How Technology is Evolving In-Store Shopping Behaviors: Evidence from the Field

- Christina ZILIANI, Università degli Studi di Parma, Italy
  - Mobile Shopping Revolution: threats and opportunities for grocery retailers

- Elisa SCHWEIGER, King’s College London, United Kingdom
  - Sensory Marketing and Shopping Behavior: Understanding the Types, Processes, and Implications

- Julie VERSTRAETEN, Ghent University, Belgium
  - Time-Inconsistent Choices in Today’s Market Place : How Retail Trends Affect Consumers’ Food Choices

- Yonathan Sylvain ROTEN, Université Paris 1 Panthéon Sorbonne, France
  - Understanding the motivations and mechanisms of screen-Sharing: An application to shop assistants-customers interactions
Professor Elyette Roux Best Thesis in Luxury Brand Management Award – Oral Defense

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

- Co-Chairs:
  Pr. Jean-Claude ANDREANI, ESCP Europe, France
  Pr. Michelle BERGADAA, University of Geneva, Switzerland
  Pr. Yves EVRARD, HEC Paris, France
  Pr. Emmanuelle LE NAGARD-ASSAYAG, ESSEC Business School
  Pr. Jean-Louis MOULINS, Aix-Marseille University, France
  Pr. Shinya NAGASAWA, Waseda Business School, Japan
  Pr. Alberto PASTORE, Roma La Sapienza University, Italy
  Mr Eric PESTEL, CEO – LOOKADOK
  Pr. Francis SALERNO, Lille University, France
  Pr. Nadine TOURNOIS, Nice University, France
  Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
  Pr. Tiziano VESCOVI, Università Ca’ Foscari Venezia, Italy
  Pr. Klaus-Peter WIEDMANN, Hannover Leibniz University Germany

- HaroIdo MONTEIRO DA SILVA FILHO, Rennes Business School, France
  An investigation into the CFO’s personal skills influencing
- Hanna KONTU, London College of Fashion - University of the Arts London, United Kingdom
  Creating a strategy for social media perspectives from the fashion industry
- Lara HAUG, University of St.Gallen, Switzerland
  How Luxury Brands Can Successfully Attract Millennials : Using Touchpoint Strategies
- Hannes GURZKI, TU Braunschweig - Institut für Automobilwirtschaft und Industrielle Produktion, Germany
  The Creation of the Extraordinary Perspectives on Luxury
- Chikako ISHIZUKA, Niigata University, Japan
  The Role of Sales Representatives and Changes in Consumer Attitudes Toward Repeat Patronage of Luxury Brand Products
FRIDAY 17TH JANUARY 2020

FRIDAY 17/01/20 - 08:30-09:00 | ESCP EUROPE – AMPHI GELIS

> Registration
ESCP EUROPE
79, avenue de la République
75011 PARIS
FRANCE

FRIDAY 17/01/20 - 09:00-09:30 | ESCP EUROPE – AMPHI GELIS

> Opening Speech
- On behalf of ESCP Europe
  - Pr. Frank BOURNOIS, Executive President & Dean ESCP Europe

> IMTC Awards
> IMTC Best Thesis Award
> Professor Elyette Roux Best Thesis in Luxury Brand Management Award

- On behalf of the Organizing Committee
  - Pr. Jean-Claude ANDREANI, ESCP Europe
  - Pr. Umberto COLLESEI, Università Ca’ Foscari Venezia
  - Ms. Françoise CONCHON, INSEMM Market Research / President IMTC
  - Pr. Michael HAENLEIN, ESCP Europe
  - Pr. Alberto PASTORE, Sapienza Università di Roma
  - Pr. Tiziano VESCOVI, Ca’ Foscari Università Venezia

- On behalf of Professor Elyette Roux Best Thesis in Luxury Brand Management Award
  - Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
  - Pr. Jean-Claude ANDREANI, ESCP Europe, France - Pr. Michelle BERGADAA, University of Geneva, Switzerland - Pr. Yves EVRARD, HEC Paris, France - Pr. Emmanuelle LE NAGARD-ASSAYAG, ESSEC Business School - Pr. Jean-Louis MOULINS, Aix-Marseille University, France - Pr. Shinya NAGASAWA, Waseda Business School, Japan - Pr. Alberto PASTORE, Roma La Sapienza University, Italy - Mr Eric PESTEL, CEO – LOOKADOK - Pr. Francis SALERNO, Lille University, France - Pr. Nadine TOURNOIS, Nice University, France - Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France - Pr. Tiziano VESCOVI, Università Ca’ Foscari Venezia, Italy - Pr. Klaus-Peter WIEDMANN, Hannover Leibniz University Germany
FRIDAY 17/01/20 - 09:30-10:30 | ESCP EUROPE – AMPHI GELIS

> Plenary Session

- Chair: Pr. Michael HAENLEIN, ESCP Europe, France
  Pr. Alberto PASTORE, Università di Roma La Sapienza, Italy

- TEICHERT T., Universität Hamburg, Germany, ACKERMANN C.-L., ESC Rennes School of Business, France, WOERFEL P., Universität Hamburg, Germany
  *Casual consumption as an automatic process: The case of snacking*

- BALECH S., IAE Amiens, BENAVENT C., Université de Nanterre, DE PECHPEYROU P., Université de Créteil, France
  *From Ratings to Sentiment Analysis: Toward a Better Understanding of Online Reviews? The Airbnb Case.*

FRIDAY 17/01/20 - 10:30-11:00 | ESCP EUROPE – SALON JEAN-BAPTISTE SAY

> Coffee Break

FRIDAY 17/01/20 - 11:00-13:00 | ESCP EUROPE – AMPHI GELIS

> Marketing Strategy Forum – Round Table

“First insights into the post-marketing era. #impact #creativity #coherence #society #technology”

- Chair: Pr. Tiziano VESCOVI – Università Ca’ Foscari Venezia, Italy
  Dr. Pierre LE SOURD – FEFIS, France

- Mme Karen BRUNOT, Marketing & Digital Director France – ARVAL BNP PARIBAS GROUP
- Mme Mathilde HEBERT-GUENET, Deputy Chief Marketing Officer – SAINT-GOBAIN GROUP
- Mme Laetitia FOUQUET-DUFIL, Marketing Development Director - MGEN
- M. Gonzague de LA FRESNAYE, Shopper Marketing Manager – L’OREAL
- M. Nicolas de SAINT-PIERRE, Western Europe Marketing Director – SAVENCIA FROMAGE & DAIRY
- Mme Valérie THOMAS, Communication, Marketing and Clients Relationship Director – MARQUES AVENUE

FRIDAY 17/01/20 - 13:00-14:00 | ESCP EUROPE – LE FORUM

> Lunch Break
FRIDAY 17/01/20 - 14:00-15:30 | ESCP EUROPE – ROOM 4117

> Marketing Strategy Forum – Round Table
“First insights into the post-marketing era. #impact #creativity #coherence #society #technology”

- Chair: Mme Sophie DESORMIERE, CEO and Founder – AALPS CAPITAL, France
  Pr. Boris DURISIN – ESCP EUROPE, France
- Mme Valérie BERTHEAU, Group Product Policy Vice President – THALES GROUP
- Mme Laurence BONY, CEO – LB CONSULTING
- M. Alain CAPPANNELLI, Vice President Non-Food Metro Group Worldwide – METRO CASH & CARRY
- Mme Olivia PIERRE, Global Category Manager – Consumer Adhesives– Repair & Assembly – BOSTIK
- Mme Anne-Laure VAN ROSSUM DU CHATTEL, Head of Marketing – ADAMAS

FRIDAY 17/01/20 - 14:00-15:30 | ESCP EUROPE – ROOM 4119

> Marketing Strategy Forum – Round Table
“First insights into the post-marketing era. #impact #creativity #coherence #society #technology”

- Chair: Mme Delphine DESGURSE, Co-Founder – COWORK.ID / SHARE & VALUE, France
  Pr. Raphaelle PANDRAUD – ESCP Europe
- Mme Sylvie COMBASTEL, B-to-B Global Marketing & Communication Manager – SHELL
- Mme Isabelle FONDIMARE, Global Business Line Client Solutions Marketing & Promotion Director – ENGIE
- Mme Marie GUILLEMET, La Redoute Brand Manager – LA REDOUTE
- M. Fabien RAZAC, Marketing Director – LESIEUR
- M. Eric PESTEL, CEO – LOOKADOK
FRIDAY 17/01/20 - 14:00-15:30 | ESCP EUROPE – ROOM 4109

> Arts, Cultural and Creative Industries Forum – Round Table
  “Being creative in post true era time... Bridging the gap between creativity, commerce and social impact.”
  - Chair: M. Olivier PERPOINT, Founder – IDEATORE / Founder – ICI VENICE
    Pr. Marie-Pierre FENOLL, ESCP Europe
  - M. Charles BURNEX, Street artist – BURNEX CORPORATION
  - Mme Sandy ABENA, Weekly afrocuriosity editor – ABENAFRICA
  - Mme Maurine PAGANI, Film director
  - Mme Maria DION-GOKAN, Ethnic and committed initiative paying tribute to African coffee – RITUEL CAFÉ
  - M. Mamadou Dian DIALLO, The first champagne with an African name.. – CHAMPAGNE DIAN DIALLO
  - Mme Nathalie GEORGE, Creative Designer - Stylist

FRIDAY 17/01/20 - 15:30-16:00 | ESCP EUROPE – SALON JEAN-BAPTISTE SAY

> Coffee Break
  Coffee Tasting with RITUEL CAFÉ
FRIDAY 17/01/20 – 16:00-17:30 | ESCP EUROPE – ROOM 4104

> Academic Research Sessions – Paper Presentations

“Food Industries”

- Chair: Pr. Ophélie MUGEL, AgroParisTech, France
  Pr. Klaus-Peter WIEDMANN, Gottfried Wilhelm Leibniz Universität Hannover, Germany

- ANGELINI A., Università di Pisa, GILLI A., Sant’Anna Universitaria Superiore Pisa, Italy
  Customer Experience in the Wine Tourism: Evidence from Bolgheri (Italy)

- ARDOUIN O., PIRIS Y., Université Bretagne Sud, France
  Why a local food product will never be confused with a national or global brand food product?

- DELANNOY A., HELENE L., DE VASSOIGNE T., Ecole de Management de Normandie, France
  Discourse analysis of the identity perception of eating behaviors: the case of Vegans

- L BABOU I., BABOU Conseil, France
  When art and advertising merge: the example of food advertising

> Poster

- GONZALEZ HEMON G., Université d’Angers, France
  Loss of perceived traditionality in a food product: the case of Tamale, Mexican food product

FRIDAY 17/01/20 – 16:00-17:30 | ESCP EUROPE – ROOM 4105

> Academic Research Sessions – Paper Presentations

“Services”

- Chair: Pr. Przemyslaw TOMCZYK, Kozminski University, Poland
  Pr. Simonetta PATTUGLIA, Università degli Studi di Roma Tor Vergata, Italy

- HANSEN T., Copenhagen Business School, Denmark
  The Interplay between Economic Healthiness, Consumer Confidence, and General Trust in Financial Institutions

- AARAS M., NICOLOSI A., Montpellier Business School, France
  Digitization of the Banking Sector: Customer Perception

- RIBA B., BOUZAABIA R., Institut des Hautes Etudes Commerciales de Sousse, Tunisia, CAPATINA A., “Dunarea de Jos” University of Galați, Romania
  A cross-cultural study of the role of trust and religiosity in the adoption of Internet Banking

- ABUSHARBEH M., YASIN M., Arab American University, Palestine, PORCU L., LIEBANA-CABANILLAS F., Universidad de Granada, Spain
  The impact of religious values on customers’ intention to forward online company generated contents (CGC): Palestinian Islamic Banks a case

- FONTAINE R., KHEMAKHEM H., VANDERMEERSCHEN J., Université du Québec (ESG-UQAM), Canada
  The effects of a financial auditor’s value-added audit on the client’s use of power
FRIDAY 17/01/20 – 16:00-17:30 | ESCP EUROPE – ROOM 4109

> Academic Research Sessions – Paper Presentations
“Arts, Cultural and Creative Industries”

- Chair: Pr. Marie-Pierre FENOLL, ESCP Europe - Paris Campus, France
  Pr. Béatrice CANEL-DEPITRE, Université de Normandie, France
  Pr. Yves EVRARD, HEC Paris, France

- TUBILLEJAS ANDRES B., CALDERON GARCIA H., CERVERA-TAULET A., Universidad de Valencia, Spain
  *Social media engagement in museums: exploratory research*

- MILIANI V., CHÉRIF BEN MILED H., Université Paris 1 Panthéon-Sorbonne, France
  *Contemporary artist co-creator of value*

- EL-NEMR D., Université de Normandie, France
  *The development of cultural tourism in a marginalized area based on customers’ expectations: the case study of Baalbek-Hermel in Lebanon*

- DOGRUÖZ ÖZER H., AKAGÜN ERGİN E., Çankaya Univesity, Turkey
  *Perception of Brand Heritage: An Application on Turkish Textile Sector*

FRIDAY 17/01/20 – 16:00-17:30 | ESCP EUROPE – ROOM 4117

> Academic Research Sessions – Paper Presentations
“Social Networks and Social Media”

- Chair: Pr. Dave BUSSIÈRE, University of Windsor, Canada
  Pr. Benoît HEILBRUNN, ESCP Europe - Paris Campus, France

- MILANO C., Solvay Brussels School of Economics and Management, Belgium
  *Democratization of Cultural Capital through Social Networks – The impact of Human Values on cultural audiences’ consumption*

- ADRIAN JIMENEZ S., PALACIOS FLORENCIO B., Universidad Pablo de Olavide, GARCIA DEL JUNCO J., ESPASANDIN BUSTELO F., Universidad de Sevilla, Spain
  *The Social Networks and food habits of the Spanish Postmillenials*

- SHEHZALA, Indian Institute of Management Indore, India
  *Who you are, what you do, and how it matters to me- Social Media Influencers of Instagram and Attitude Towards the Brand*

- HASSOUNI M., ISCAE, CHAKOR A., Université Mohammed V de Rabat, Morocco
  *The cocreation of value on Facebook: Evidence from the Moroccan Airlines Industry*
FRIDAY 17/01/20 – 16:00-17:30 | ESCP EUROPE – ROOM 4119

> Academic Research Sessions – Paper Presentations

“Corporate Social Responsibility”

- Chair: Pr. Thorsten TEICHERT, Universität Hamburg, Germany
  Pr. Mihai CALCIU, Université de Lille, France

- ASVANYI K., HAGER C., VARGA A., Corvinus University of Budapest, Hungary
  *Value-action gap in CSR activity of the TOP "green" hotels in Paris*

- VARESE E., PELLICELLI A. C., BOLLANI L., Università di Torino, Italy
  *Preliminary results of an empirical study about CSR labels related to fishery*

- ABUZZAH H. F., SALERNO F., BERRICHE A., Université de Lille, France
  *Social responsibility in B2B and its influence on long-term orientation through the trust - Analysis in oil and petrochemical industry*

- DEMETRIOU M., IOANNIDOU M., MORPHITOU R., University of Nicosia, Cyprus
  *Corporate Social Responsibility-The Day after the ‘Financial Haircut’ in Cyprus*

FRIDAY 17/01/20 – 16:00-17:30 | ESCP EUROPE – ROOM 4303

> Academic Research Sessions – Paper Presentations

“Healthcare Marketing Strategies”

- Chair: Pr. Alain OLLIVIER, ESCP Europe - Paris Campus, France
  Pr. Olivier DROULERS, Université de Rennes, France

- MURANTE A. M., GENNUSO G., Sant’Anna Scuola Universitaria Superiore Pisa, Italy
  *Building autonomy for maintaining active healthy ageing behaviours in the adult population*

- QUERO C., ISTEC Paris, CRIE D., Université de Lille, France
  *A qualitative investigation of activities of value creation in social marketing. The case of Quantified-Self experience in weight control.*

- KONDRACTEVA G., EDC Paris Business School, BAUDIER P., EM Normandie, AMMI C., Institut Mines-Télécom Business School, France
  *The Digital Natives’ paradox: Adoption of Telemedicine Cabin*

- MAKNI A., TEMESSEK-BEHIT A., Université de Carthage, Tunisia
  *Consumer emotional reactions and intentions during a health crisis : the Levothyrox case*
FRIDAY 17/01/20 – 16:00-18:00 | ESCP EUROPE – ROOM 4305

> Academic Research Sessions – Paper Presentations
“Marketing Strategy”

- Chair: Pr. Julien SCHMITT, ESCP Europe - Paris Campus, France
  Pr. Damien HALLEGATTE, Université du Québec à Chicoutimi, Canada

- TERCIA C., Prasetya Mulya University, Indonesia, TEICHERT T., Universität Hamburg, Germany,
  SIRAD D., Prasetya Mulya University, Indonesia
  Implicit cognitions in the experience economy: Anticipation of desired travel experiences

- PELOSO A., Arizona State University, United States of America
  The Power and Meaning of Micro and Macro Trends in Contemporary Organisations

- COURVOISIER F., Haute école de gestion Arc, Switzerland
  Art, industry, marketing: ingredients of the revival of Swiss watchmaking

- POMA L., Università Libera Università Maria Ss. Assunta Roma, Italy
  Innovative tools for stakeholder’s mapping and integrated reporting

- BERRICHE A., CARPENTIER L., MARTIN A., IAE Université de Lille, France
  Dynamique de changement de comportement financier du consommateur : buts multiples, classes latentes de changement et priorités futures

- DÖNER F., AKAGÜN ERGİN E., Çankaya University, Turkey
  The effect of sex appeals used in advertisements on consumer behavior ; impact on LGBT members living Ankara

- KOBI H., OUKASSI M., Université Mohammed V de Rabat, Morocco
  The blocking factors of female entrepreneurship in Morocco: case of the region beni-mellal-Khénifra

> Poster

- Azza FRIKHA, ESC Tunis, Tunisia
  The components of a measurement scale: main challenges

FRIDAY 17/01/20 – 16:00-17:30 | ESCP EUROPE – ROOM 4308

> Academic Research Sessions – Paper Presentations
“International Marketing”

- Chair: Pr. Sandrine MACE, ESCP Europe – Paris Campus, France
  Pr Paola SIGNORI, Università degli Studi di Verona, Italy

- D’ASTOUS A., HEC Montréal, Canada, BOUJBEIL L., IHEC Carthage, Tunisia, CHARRETTE F., Habo Studio Inc., Canada
  Cosmopolitanism, Country Image, and Country Perceptions

- DIONISIO M., Universidade Federal do Rio de Janeiro, Brasil, PINHO J. C., MACEDO I. M., Universidade do Minho, Portugal
  Resourced-based View and Internationalization in social enterprises: an exploratory study from Ashoka’s Globalizer in Brazil

- DEMIRTSHYAN S., Université Jean Moulin Lyon 3, France
  What is new about country-of-origin? The Handicraft Effect.
FRIDAY 17/01/20 - 20:00-23:00 | GALA DINNER

> Gala Dinner

Please ask for your nominative invitation at reception desk
Dress code: Jacket
SATURDAY 18TH JANUARY 2020

SATURDAY 18/01/20 - 08:30-09:00 | ESCP EUROPE – AMPHI GELIS

> Registration
ESCP EUROPE
79, avenue de la République
75011 PARIS
FRANCE

SATURDAY 18/01/20 - 09:00-12:30 | ESCP EUROPE – 4117

> Academic Research Sessions – Paper Presentations
“Consumer Behavior”

including 10:30-11:00: Coffee Break

- Chair: Pr. Torben HANSEN, Copenhagen Business School, Denmark
  Pr. Antony PELOSO, Arizona State University, USA

- HALLEGATTE D., Université du Québec à Chicoutimi, Canada
  The boundaries of consumer free will

- BUSSIERE D., University of Windsor, Canada
  Understanding the Value of Time: A Travel Time Analysis

- MAHAPATRA S., BANERJEE P., Indian Institute of Management Indore, India
  Influence of individual difference on choice decisions

- CHEN Y., DU J., Nankai University, China
  Do Assertive pervasiveness enhance purchase?

- BOUKOUYEN F., BREE J., Université de Normandie, France, BELHSEN N., École nationale de commerce et de gestion de Tanger, Morocco
  A new classification of opportunism in co-creation platforms

- TOMCZYK P., Kozminski University, Poland
  Customer’s creative activities in New Product/Service Development procedure

- AYED N., YILDIZ H., Université de Lorraine, France
  Research project: “Participative” Event Marketing and Role of Participant Commitment

- SCARANO M. C., Université de Lille, BRODIN O., Université d’Artois, France
  Personal network and consumer mobility: the key role of the visitor friends and relatives on the consumption behavior of the visited member

- REQUARDT J., WIEDMANN K.-P., Gottfried Wilhelm Leibniz Universität Hannover, Germany
  Analyzing The Behavior Of Automotive Customers. - Which Theories Are Of Significance In Marketing Practice and Science Today?

- MINGUEZ A., SESE F.J., Universidad de Zaragoza, Spain
  When Social Influence Works in Charitable Giving: The Role of Affinity with Cause and Past Giving Behavior
SATURDAY 18/01/20 - 10:00-12:30 | ESCP EUROPE – ROOM 4104

> **Academic Research Sessions – Paper Presentations**

**“Brand”**

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

- **Chair:** Pr. Alain d’ASTOUS, HEC Montréal, France  
  Pr. Jean-François BOSS, HEC Paris, France

- **MARRONE T., TESTA P., CANTONE L.,** Università degli Studi di Napoli Federico II, Italy  
  *Marketing Theory Advancement on Consumer Brand Engagement*

- **PATTUGLIA S., AMOROSO S.,** Università degli Studi di Roma Tor Vergata, Italy  
  *From Brand Experience to Brand Love. A tested model in OTT industry*

- **PELICELLI A. C., FRANZE C.,** Università di Torino, Italy  
  *Strategic implications of brand advocacy on consumer purchase decisions in the video game market*

- **DESVEAUD K.,** Université Toulouse 1 Capitole, France  
  *Increasing customer brand loyalty: Proposition of an integrative metamodel*

> **Poster**

- **CARRAZZA I.,** Université Paris 1 Panthéon-Sorbonne, France  
  *A Very Fashionable Past: Heritage Branding & Luxury Fashion Brands*

SATURDAY 18/01/20 - 09:00-12:30 | ESCP EUROPE – ROOM 4303

> **Academic Research Sessions – Paper Presentations**

**“Luxury Industries Marketing Strategies”**

- **Chair:** Pr. Tony DE VASSOIGNE, Ecole de Management de Normandie, France  
  Pr. Richard FONTAINE, Université du Quebec (ESG-UQAM), France

- **BLANCHAI J., Kiko France, DELANNOY A., DELANNOY D.,** EM Normandie, France  
  *Exploratory analysis of brand image of luxury fashion companies in the process of dematerialization: between successful digitalization and loss of control*

- **GRISSET L., TOURNOIS N, IAE Nice, France**  
  *Children as luxury brands new challenge: towards an accessorization phenomenon of this target*

- **RIEDMEIER J.,** IUM International University of Monaco, Monaco  
  *The role(s) of luxury brand managers in times of brand meaning co-creation*

- **KUMAGAI K., NAGASAWA S.,** Waseda University, Japan  
  *Consumer perceptions of apparel brand prestige in upward comparisons with adjacent store brands: The assimilation and contrast effects*

- **WAN Y., KOROMYSLOV M.,** ICN Business School, France, WU F., ZHU H., Shanghai Jian Qiao University, China  
  *Does Social media marketing work in Chinese luxury market?*

- **BASHUTKINA M.,** Haute école de gestion Arc, Switzerland  
  *From industrial to experiencial: swiss luxury watchmaking manufacture’s visit as a (very) experiential vector of clients relationship*
SATURDAY 18/01/20 - 09:00-12:30 | ESCP EUROPE – ROOM 4105

> **Academic Research Sessions – Paper Presentations**

**“Tourism and Hospitality”**

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

- Chair: Pr. Berta TUBILLEJAS ANDRES, Universidad de Valencia, Spain
  Pr. François COURVOISIER, Haute école de gestion Arc, Switzerland

- ZBIKOWSKA A., Cracow University of Economics, Poland
  *Restaurants’ Communication with Dissatisfied Customers on TripAdvisor – the Comparative Study*

- EL-NEMR N., CANEL-DEPITRE B., TAGHIPOUR A., Université de Normandie, France
  *Identifying the Preferences of a New Target Market in the Lebanese Hotel Industry*

- TAHALI S., Faculté des Sciences de Gestion ISIAM-Agadir, Morocco, YILDIZ H., Université de Lorraine, France
  *Claims of clients on social media in the tourist sector*

- NOGUEIRA S., PINHO J. C., Universidade do Minho, Portugal
  *Integrating stakeholder and network theory: the specific case of wild national park rural tourism*

- BEN CHEIKH A., Institut Supérieur de Gestion de Tunis, BEN OTHMEN I., Faculté des Sciences Économiques et de Gestion de Tunis, Tunisia
  *Drivers of the E-WOM: Evidence from the Tunisian tourism destination*

SATURDAY 18/01/20 - 10:00-12:30 | ESCP EUROPE – ROOM 4109

> **Academic Research Sessions – Paper Presentations**

**“Advertising - Communication”**

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

- Chair: Pr. Michelle BERGADAA, Université de Genève, Switzerland
  Pr. Jean-Louis MOULINS, Aix-Marseille Université, France

- SANAK-KOSMOWSKA K., WIKTOR J., Cracow University of Economics, Poland
  *Polish and Japanese Students’ digital competence in the area of on-line advertising. Similarities and differences*

- MEDIC D., DECAUDIN J.-M., Université Toulouse 1 Capitole, France
  *Culture and humor in ads*

- MZOUGHI M., Université de Reims Champagne Ardenne, CHERIF E., Université d’Auvergne, France
  *The effect of anthropomorphism on advertising effectiveness: experiment on anthropomorphism of iconic elements of the advertising*

- BEL HAJ HASSINE A., NEFZI A., Université de Tunis El Manar, Tunisia
  *The effect of incidental exposure to advertising on consumer attitudes*

> **Poster**

- AYED N., Université de Lorraine, France
  *Interactive Event Marketing: Role Of Participant Commitment*
SATURDAY 18/01/20 - 10:00-12:30 | ESCP EUROPE – ROOM 4305

> **Academic Research Sessions – Paper Presentations**

“Digital Experience and Big Data”

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

- Chair: Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA Angers, France
  Pr. Julio GARCIA DEL JUNCO, Universidad de Sevilla, Spain

> **Digital Experience**

- FERREIRA I., HERNANDEZ-ORTEGA B., Universidad de Zaragoza, Spain
  *Consumer experience with smart technologies: applying an interpersonal perspective based on triangular of Love Theory*

- EL KAMEL L., Université TELUQ, Canada
  *Internet of Things and Consumer Psychological Well-Being*

- SIGNORI P., Università degli Studi di Verona, Italy
  *Sustainable Digital Customer Experience*

- QIANG LU S., The University of Sydney, Australia
  *Mobile Payment and Customer Purchase Behavior*

- BITRIAN P., BUIL I., CATALAN S., Universidad de Zaragoza, Spain
  *Flow and business simulation games: a typology of students*

> **Big Data**

- CALCIU M., Université de Lille, MOULINS J.-L., Aix Marseille Université, SALERNO F., Université de Lille
  *Marketing Knowledge Discovery and Big Data Analytics. Towards reducing technological entry barriers for marketing scientists*

- CACHO-ELIZONDO S., IPADE Business School, LAZARO ALVAREZ J.-D., Centro de Perfeccionamiento Directivo, Mexico
  *Big Data in the Decision-Making Processes of Football Teams*
Academic Research Sessions – Paper Presentations
“Sustainable Development”

including 10:30-11:00: Coffee Break

- Chair: Pr. Anna Claudia PELLICELLI, Università di Torino, Italy
  Pr. Christian PINSON, INSEAD, France

- KILIAN S., MANN A., Universität Kassel, Germany
  *When the Damage is Done: Effects of Moral Disengagement on Sustainable Consumption*

- MONTMASSON S., Université de Toulon, France
  *The role of institutions in clothes ethical consumption behavior*

- AFAWUBO K., TAHALI S., AYED N., YILDIZ H., KORMANN P., Université de Lorraine, France,
  N’DIAYE F., Université de Saarbrucken, Germany
  *The sharing economy in tourism: sustainability or non-sustainability?*

- PRETE M. I., RIZZO C., GUIDO G., PICIERRI M., PALMI P., Università del Salento, Italy
  *Assessing consumers’ behavioral intentions to adopt green technologies: A combined research framework*

- MULLER J., ESSON EKWA M., Université d’Artois, France
  *Ecological sensitivity and environmental concern: Conceptual definitions, measurements and research results*

- JAOUED-ABASSI L., Université Paris-Est Marne La Vallée, France
  *The effect of attributions on the adoption of an ecological behavior: An exploratory quantitative study*

- ANABA D., Université de Douala, Cameroun
  *Motivations and barriers to the adoption of ecological behaviors? : an exploratory study in an African context*
SATURDAY 18/01/20 - 09:00-12:30 | ESCP EUROPE – ROOM 4119

> Academic Research Sessions – Paper Presentations
“Retail Strategy and Retail Brands”

including 10:30-11:00: Coffee Break

- Chair: Pr. Enrico COLLA, ESCP Europe - Paris Campus, France
  Pr. Hanen KHEMAKHEM, Université du Québec (ESG-UQAM), Canada

- JOYEUX J.-M., NOTEBAERT J.-F., BELVAUX B., IAE de Dijon - Université de Bourgogne, France
  Resistance of traditional wholesalers: a dichotomy of flows within the distribution channel

- LACOSTE-BADIE S., Université de Lille, DROULERS O., BIGOIN GAGNAN A., Université de Rennes, France
  Symmetry and Attention in a Retail Context

- ROMDHANE R., Faculté des Sciences Économiques et de Gestion de Tunis, BOUZAABIA R., Institut des Hautes Etudes Commerciales de Sousse, Tunisia
  The roles of perceived norms and self-consciousness in understanding consumers’ willingness to recommend: The case of off-line second-hand clothing

- EL ABED M., LEMOINE J.-F., Université Paris 1 Panthéon-Sorbonne, France
  Understanding the effects of smart in store technology on the shopping experience dimensions: An application to connected stores

- CACHERO-MARTINEZ S., VAZQUEZ-CASIELLES R., Universidad de Oviedo, Spain
  Emotions in Retail: How to create hedonic value from the interactive experience to get brand fans?

- BOUSTANI G., Université Paris 1 Panthéon Sorbonne, France
  Ephemeral store adoption by brands

- NAGASAWA S., Waseda University, SUGANAMI N., Tanseisha Co. Ltd., Japan
  Flagship Shop Strategy for Brand Building - Case of MUJI

- ELAMRI TRABELSI R., KANNOU A., SAIED BEN RACHED K., Faculté des Sciences Économiques et de Gestion de Tunis, Tunisia
  Antecedents of resistance to a retailer brand substitution
SATURDAY 18/01/20 - 09:00-12:30 | ESCP EUROPE – ROOM 4309

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

including 10:30-11:00: Coffee Break

- Chair: Pr. Olivier BADOT, ESCP Europe - Paris Campus, France
  Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany

- SEIGET C., EBS Universität für Wirtschaft und Recht, Germany
  Omni Channel Management at the POS of FMCG Goods Using Modern Technological Communication Methods with Regard to German food Di

- BASILE V., TESTA P., CANTONE L., Università degli Studi di Napoli Federico II, Italy
  The customer e-loyalty in online retailing: a proposal of a measurement scale

- CASTRO-LOPEZ A., IGLESIAS V., VAZQUEZ-CASIELLES R., Universidad de Oviedo, Spain
  Retail market in the digital age. Are marketplaces an appropriate canal to fight the crisis?

- LAROUTIS D., EM Normandie, BOISTEL P., ESC Amiens, BADOT O., ESCP Europe, France
  Analysis of Determinants of Purchase Frequency on Merchant Websites

- BEN GHANEM M., DEKHIL F., Université de Tunis El Manar, Tunisia
  Identification of Lurkers to participate in virtual communities in a context Research Online Purchase Offline “ROPO”

- Viejo-Fernández N., SANZO-PEREZ M. J., VAZQUEZ-CASIELLES R., Universidad de Oviedo, Spain
  Showroomers… They are not as bad as they are made to be

SATURDAY 18/01/20 – 12:30-12:45 | ESCP EUROPE – AMPHI GELIS

> Closing Remarks

> Best Paper Award

- On behalf of ESCP Europe
  . Pr. Frank BOURNOIS, Dean ESCP Europe

- On behalf of the Organizing Committee
  . Pr. Jean-Claude ANDREANI, ESCP Europe
  . Pr. Umberto COLLESEI, Università Ca’ Foscari Venezia
  . Ms. Françoise CONCHON, INSEEMA Market Research / President IMTC
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**PRACTICAL INFORMATION**

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FRANCE  

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