

**International
Marketing
Trends
Conference**

23rd International Marketing Trends *Conference*
January 18-20 2024

The challenge of Artificial Intelligence Marketing



PROGRAM SUMMARY



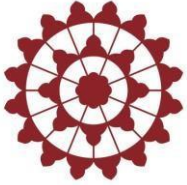
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THURSDAY 18TH JANUARY 2024

THURSDAY 18.01.2024 – 08:45 – ENTRANCE HALL

> **Opening of Registration**

ONLY for Doctoral Colloquium – Prof. Elyette Roux Award – Best Thesis Award

THURSDAY 18.01.2024 – 09:00-10:30 – ROOM 7

> **Doctoral Colloquium**

- Introduction to the Doctoral Colloquium Activities and Coaching Teams
 - . Prof. Lorena BLASCO-ARCAS, ESCP Business School – Madrid Campus, Spain
- Guest Speaker
 - . Prof. Charles HOFACKER, Florida State University, USA

THURSDAY 18.01.2024 – 11:00-12:15 – ROOM 7

> **Doctoral Colloquium – Working Session in Coaching Teams**

Topic : Consumer perspectives on consumption: sustainable consumption, user participation

- Coaches :
 - . Prof. Roger BENNETT, Kingston University London, United Kingdom
 - . Prof. Doreén PICK, Hochschule Merseburg University of Applied Sciences, Germany
 - . Prof. Richard FONTAINE, Université du Québec à Montréal, Canada
 - . Prof. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
- A. BAASKE, Akademia Leona Koźmińskiego, Poland
The evolution of models and perception of luxury brands: Examining the Veblen Effect in the 21st century.
- M. KIELAR, ESCP Business School – Paris Campus, France
“A moral boost for us or a moral boost for me?” – How self and other-oriented drivers of sustainable behaviour influence vicarious moral licensing.
- V. SPATARO, Scuola Superiore Sant'Anna, Italy
Co-assessment in healthcare: antecedents, tools, and influencing factors for utilizing patient feedback to improve healthcare services.



THURSDAY 18.01.2024 – 11:00-12:15 – ROOM 8

- > **Doctoral Colloquium – Working Session in Coaching Teams**
Topic : Digital dimensions of consumption I : digital ethics, brand activism and visual content perceptions
 - Coaches :
 - . Prof. Hsin Hsuan (Meg) LEE, ESCP Business School – London Campus, United Kingdom
 - . Prof. Charles HOFACKER, Florida State University, USA
 - . Prof. Lorena BLASCO-ARCAS, ESCP Business School – Madrid Campus, Spain
 - T. KNOPF, Hochschule Merseburg University of Applied Sciences, Germany
Corporate Digital Responsibility: motivation, activities and impact.
 - J. MÜCKSCH, TU Dresden, Germany
Rainbow washing and authentic brand purpose – An empirical investigation on customer's perception.
 - O. NIKULINA, Universiteit Maastricht, The Netherlands / Universiteit Hasselt, Belgium
The visual narrative: Conveying meaning through visual content.

THURSDAY 18.01.2024 – 11:00-12:15 – ROOM 9

- > **Doctoral Colloquium – Working Session in Coaching Teams**
Topic : Digital dimensions of consumption II : information polarization, purpose branding
 - Coaches :
 - . Prof. Charlotte GASTON-BRETON, ESCP Business School – Madrid Campus, Spain
 - . Prof. Angela CARIDA, Università degli Studi "Magna Graecia" di Catanzaro, Italy
 - . Prof. Silvia CACHO-ELIZONDO, IPADE Business School Universidad Panamerica, Mexico
 - Y. NOROTTE, HEC Paris, France
Reducing polarization: Promises and pitfalls of signalling receptiveness to opposing views.
 - T. RÜGER, TU Dresden, Germany
An empirical investigation of brand activism on Word-of-Mouth.

THURSDAY 18.01.2024 – 12:15-12:30 – ROOM 7

- > **Doctoral Colloquium – Final Debriefing and Closing Remarks**
 - Chair :
 - . Prof. Lorena BLASCO-ARCAS, ESCP Business School – Madrid Campus, Spain



THURSDAY 18.01.2024 – 09:00-09:45 – ROOM 6

> Elyette Roux Award – Oral Defense

- Chairs :
 - . Prof. Perrine DESMICHEL, ESCP Business School – Paris Campus, France
 - . Prof. Benjamin VOYER, ESCP Business School – London Campus, United Kingdom
- Co-Chairs :
 - . Prof. Michelle BERGADAA, Université de Genève, Switzerland
 - . Prof. Dominique CRIE, Université de Lille, France
 - . Prof. Jean-Louis MOULINS, Aix-Marseille Université, France
 - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
 - . Prof. Jean-François TRINQUECOSTE, Université de Bordeaux, France
 - . Prof. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
 - . Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
- A. ERRMANN, Auckland University of Technology, New Zealand
To 'Blend' or 'Shine': The chameleon effect of luxury brand prominence in mindful consumers.
- D. XIE, HEC Paris, France
Keeping up with the Joneses? Not so much for consumers who move around a lot.

THURSDAY 18.01.2024 – 09:45-12:15 – ROOM 6

> IMTC Best Thesis Award – Oral Defense

- Chair :
 - . Prof. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
- Co-Chairs :
 - . Prof. Carmen-Maria ALBRECHT, MSB Münster School of Business, Germany
 - . Prof. Michelle BERGADAA, Université de Genève, Switzerland
 - . Prof. Silvia CACHO-ELIZONDO, IPADE Business School Universidad Panamerica, Mexico
 - . Prof. Dominique CRIE, Université de Lille, France
 - . Prof. Olivier DROULERS, Université de Rennes, France
 - . Prof. Andrew FARRELL, Aston University Birmingham, United Kingdom
 - . Prof. Julio JIMENEZ, Universidad Zaragoza, Spain – Conference Chair
 - . Prof. Jean-Louis MOULINS, Aix-Marseille Université, France
 - . Prof. Shinya NAGASAWA, Waseda University, Japan
 - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
 - . Prof. Emmanuella PLAKOYIANNAKI, Universität Wien, Austria
 - . Prof. Francis SALERNO, Université de Lille, France
 - . Prof. Holger J. SCHMIDT, Hochschule Koblenz, Germany
 - . Prof. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
 - . Prof. Florian SIEMS, TU Dresden, Germany



- . Prof. Jean-François TRINQUECOSTE, Université de Bordeaux, France
- . Prof. Pierre VALETTE-FLORENCE, Université de Grenoble, France
- . Prof. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
- . Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair

- D. ALTENBURG, Universiteit Gent, Belgium
Introducing nuance to the measurement of consumers' automatic product appraisals: validation and applications of the implicit attribute classification task ('impact').
- S. BARTA, Universidad de Zaragoza, Spain
Augmented reality as a tool to improve decision-making in online shopping: mitigating the problem of product return.
- P. BRÜGGEMANN, FernUniversität in Hagen, Germany
Market share decomposition methodology – Methodological foundations and empirical insights utilizing market shares of national brands, private labels, and retail distribution channels in the grocery retail industry.
- J. BUBPHAPANT, Universidade do Porto, Portugal
An understanding of content marketing on online brand advocacy: a silver surfer perspective.
- L. DE KERPEL, Universiteit Gent, Belgium
Revolutionize your marketing: Unleash the power of novel persuasion tactics.
- N. FISCHER, Université de Montpellier, France
Cultural Intelligence – A key competence in intercultural sales? A study across three cultural contexts (France, India & England).
- A. GARCIA MILON, Universidad de la Rioja, SPAIN
Determinant factors in tourist shopping behaviour. Effect of new technologies.
- M. GLASER, Universität Wien, Austria
Persuasion effects of message factors in narrative advertisements: Product-Story link, actor types, and persuasive subtext.
- A. GUZZETTI, Università Cattolica del Sacro Cuore, Italy
Unconventional Luxury. Understandings on transformation in consumption.
- M. KEREKES, ESSEC Business School, France
Individuals' connection with social robots and its role in the appropriation process.
- M. LAROUM, Université Gustave Eiffel, France
Appropriation of quantified self-smart devices in a perspective of Desired Aging Well : The case of consumers aged 60 to 75.
- V. PROESMANS, Universiteit Gent, Belgium
Cooking up a media storm: The association between food media and our dietary behavior.
- G. PUSCEDDU, Università degli Studi di Cagliari, Italy
Business strategies in time of crisis: Latest developments and trends.
- V. SCHWEITZER, Université de Haute-Alsace, France
Consumer acceptance of self-generation technology : A psychological empowerment approach.



THURSDAY 18.01.2024 – 14:00-17:00 – ROOM 6

> **Research Workshop : Marketing Trends Radar**

This workshop aims to create an International Marketing Trends Radar system. By collaborating with colleagues from universities worldwide, our objective is to establish a systematic framework for collecting and analyzing marketing trends. The workshop will initiate an ongoing virtual dialogue, extending beyond the IMTC Congress, to discuss and share insights on marketing trends.

- Chair :

- . Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover – Germany
- Dr. Steffen SCHMIDT, Director Marketing Science & Agile Insights – Link Marketing Services AG a YouGov Company
Trends in AI: Theory and practice
- Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow Scotland – United Kingdom
Trends in Brand Management Research and Practice.
- Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover – Germany
Structuring of relevant marketing trends, their collection and analysis and presentation of a first outline of an International marketing trend radar system.

THURSDAY 18.01.2024 – 14:00-17:00 – ROOM 2

> **Research Workshop : Theory Vizualisation**

Visuals can distill complex research conceptualizations and findings to their essence and ultimately enhance a paper's contribution. Yet, visuals are hard to develop. This workshop is designed to share ideas, insights and best practices for creating compelling figures that organize your thinking, that communicate findings simply and effectively in a way that ultimately conveys the contribution and increases the visibility of the paper.

- Chair :

- . Prof. Dina RASOLOFOARISON, Université Paris-Dauphine PSL, France

THURSDAY 18.01.2024 – 14:00-16:00 – ROOM SALA TEATRO

> **Research Workshop : Writing Papers**

This workshop is for anyone wanting to improve their research and their writing and increase their chances of being published in highly ranked marketing journals. It will cover the process of writing up work for publication, including the major questions that review teams consider. The process of publication is difficult, but there are steps researchers can take to increase the chances of getting an acceptance. This workshop will cover these steps in detail, providing best practice examples and in-depth discussion.

- Chairs :

- . Prof. Andrew FARRELL, Aston University Birmingham, United Kingdom
- . Prof. Matti JAAKKOLA, The University of Manchester, United Kingdom



FRIDAY 19TH JANUARY 2024

FRIDAY 19.01.2024 – 08:30 – ENTRANCE HALL

> **Opening of Registration**

FRIDAY 19.01.2024 – 09:00-09:30 – AUDITORIUM

> **Welcome Speeches**

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

FRIDAY 19.01.2024 – 09:30-10:00 – AUDITORIUM

> **Keynote Speaker**

- Moderation :
 - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
- Mr. Renaud VIOT, Director Technology and Digital Consulting – MAZARS



FRIDAY 19.01.2024 – 10:00-10:30 – AUDITORIUM

- **Trends Track – Round Table**
- Moderation :
Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
- Mr. Nicolas MARESCAUX, Deputy Director Meeting Customers’ Needs & Innovation – MACIF
- Dr. Steffen SCHMIDT, Director Marketing Science & Agile Insights – Link Marketing Services AG a YouGov Company

FRIDAY 19.01.2024 – 10:30-11:00 – PALAZZINA GRECALE

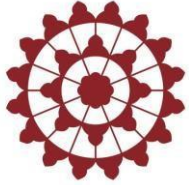
- > **Coffee Break**

FRIDAY 19.01.2024 – 11:00-12:15 – AUDITORIUM

- > **Marketing Strategy Forum – Round Table**
“Macro and micro perspectives on AI challenges in Marketing”
- Moderation:
 - . Prof. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair
- Ms. Claudia CALORI, Vice President Head of Global Marketing Personal Health – PHILIPS
- Mr. Gonzague de LA FRESNAYE, Shopper Marketing Manager – L'ORÉAL
- Mr. Attilio SOMMA, Head of Product Innovation and Center of Excellence – TIM Enterprise

FRIDAY 19.01.2024 – 11:00-12:15 – ROOM 6

- > **Luxury Brand Management Forum – Round Table**
“New Challenges in Luxury Brands Marketing”
- Moderation:
 - . Prof. Ben VOYER, ESCP Business School – London Campus
- Ms. Florence BULTÉ, Chief Sustainability Officer – CHALHOUB GROUP
- Mr. Benny BRIESEMEISTER, Scientific Lead and Senior Manager DELOITTE Neuroscience Institute – DELOITTE
- Prof. David DUBOIS, Associate Professor – INSEAD
- Ms. Caroline GRAUEL, Senior Consultant DELOITTE Neuroscience Institute – DELOITTE



FRIDAY 19.01.2024 - 12:15-12:45 – AUDITORIUM

- > **Awards Ceremony**
- > **IMTC Management Impact Award *acknowledging the contribution to Marketing practice***
 - Chairs:
 - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
 - . Prof. Michael HAENLEIN, ESCP Business School – Paris Campus
 - . Prof. Tiziano VESCOVI, Università Ca' Foscari Venezia
- > **IMTC Awards *acknowledging overall achievements in the fields of Marketing Trends***
 - Chairs:
 - . Prof. Julio JIMENEZ, Universidad Zaragoza, Spain – Conference Chair
 - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
 - . Prof. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
 - . Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
- > **IMTC Best Thesis Award**
 - Chair :
 - . Prof. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
- > **Prof. Elyette Roux Luxury Brand Management Award**
 - Chairs :
 - . Prof. Perrine DESMICHEL, ESCP Business School – Paris Campus, France
 - . Prof. Benjamin LE VOYER, ESCP Business School – London Campus, United Kingdom

FRIDAY 19.01.2024 – 12:45-13:45 – PALAZZINA GRECALE

- > **Lunch Break**

FRIDAY 19.01.2024 – 13:45-15:00 – AUDITORIUM

- > **Marketing Strategy Forum – Round Table**
“AI in Marketing: from theory to practice”
 - Moderation :
 - . Prof. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
 - Ms. Valérie BERTHEAU, Group Product Policy Vice-President – THALES GROUP
 - Ms. Dominique CUQ, VP Global Client Lead Bases – NIELSEN IQ
 - Ms. Mathilde HEBERT-GUENET, Customer Experience & Digital Marketing Director – SAINT-GOBAIN GROUP
 - Mr. Nicolas MARESCAUX, Deputy Director Meeting Customers' Needs & Innovation – MACIF



FRIDAY 19.01.2024 – 13:45-15:00 – ROOM SALA TEATRO

> **Special Track : The Challenge of Artificial Intelligence Marketing**

- Chair :

. Prof. Charles HOFACKER, Florida State University, USA

- S. BARTA, C. FLAVIÁN, S. IBÁÑEZ-SÁNCHEZ, C. ORUS, Universidad de Zaragoza, Spain
Exploring the shadows of the metaverse: Gamification's impact on virtualizing cultural events.
- C. BARTOLI, Luiss Guido Carli Università, F. BRUNETTA, Luiss Guido Carli Università, A. MATTIACCI, Università La Sapienza di Roma, P. BOCCARDELLI, Luiss Guido Carli Università, Italy
Gen AI: What does it mean for marketing?
- M. COLURCIO, A. CARIDA, Università degli Studi "Magna Graecia" di Catanzaro, Italy
Artificial intelligence : a double-edged sword between value co-creation and value co-destruction
- M. SANSONE, Università degli Studi di Cassino e del Lazio Meridionale, A. COLAMATTEO, Università degli Studi di Cassino e del Lazio Meridionale, M. A. PAGNANELLI, Università E-Campus, M. D'AGOSTINI, Università degli Studi di Cassino e del Lazio Meridionale, Italy
The Impact of Artificial Intelligence in Marketing: A Focus on Consumer Behaviour

FRIDAY 19.01.2024 – 15:00-15:30 – PALAZZINA GRECALE

> **Coffee Break**

FRIDAY 19.01.2024 – 16:00-17:00 – ATRIO COLONNE

> **THE MERCHANT OF VENICE**

**A unique Venetian and luxury experience !
Make your personal fragrance with THE MERCHANT OF VENICE.**

THE MERCHANT[®]
OF VENICE



Limited to 20 participants.
Direct Registration at the Reception Desk.



FRIDAY 19.01.2024 – 15:30-18:30 – ROOM SALA TEATRO

> **SECTORIAL MARKETING – SERVICES (CULTURE, TOURISM, HEALTHCARE...)**

- Chairs :
 - . Prof. Carmina FANDOS-HERRERA, Universidad de Zaragoza, Spain
 - . Prof. Andrew FARRELL, Aston University Birmingham, United Kingdom

- S. BOURLIATAUX-LAJOINIE, Conservatoire National des Arts et Métiers – Paris, J. LEROY, Université d'Angers, J.-P. TANG-TAYE, Université de la Réunion, L. MAUBISSON, Université de Tours, France
Perception of privacy by mobile applications and user satisfaction: The case of TripAdvisor.
- M. F. MAZZU, I. DELLA SALLA, M. DE ANGELIS, Luiss Guido Carli Università, Italy
The role of Branded Museums in revitalizing tourism after disruption: qualitative research.
- M. TRELOHAN, South Champagne Business School, France
Engaging coastal users in pro-environmental behaviors: An analysis of social marketing practices.

- P. COTTET, Université de Reims, J.-M. FERRANDI, ONIRIS, M.-C. LICHTLE, Université de Montpellier, V. PLICHON, Université François Rabelais Tours, France
Why are health guidelines not always effective? The role of distance from illness and reactance to health guidelines.
- C. DALLE, F. DOST, T. REICHSTEIN, Brandenburgische Technische Universität Cottbus-Senftenberg, Germany
Influence of entertaining content in social media marketing for a health service provider.
- F. JALLAT, ESCP Business School – Paris Campus, France
Dyadic business relationships within B2B services in developing countries : Lessons from the pharmaceutical distribution sector in Vietnam.
- C. QUERO, , D. CRIÉ, A. BERRICHE, Université de Lille, France
Becoming an emergency physician: From dream to nightmare? A marketing approach to human resources.
- Z. ZEAITER, Université de Lille, France
Big pharma's electronic word of mouth during Covid-19.



FRIDAY 19.01.2024 – 15:30-18:30 – ROOM 9

> **DIGITAL MARKETING**

- Chair :
 - . Prof. Francesca CHECCHINATO, Università Ca' Foscari Venezia, Italy

- C.-M. ALBRECHT, A. FREITAG, MSB Münster School of Business, Germany,
Human chatbot service agents in online service recovery ? An experimental study on customer justice evaluations.
- S. BIDMON, A. PROBSDORFER, I. SULZER, Alpen-Adria-Universitaet Klagenfurt, Austria
A psychographic view on the influencing chain of fairness in fashion influencer – Follower relations.
- M. DAVID, Université Le Havre, P. EZAN, Université Le Havre, S. MALLET, C. ROUEN-MALLET, Université de Rouen, France
Gender stereotypes and the representation of body and nutrition: A study of fitness accounts on Instagram.
- T. REICHSTEIN, F. DOST, BTU Cottbus-Senftenberg, Germany
Attention please! How attention drives social media engagement.
- S. REGNIER, J.-F. LEMOINE, Université Paris 1 Panthéon Sorbonne, France
Study of the impact of the characteristics of a product placement on YouTube on the reactions of Internet users.
- S. RÜGER, P. RUCKAU, T. RÜGER, TU Dresden, Germany,
Emergence of individual psychological ownership through emotions – An empirical analysis in the entertainment industry.
- T. SENDER, Université Paris 1 Panthéon Sorbonne, J.-F. LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
The influence of retail website design on internet users' reactions: The case of menu layout.
- A. WETZLER, A. MUNZEL, Université Toulouse Capitole, France
Why read this?: Exploring the cues consumers use to evaluate online reviews in the context of deception.

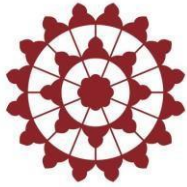


FRIDAY 19.01.2024 – 15:30-18:30 – ROOM 2

> **RETAILING AND E-COMMERCE**

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

- G. BOTSCHEN, M. STREICHER, Universität Innsbruck, Austria
The supermarket of the future a digital exhibition and multisensory shopping experience.
- H. BOUDKOUSS, Université Polytechnique des Hauts-de-France, France
Interactive technologies: Measuring the impact of perceived autonomy and control on the consumer-salesperson relationship.
- H. COCCO, N. DEMOULIN, IESEG School of Management, France
Persistence of customers during their shopping journey.
- B. KRISCHAN SCHULTE, IU Internationale Universität, Germany,
Exploring direct online sales strategies in the German consumer goods market.
- D. LAROUTIS, ESC Amiens, A. DELANNOY, EM Normandie, France
But why do followers have a multi-platform following behavior?
- D. LI, L. NABEC, Université Paris-Saclay, France
The Live Shopping trilogy emerging in China: The benefits of sensory marketing.
- A. MANARESI, Università di Bologna, Italy
Digital channels and encroachment : Ownership redirection in franchise channels.
- L. MAUBISSON, Université de Tours, R. MENCARELLI, Université de Savoie, A.RIVIERE, Université de Tours, France
Re-examining the determinants and calculation of the Net Promoter Score (NPS): An empirical investigation in the retail sector.



FRIDAY 19.01.2024 – 15:30-17:15 – ROOM 7

> **MARKETING STRATEGY**

- Chairs :
 - . Prof. Matti JAAKKOLA, The University of Manchester, United Kingdom
 - . Prof. Saeid VAFAINIA, ESCP Business School – Paris Campus, France

- T. RÜGER, F. SIEMS, TU Dresden , Germany
Focusing on the purpose marketing trend: Bridging political science for theoretical advancements and strategic optimization.
- R. GRANDINETTI, Università di Padova, Italy
Contextualizing value (co-)creation.
- J. CAMBRA-FIERRO, Universidad Pablo de Olavide, M.-E. PEREZ-LOPEZ, Centro Universitario San Isidoro, M.-A. RUZ, Universidad Pablo de Olavide, A. TRIFU, CUNEF University, O. CHABAN, Centro Universitario San Isidoro, Spain
How customer's size influence the link between supplier's marketing efforts and relationship strength.
- L. GABBIANELLI, T. PENCARELLI, Università di Urbino Carlo Bo, Italy
Digital transformation and Covid-19 : Key challenge for the consultant - client relationship.

FRIDAY 19.01.2024 – 17:15-18:30 – ROOM 7

> **SALES, CRM, PRICING AND PROMOTION**

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

- Y. S. ROTEN, EM Normandie, France
Front line employees' competencies in the era of "Phygitality".
- M. QUERFURTH, Université EBS, France
The effect of process-oriented, consistent customer service and digital in-store services on customer satisfaction.
- J. REITERER, S. DRESSLER-STROSS, University of Applied Sciences Wiener Neustadt, Austria
The importance of value communication and work experience in sales during the Covid crises on the Austrian medical-device market.
- D. ROCHE, Excecia Business School, France
Telecommuting: What's best for Generation Z salespeople?
- A. PARMENT, Stockholms Universitet, Sweden
Car sharing – An overview of benefits, costs, and its role in the mobility system of the future.



FRIDAY 19.01.2024 – 15:30-18:30 – ROOM 6

> **INNOVATION AND PRODUCT MANAGEMENT**

- Chairs:
 - . Prof. Silvia CACHO-ELIZONDO, IPADE Business School Universidad Panamerica, Mexico
 - . Prof. Gianfranco WALSH, Leibniz Universität Hannover, Germany

- I. BELBOULA, Institut des Professionnels du Végétal, G. PANTIN-SOHIER, Université d'Angers, R. SYMONEAUX, Ecole Supérieure des Agricultures, A. MEGNANT, N. SEGOND, Institut des Professionnels du Végétal, France
Consumer's perceptions of ornamental innovations: An exploratory study.
- S. CACHO-ELIZONDO, IPADE Business School Universidad Panamerica, Mexico
New product adoption processes exploring motivations and barriers to adopt the electric car in Mexico.
- C. CUNY, I. PATROIX, Grenoble Ecole de Management, France
Increasing creative self-efficacy through mental imagery: Construction and contribution of an online serious game.
- M. EL EUCH MAALEJ, Paris School of Business, F. JEANNOT, INSEEC Grande Ecole, E. JONGMANS, Université de Grenoble, M. SALVADOR, Institut Lyfe, M. DEMPERAT, Université de Lyon, UJM Saint-Etienne, France
What processes and factors enable the growth of the full-service restaurant industry through click and collect?
- A. J. MBAM, A. BERRICHE, C. BEKOLO, Université de Lille / FSEGA-Université de Douala, France
Beyond the black hole, the untapped horizons of technological innovation in banking: Summary of the literature and outlook.
- O. NACHIT, Université de Montpellier, L. BALBO, Grenoble Ecole de Management, M.-C. LICHTLE, Université de Montpellier, France
The duality between Self-EXpansion and Self-EXTension : An application to smartwatches users.
- M. POEHLMANN, Universidad de Málaga, Spain, J. SEITZ, Stuttgart Hochschule der Medien, Germany, C. JAMBRINO-MALDONADO, Universidad de Málaga, Spain, C. DE LAS HERAS-PEDROSA, Universidad de Málaga, Spain
Agile branding – Just a buzzword or the answer of modern brand management to a dynamic environment?
- A. TAMARO, K. GIRARDON, M. INNOCENT, N. DECOURCELLE, Université de Bretagne Occidentale, France
Consumer acceptance of 3D food printing.



FRIDAY 19.01.2024 – 15:30-18:30 – ROOM 8

> **INTERNATIONAL MARKETING**

- Chairs:
 - . Prof. Miriam FIESTAS, Universidad de Granada, Spain
 - . Prof. Holger J. SCHMIDT, Hochschule Koblenz, Germany

- O. BOUJENA, NEOMA, France, D. PEDERZOLI, NEOMA, France, B. GODEY, NEOMA, France, G. AIELLO, Università di Firenze, Italy , R. DONVITO, Università di Firenze, Italy
Does the country-of-origin still have an impact on the consumer of luxury brands? An international longitudinal approach 10 years later.
- A. HANAN, J.-L. MOULINS, G. PACHE, Aix-Marseille Université, France
How to reconcile buying local products through vending machines ? The clash of cultures.
- T. HANSEN, Copenhagen Business School, Denmark
Understanding consumer financial trust across national levels of interpersonal trust.
- I. KÜSTER-BOLUDA, N. VILA-LÓPEZ, E. MORA-PÉREZ, Universidad de València, J. CASANOVES-BOIX, Inteligencia de Marca España, F. J. SARABIA-SANCHEZ, Miguel Hernandez Universidad, Spain
Country image "Spain" in International sports events.
- E. MARTINELLI, A. CASTROGIOVANNI, E. SARTI, Università di Modena e Reggio Emilia, Italy
Do consumers perceive a green country image of a country ? Attitudinal antecedents and impact of willingness to buy.
- J. MÜCKSCH, TU Dresden, Germany, M. NIELSEN, Aarhus University, Denmark, F. SIEMS, TU Dresden, Germany
Perception of rainbow washing – Empirical results from two European countries on a new marketing challenge.
- A. MUTU, ESIC Business & Marketing School, Spain
The European Digital Services Act package: A preliminary assessment of the effects of public policy on underaged consumers' protection.
- B. MOHAMED REDHA, EHEC Alger, Algeria
A conceptualization of an employer brand through a franchise network in emerging countries.



FRIDAY 19.01.2024 – 15:30-18:30 – ROOM 5

> **MARKETING AND SUSTAINABILITY**

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

- C. BONNETIER, L. MAUBISSON, P. COUTELLE, Université de Tours, France
The role of flow state on environmental concern: The case of virtual reality educational experiences.
- A. PAILLART, A. AMINE, P. de PECHPEYROU, Université Paris-Est Créteil – Université Gustave Eiffel, France
What delivery choices do eco-responsible consumers make when shopping online?
- N. GASIGLIA, J. SCHMITT, ESCP Business School – Paris Campus, France
The transformation of marketing activities to integrate the planetary boundaries.
- J. JUAN CAMBRA-FIERRO, Universidad Pablo de Olavide, M.-E. PEREZ-LOPEZ, Centro Universitario San Isidoro, M.-A. RUZ, Universidad Pablo de Olavide, O. CHABAN, Centro Universitario San Isidoro, Spain
From CSR implementation to market impact: The managers' vision in an emerging economy.
- M. KIELAR, ESCP Business School – Paris Campus, France
"A moral boost for us or a moral boost for me?" – How self and other-oriented drivers of sustainable behaviour influence vicarious moral licensing.
- H. KNIGHT, University of Plymouth, United Kingdom, L. VORSTER, Aarhus University, Denmark, M. YACINE HADDOUD, University in Dubai, Dubai
Engaging Baby Boomers (55+) in sustainability conversations online.
- G. SERE DE LANAUZE, B. SIADOU-MARTIN, Université de Montpellier, France
Legal obligation versus CSR commitment: Should marketers claim their sustainable practices are constrained by law?
- B. TAMIN, B. PETITPRETRE, S. BOURLIATAUX-LAJOINIE, Conservatoire National des Arts et Métiers – Paris, France
Shared product: Typology and issues for firms.
- Y. YINGKUI, R. JØRGENSEN, J. MOLLER JENSER, Syddansk Universitet, Denmark
Exploring the factors shaping green purchasing decision-making: The role of product categories.



FRIDAY 19.01.2024 – 15:30-18:30 – ROOM 6L

> **SECTORIAL MARKETING – GOODS (CONSUMER GOODS, FOOD, LUXURY...)**

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

- F. BENSA, Université de Bourgogne, France
The impact of visual codes on Burgundy wine labels on purchase intention : An application of conjoint analysis.
- S. BOURLIATAUX-LAJOINIE, Conservatoire National des Arts et Métiers, Y. RIVAL, Université de Polynésie Française, M. DAVID, Université de Tours, S. CACHO-ELIZONDO, IPADE Business School Universidad Panamerica, France
Evaluation of the intention to use a augmented reality mobile application for wine purchases.
- D. MARQUIS, Université d'Angers, France, F. REINOSO-CARVALHO, Universidad de los Andes Brazilian, Colombie, R. DELIZA, Agricultural Research Corporation, Brazil, G. PANTIN-SOHIER, Université d'Angers, France
[crickets chirping] Nature sounds affecting attitudes and behaviors towards insect foods in a cross-cultural investigation.
- F. GOI, Business Science Institute, Luxemburg
Is sharing economy suitable for luxury brands? A study on the yachting industry to analyze the feasibility of sharing for the luxury.
- K. IVANAUSKAITE, International University of Monaco, Monaco, P. VALETTE-FLORENCE, Université de Grenoble, France, A. STATHOPOULOU, International University of Monaco, Monaco
The effect of self-congruity and perceived sustainable actions in luxury branding.
- A. C. PELLICELLI, C. ROMANA GARRONE, Università di Torino, Italy
Sustainability in the fashion and luxury industry, an effective marketing tool only if human to human.
- E. POLYZOS, Zayed University, UAE, T. ZALAN, American University in Dubai, Dubai
Tokenizing luxury: Exploring the value of NFTs in the fashion luxury industry.
- Y. WAN, Shanghai Jian Qiao University, China, M. KOROMYSLOV, ICN Business School, France
Can live-streaming e-commerce boost purchase intention ? An application to Chinese luxury market under COVID-19 pandemic.



FRIDAY 19.01.2024 – 15:30-18:30 – ROOM 3

> **MARKETING TRENDS : BRANDING AND COMMUNICATION**

Work in Progress

- Chair :
 - . Prof. Roger BENNETT, Kingston University London, United Kingdom

- M. AJLANI, I. EL KHALKHALI, Ecole Nationale de Commerce et de Gestion de Tanger, Morocco
Analysis of the effect of the Covid-19 pandemic on consumer behavior: Application of the S-O-R model.
- M. BATTAGLIA, M. BETTIOL, Università di Padova, Italy
Exploring the paradox of digital advertising effectiveness: the result of a qualitative study.
- L. FAUVEL, Université Angers, R. SOHIER, EM Normandie, France
The impact of the color of gendered products on the brand coolness.
- P.JOURDAN, J-C.PACITTO, Université Paris-Est Créteil – Université Gustave Eiffel, France
Sovereign brands' contribution to corporate CSR objectives: Proposed definitions and operating methods.
- E. RITCH, Glasgow Caledonian University, H. KNOX Herriot Watt University, United Kingdom
Gender narratives decoded in marketing: Selling identity or outdated stereotypes?
- S. ASHRAF, Bournemouth University, United Kingdom
Consumer identity and its influence on the adoption of cryptocurrency: A conceptual paper.
- P. BRASSIER, Université Clermont Auvergne, J. ESCURIGNA, Ecole de Management Léonard De Vinci, France
Television series and the critical reception of managerial practices: The case of The Dropout, fictionalizing the Theranos scandal.
- A. DJEDIDI, Université Paris 8 – Vincennes Saint-Denis, France
Let's put words on it! Uncovering online experiential learning meanings through netnography.



FRIDAY 19.01.2024 – 15:30-18:30 – ROOM 4

> **CONSUMER BEHAVIOR AND MARKETING RESEARCH**

- Chairs :
 - . Prof. Costanza NOSI - Università Lumsa di Roma, Italy
 - . Prof. Hsin Hsuan (Meg) LEE, ESCP Business School – London Campus, United Kingdom

- D. DALLI, Università di Pisa, Italy
Consumption communities. Critical review and theoretical implications beyond marketing.
- A. DJEDIDI, Université Paris 8 – Vincennes Saint-Denis, France
Can avoidance nurture purchase an explanation through oppositional loyalty lenses.
- F. DOST, C. PESCHKE, Brandenburgische Technische Universität, Germany,
When influencers promote their own products: Trust perceptions following explicit versus implicit promotion styles.
- E. GEDEON, Université Bretagne-Sud, P. ROBERT-DEMONTROND, Université de Rennes, France
Best Friends: Exploring Relationship Impact on Joint Consumption
- J. GROBERT, Université Toulouse Capitole, N. ADAM, Cap Gemini, A. BOUVET, Cap Gemini, A. DUHIN, Cap Gemini, France
"It's hot in this streetcar", or how sensory marketing could help change users' thermal perceptions.
- A. INGARAO, L. SUGIER, V. RODRIGUEZ, Université d'Orléans, France
Food waste: Is Generation Z less vigilant?
- V. LAU, F. DOST, Brandenburgische Technische Universität Cottbus, Germany
Approaching very old people: Rely on traditions and don't forget to call.
- V. SACO, M.-C. LICHTLE, P. FOLCHER, Institut Montpellier Management, France
The influence of the perceived authenticity and proximity of the products. An application to the clothing sector.
- D. SERRANO DE LARA, I. REDONDO BELLÓN, Universidad Autónoma de Madrid, Spain
A model to understand the level of use of subscription video-on-demand platforms and illegal streaming sites.

FRIDAY 19.01.2024 – 20:00

> **Gala Dinner**

Please confirm your attendance at the Registration Desk to get the official invitation.



SATURDAY 20TH JANUARY 2024

SATURDAY 20.01.2024 – 08:30

> **Opening of Registration**

SATURDAY 20.01.2024 – 09:00-10:30 – SALA TEATRO

> **MEET THE EDITORS**

- Chair :
 - . Prof. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair

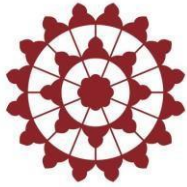
- Prof. Pauline de PECHPEYROU for JOURNAL OF MARKETING TRENDS
- Prof. Andrew FARRELL for EUROPEAN JOURNAL OF MARKETING
- Prof. Cleopatra VELOUTSOU for JOURNAL OF PRODUCT AND BRAND MANAGEMENT
- Prof. Julien SCHMITT for RECHERCHES ET APPLICATIONS EN MARKETING
- Prof Alberto PASTORE for SINERGIE ITALIAN JOURNAL OF MANAGEMENT

SATURDAY 20.01.2024 – 10:30-12:30 – SALA TEATRO

> **WELL-BEING**
Including COFFEE BREAK (10:30-11:00 | Palazzina Grecale)

- Chairs :
 - . Prof. Charlotte GASTON-BRETON, ESCP Business School – Madrid Campus, Spain
 - . Prof. Benoît HEILBRUNN, ESCP Business School – Paris Campus, France

- C. GASTON-BRETON, ESCP Business School – Madrid Campus, Spain
Research in consumer well-being: Cross-fertilizing the past to advance the future.
- F. CELIO, F. RICOTTA, Università La Sapienza di Roma, Italy
Exploring the multidimensionality of wellbeing in the marketing literature through a bibliometric approach.
- B. HEILBRUNN, ESCP Business School – Paris Campus, France
Marketing and wellness: the Tao way.
- M. LAMBERT, Bayer, M. C. SCARANO, Université Catholique de Lille, A. MARTIN, Université de Lille, France
The impact of humour in anti-smoking prevention campaigns on the attitudes and intentions of young people under the age of 17.
- O. STREED, Concordia College, USA
Fighting food insecurity: Is social franchising part of the answer?
- M. TOUTI, , Università La Sapienza di Roma, C. BARTOLI, Luiss Guido Carli Università, A. MATTIACCI, Università La Sapienza di Roma, Italy
The impact of generative AI: A multi-case study analysis of enhancing well-being along the customer journey.



SATURDAY 20.01.2024 – 09:00-12:30 – ROOM 4

> **LUXURY BRAND MANAGEMENT**

Including COFFEE BREAK (10:30-11:00 | Palazzina Grecale)

- Chairs :
 - . Prof. Perrine DESMICHEL, ESCP – Paris Campus – France
 - . Prof. Ben VOYER, ESCP – London Campus – United Kingdom

- A. BAZZANI, Scuola Superiore Sant'Anna, P. FRUMENTO, Università di Pisa, S. GARGANI, Agenzia Creativa Betty Soldi, L. TRIESTE, Università di Pisa, U. FARAGUNA, Scuola Superiore Sant'Anna, G. TURCHETTI, Scuola Superiore Sant'Anna, Italy
The effect of using serifs in brand names on luxury perception.
- L. BERNARDI, Essilor Luxottica, France, E. CEDROLA, Università di Macerata, Italy, S. MASE, IPAG Business School, France
championing gender fluidity in luxury fashion: A case study on Gucci under Alessandro Michele's creative direction.
- G. DE KERVILLER, C. CANIVET, IESEG School of Management, France
The dark side of metaverse for luxury : Immersive experience and brand authenticity.
- P. DESMICHEL, ESCP Business School – Paris Campus, France
Sleeping beauties: The limited consumer appropriation of their inherited luxury products.
- D. DION, ESSEC, S. BORRAZ, NEOMA, C. DUBREUIL, KEDGE, France
How luxury brands craft product preciousness in the service encounter
- A. HERANGA HETTIARACHI MAHA HETTIARACHCIGE, F. CABIDDU, Università di Cagliari, M. FRAUX, Università Corvino di Budapest, Hungary, L. MOI, Università di Cagliari Italy
Controversies and consumer behaviour: Lessons from Dior's online brand community.
- G. PINO, Università di Chieti-Pescara, Italy, N. OSTOVAN, University of Neuchatel, Switzerland, A. GHIASSALEH, University of Durham, United Kingdom, B. ROCHER, University of Neuchatel, Switzerland
The influence of lenders' personalities in luxury renting.



SATURDAY 20.01.2024 – 09:00-10:30 – ROOM 3

> SALES, CRM, PRICING AND PROMOTION

Including COFFEE BREAK (10:30-11:00 | Palazzina Grecale)

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

- S. D'AMICO, Università di Cassino e del Lazio Meridionale, G. IASEVOLI, Università LUMSA, C. OTTOLENGHI, Università LUMSA, Italy
When personalization hangs out with customer loyalty: A bibliometric analysis.
- L. PERRAUD, Université de Bourgogne, V. RODRIGUEZ, Université d'Orléans, France
Netflix with ads: An exploratory study of the relationship between perceived value and perceived ad intrusion.
- S. VAFAINA, ESCP Business School – Paris Campus, France
Effectiveness of retargeted direct mailing : When does it work ?
- B. WERNER, S. AHMED, F. DOST, Brandenburgische Technische Universität, Germany
The influence of participative pricing mechanisms on purchase decisions - An empirical comparison of PWYW, PYP, and Fixed Price.

SATURDAY 20.01.2024 – 11:00-12:30 – ROOM 3

> MARKETING STRATEGY

Including COFFEE BREAK (10:30-11:00 | Palazzina Grecale)

- Chairs :
 - . Prof. Matti JAAKKOLA, The University of Manchester, United Kingdom
 - . Prof. Saeid VAFAINIA, ESCP Business School – Paris Campus, France

- E. JOUD, Université de Bretagne Occidentale, N. JULLIEN, IMT Atlantique, M. LE GALL-ELY, Université de Bretagne Occidentale, France
To contribute : A non-market experience that interlaces production and consumption.
- Y. GAO, Dublin City University, Ireland
Fostering citizen scholars through marketing education.
- C. BOVI, M. F. MAZZU, Luiss Guido Carli Università, Italy
Uncovering antecedents and paths to an effective unconventional marketing strategy in the sport industry.
- E. SAVELLI, I. VELLA, Università degli Studi di Urbino Carlo Bo, Italy
Digital technologies and Internal Employer Branding. An Italian study.



SATURDAY 20.01.2024 – 09:00-12:30 – ROOM 2

> **DIGITAL MARKETING TRENDS – Work in Progress**
Including COFFEE BREAK (10:30-11:00 | Palazzina Grecale)

- Chair :
 - . Prof. Eva LAHUERTA OTERO, Universidad de Salamanca, Spain

- S. BANANA, S. CHANGEUR, S. BALECH, CRIISEA, France
I am a conversational agent : How to disclose its identity when not human.
- Q. DUONG, Université de Haute-Alsace, France
Are digital sharing platforms driving users to over-consume? A home swapping platform study.
- S. EL OUAHABI, N. BELHSEN, Ecole Nationale de Commerce et de Gestion de Tanger, Morocco
The impact of ewom on purchase intention and online recommendations.
- E. KBAIER, C. HMISSI, H. NAJJAR, Università di Parma, Italy
Optimizing the online customer experience with chatbots through preferences for human attributes.
- J. MOLLER JENSER, I. STAMPE, Y. YANG, Syddansk Universitet, Denmark
Exploring the extent of and motivations for using social media across the travel planning process.
- A. MORPHITIS, R. MORPHITOU, M. DEMETRIOU, University of Nicosia, Cyprus
The attention given by Cypriot youth on social networking security.



SATURDAY 20.01.2024 – 09:00-12:30 – ROOM 5

> **BRANDING AND MARKETING COMMUNICATION**

Including **COFFEE BREAK (10:30-11:00 | Palazzina Grecale)**

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

- A. ALJARAH, Universidad de Salamanca, M. LOPEZ-PEREZ University of Murcia, E. LAHUERTA-OTERO, Universidad de Salamanca, R. CORDERO-GÚTIERREZ, Universidad de Salamanca, Spain
Exploring donations and brand evangelism: A framing perspective
- E. CASENAVE, Grenoble Ecole de Management, O. MUGEL, FERRANDI Paris, France
Brand benevolence: myths and realities from consumers' perspectives
- A. D'ASTOUS, HEC Montréal, Canada, I. LMOKHTARI, L'Oréal, United Kingdom, L. BOUJBEL, TELUQ, Canada
Assessing the impact of scandals on brand attitude in sport sponsorship versus endorsement.
- S. KAPOOR, Institute of Management Technology, Dubai
A study on Impact of Brand Scandal on Consumer Attitudes.
- Z. KOLBL, University of Ljubljana, Slovenia, M. ARSLAGANIC-KALAJDZIC, University of Sarajevo, Bosnia-Herzegovina, E. PLAKOYIANNAKI, University of Vienna, Austria, A. DIAMANTOPOULOS, University of Vienna, Austria
Marketing communications of brand-related stereotypes and consumer responses: A mixed-methods approach.
- A. LE HEN, Université de Rennes, S. LACOSTE-BADIE, Université de Lille, O. DROULERS, Université de Rennes, France
Taste with the eyes - The influence of lightness and saturation of packaging color on taste.
- F. RAHN, H. J. SCHMIDT, Hochschule Koblenz University of Applied Sciences, Germany
Perceived age as a component of brand personality: Consequences for brand attractiveness.
- P. YUSTRES DURO, L. M. RODRÍGUEZ-CARMONA, Camilo José Cela Universidad, Spain
Treatment of digital advertising in the online press in the Community of Madrid according to geographical character.



SATURDAY 20.01.2024 – 09:00-12:30 – ROOM 8

> **MARKETING AND SUSTAINABILITY**

Including **COFFEE BREAK (10:30-11:00 | Palazzina Grecale)**

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

- D. BERGER-GRABNER, A. KIESL, IMC KREMS, Austria
Discrepancy between attitudes and behavior in sustainable purchase decisions of Generation Z.
- E. FERNÁNDEZ-SABIOTE, I. LÓPEZ-LÓPEZ, S. RUIZ-DE-MAYA, Universidad de Murcia, Spain
Looking for responsible consumers: Emotions as a driver of sustainable decisions.
- J.-M. FERRANDI, M.-C. LICHTLE, A. MIONE, B. SIADOU MARTIN, M. EPPE, Université de Montpellier, France
Food upcycling : How to improve the consumer's willingness to pay ?
- J. T. MARIN-AGUILAR, M. E. RIVIERA-MARTINEZ, Universidad Autónoma de Aguascalientes, Spain, A. A. DIAZ DUARTE, Universidad Panamericana, Mexico, N. VILA-LOPEZ, Universidad de Valencia, Spain, I. KÜSTER-BOLUDA, Universidad de Valencia, Spain
Sustainable marketing orientation: A scientific analysis of its impact on the branding activities of the manufacturing industry.
- V. MELNYK, ESCP Business School – Madrid Campus, France
The role of social norms in promoting sustainable consumption.
- G. DE NARDI, Università degli Studi di Verona, Italy, S. KAPOOR, Institute of Management Technology, Dubai, P. SIGNORI, Università degli Studi di Verona, Italy
Consumer emotions and perceptions about value-related brand scandals: Insights from a qualitative study.
- R. FONTAINE, Université du Québec à Montréal, Canada
The case for a durable value for the fashion industry – A case for a wool cooperative in Canada.
- F. CECCOTTI, M. VERNUCCIO, M. PATRIZI, S. BOCCALINI, C. SCRIMIERY, A. PASTORE, Università La Sapienza di Roma, Italy
Made in Italy values “meet” sustainability: The E. Marinella case.
- G. PIERLI, F. MURMURA, Università degli Studi di Urbino Carlo Bo, Italy
Circular fashion : Is fashion for the environment possible ? A survey on the propensity to responsible purchasing and consumption.



SATURDAY 20.01.2024 – 09:00-12:30 – ROOM 9

- **BIG DATA, ARTIFICIAL INTELLIGENCE, MARKETING ANALYTICS**
Including COFFEE BREAK (10:30-11:00 | Palazzina Grecale)

- **Chairs :**

- Prof. Lorena BLASCO-ARCAS, ESCP Business School - Madrid Campus, Spain
- Prof. Dominique CRIE, Université de Lille, France
- Prof. Maria VERNUCCIO, Università di Roma La Sapienza, Italy

- M. BERGADAA, Université de Genève, Switzerland,
« Artificial” intelligence ? Reinventing the design and production of doctoral theses.
- S. BOCCALINI, M. PATRIZI, M. VERNUCCIO, Università La Sapienza di Roma, Italy
Psychological discomfort during the brand experience in VR-based metaverses: The role of brand attitude ex ante.
- M. CALCIU, Université de Lille, J.-L. MOULINS, Aix Marseille Université, F. SALERNO, Université de Lille, France
From GRAPPA to RoBERTa, a huge step forward in inferring sentiments and opinions from Natural Language in Marketing, Applications to BigData from a Covid19 Tweets Collection.
- M. COLUMBANO, A. VENTURINI, Università IULM, Italy
Investigating consumption values and purchase intentions in metaverse shopping: An exploratory study.
- T. MARRONE, V. BASILE, G. FABIO, L. CANTONE, Università degli Studi di Napoli Federico II, Italy
The human side of metaverse.
- F. PAQUIEN-SEGUY, Sciences Po Lyon, France
AI, heritage and social networks: what strategies for valorization ? The case of Douyin.
- P.-C. SOULIE, J. BREE, Université de Caen, France
The bifactor s-1 model : an appropriate model for multidimensional marketing scales.
- P. TOMCZYK, Akademii Leona Koźmińskiego, Poland
Writing faster. How to support systematic literature review process with AI tools ?
- A. VACHAUDEZ, Haute Ecole Provinciale de Hainaut – Condorcet, C. DEPUYDT, UC Louvain, S. TANCREDI, Haute Ecole Provinciale de Hainaut – Condorcet, Belgium
Ok Google: How to optimize search engine optimization for voiced information searches?



SATURDAY 20.01.2024 – 09:00-12:30 – ROOM 7

> **SECTORIAL MARKETING – FOOD INDUSTRIES**

Including COFFEE BREAK (10:30-11:00 | Palazzina Grecale)

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

- C. BARBAROSSA, Toulouse Business School, France, M.-C. DI POCE, Sapienza Università di Roma Italy, A. PASTORE, Sapienza Università di Roma, Italy
Climate change, safety threat, and consumer food responses.
- A. DELANNOY, EM Normandie, D. LAROUTIS, ESC Amiens, S. MANN-DAVID, Danone, France
Comparative approach to the influence of Nova and NutriScore on food choice behaviour and product perception. The case of yoghurt.
- O. DROULERS, Université de Rennes, S. LACOSTE-BADIE, Université de Lille, France
Impact of labelling information about pesticide use during fruit and vegetable cultivation on consumers' product choice.
- H. VALLERIE, A. TAMARO, M. INNOCENT, P. GABRIEL, Université de Bretagne Occidentale, France
A better understanding of consumer perceptions of the naturalness of food products in relation to their degree of processing.
- T. de VASSOIGNE, P. SOBOCINSKI, EM Normandie, France
Product recall: Impact on the breach of the psychological contract and consumer disorientation in the food sector.
- K. ZGHAL CHHAIDER, M. FALL DIALLO, Université de Lille, France
Product-harm crisis and scandal of communication: The case of Lactalis.



SATURDAY 20.01.2024 – 09:00-12:30 – ROOM 6

> **SECTORIAL MARKETING TRENDS**

Work in Progress

Including COFFEE BREAK (10:30-11:00 | Palazzina Grecale)

- Chair :
 - . Prof. Béatrice CANE-DEPITRE, Université Le Havre, France

- M.-F. GAUTHIER-PEIRO, Université de Limoges, S. BOURLIATAUX-LAJOINIE, Conservatoire National des Arts et Métiers, K. AGBOKANZO, UCO Nantes, B. MAZIERE, Université de Limoges, France
A virtual reality visit to a UNESCO site: A loss leader or a substitute? The case of the Lascaux cave.
- C. MORRONGIELLO, L. BONNEFOY-CLAUDET, Université de Savoie, France
Exploration of the dark side of mobile technologies on consumer immersion in touristic experience: The case of theme parks.
- M. I. PASCUAL DEL RIQUELME MARTÍNEZ, Universidad de Murcia, N. VILA, Universidad de Valencia, I. KÜSTER, Universidad de Valencia, E. MORA, Universidad de Valencia, Spain
Assessing the influence of national sports celebrities on tourist perceptions and visit intentions: A cross-cultural comparison.
- C. LAMBHEY-CHECCHIN, Université Clermont Auvergne, C. AMBLARD, VetAgro Sup, France
Understanding the sustainable value of packaged food products based on the price-quality trade-off.

SATURDAY 20.01.2024 – 10:30-12:30 – ATRIO COLONNE

> **POSTER FAIR**

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

- M.-E. ANDRES-MARTINEZ, J.-L. ALFARO-NAVARRO, Universidad de Castilla-La Mancha, Spain
An analyse of the airline tickets prices behaviour: Before, in and after Covid.
- V. GABRIELLI, S. DE MITE, Università degli Studi di Modena e Reggio Emilia, Italy
Sustainable practices and consumers' well-being: conceptual maps.
- M. HAQUE, Estonian Business School, Estonia
Navigating the future of beauty marketing: Insights and pathways for positive body image in women.
- E. JERZYK, Uniwersytet Ekonomiczny w Poznaniu, Poland
Sustainable consumption of food empowered by packaging as IoT.
- N. TSKHOVREBASHVILI, Grigol Robakidze University, Georgia
Cooperation of brands and revived heroes of the 12th century in a Georgian product of the 21st century.



SATURDAY 20.01.2024 – 12:30-13:15 – SALA TEATRO

> **PLENARY SESSION : AI in Practice**

- **Chair :**
 - . Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair

- Dr. Frank BUCKLER, Founder & CEO – Success Drivers, Co-Founder – Supra Tools
- Dr. Steffen SCHMIDT, Director Marketing Science & Agile Insights – Link Marketing Services AG a YouGov Company

SATURDAY 20.01.2024 – 13:15-13:20 – SALA TEATRO

> **PLENARY SESSION : IMTC BEST PAPER AWARD**

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

SATURDAY 20.01.2024 – 13:20-13:30 – SALA TEATRO

. **PLENARY SESSION : CLOSING REMARKS**

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

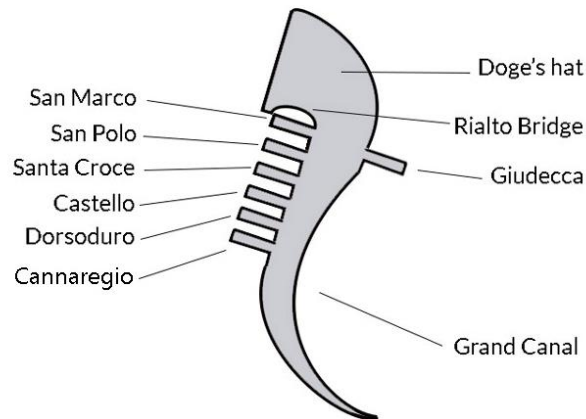
- **Doctoral Colloquium Chair :**
 - . Prof. Lorena BLASCO-ARCAS, ESCP Business School – Madrid Campus – Spain

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



SATURDAY 20.01.2024- 15:30-18:30

> **CULTURAL EVENT : Private Tour of Hidden Corners of Venice**



- 🦋 **San Zaccaria** : Discover the secrets and history of the San Zaccaria area, known for its church and its connection to Venetian traditions.
- 🦋 **Campo San Giacometo and Gobbo di Rialto** : Discover the historical heart of Venice, once a bustling commercial center, and learn about its significance.
- 🦋 **Casa di Marco Polo** : Explore lesser-known alleys to reach Campo Santa Marina, where you'll uncover the location of Marco Polo's house and the "Milion" courtyard.
- 🦋 **Basilica dei Santi Giovanni e Paolo** : Visit the Basilica, the final resting place of numerous Venetian doges and other important figures in the city's history.
- 🦋 **Libreria Acqua Alta** : Experience a unique bookstore hidden in a courtyard, creatively addressing the issue of high water levels by placing books on boats and other floating elements.
- 🦋 **Santa Maria Formosa** : Explore Campo Santa Maria Formosa, in front of the church's façade, and discover the deformed mascherone believed to ward off the devil from ringing the bells.
- 🦋 **Palazzo Grimani** : Conclude the tour with the fascinating Palazzo Grimani, gaining insights into its rich history and architectural significance

**OPTIONAL EVENT
REGISTRATION CLOSED**



INTERNATIONAL MARKETING TRENDS CONGRESS GOVERNANCE

> Conference Chairs

Prof. Julio JIMÉNEZ

| Universidad Zaragoza – Spain

Prof. Alberto PASTORE

| Università di Roma La Sapienza - Italy

Prof. Julien SCHMITT

| ESCP Business School – Paris Campus - France

Prof. Klaus-Peter WIEDMANN

| Leibniz Universität Hannover – Germany

> Conference Strategic Advisory Board

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| ESCP Business School - Paris Campus - France

Prof. Andreas KAPLAN

| ESCP Business School - Berlin Campus - Germany

Prof. Jean-François LEMOINE

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

Prof. Tiziano VESCOVI

| Università Ca' Foscari Venezia - Italy

> Conference Honorary Chairs

Prof. Umberto COLLESEI

| Università Ca' Foscari Venezia - Italy

> Conference Presidency

Ms Françoise CONCHON-ANDREANI, President

| ESCP Business School – Paris Campus - France

Prof. Jean-Louis MOULINS, Vice-President – Special Advisor

| Aix-Marseille Université – France

Prof. Jean-François TRINQUECOSTE, Vice President - Special Advisor

| Université de Bordeaux - France

> Conference Scientific Committee

Prof. Lorena BLASCO-ARCAS

| ESCP Business School – Madrid Campus – Spain

Prof. Julio JIMENEZ

| Universidad Zaragoza – Spain

Prof. Jean-François LEMOINE

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

Prof. Jean-Louis MOULINS

| Aix-Marseille Université – France

Prof. Alberto PASTORE

| Sapienza Università di Roma – Italy

Prof. Pauline de PECHPEYROU

| Université Université Paris-Est Créteil – Université Gustave Eiffel – France

Prof. Tiziano VESCOVI

| Università Ca' Foscari Venezia – Italy



Prof. Chris HALLIBURTON

| ESCP Business School – London Campus - UNITED KINGDOM

Prof. Patrick DE PELSMACKER

| Universiteit Antwerpen - Belgium

Prof. Julien SCHMITT

| ESCP Business School – Paris Campus - France

Prof. Jean-François TRINQUECOSTE

| Université de Bordeaux - France

Prof. Klaus-Peter WIEDMANN

| University Hannover – Germany

> Doctoral Colloquium Chair

Prof. Lorena BLASCO-ARCAS

| ESCP Business School – Madrid Campus – Spain

> Best Thesis Award Chair

Jean-François LEMOINE

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

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

Prof. Perrine DESMICHEL

| ESCP Business School – Paris Campus – France

Prof. Ben VOYER

| ESCP Business School – London Campus – UNITED KINGDOM

> Academic and Business Professionals Interaction

Trends & Managerial Implications

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

> Management Impact Award *acknowledging the contribution to marketing research and practice in Marketing Chairs*

Prof. Michael HAENLEIN

| ESCP Business School – Paris Campus, France

Prof. Alberto PASTORE

| Sapienza Università di Roma, Italy

> IMTC Awards Chairs

Prof. Julio JIMÉNEZ

| Universidad Zaragoza, Spain

Prof. Alberto PASTORE

| Sapienza Università di Roma, Italy

Prof. Julien SCHMITT

| ESCP Business School – Paris Campus, France

Prof. Klaus-Peter WIEDMANN

| Leibniz Universität Hannover, Germany



> Track Chairs

The Challenge of Artificial Intelligence Marketing

| Prof. Charles HOFACKER, Florida State University, USA

Big Data, Artificial Intelligence, Marketing Analytics

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

| Prof. Dominique CRIE, Université de Lille, France

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

Branding and Marketing Communication

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

| Prof. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany

Consumer Behavior and Marketing Research

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

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

Digital Marketing

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

| Prof. Eva LAHUERTA-OTERO, Universidad de Salamanca, Spain

Innovation and Product Management

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

| Prof. Gianfranco WALSH Leibniz Universität Hannover, Germany

International Marketing

| Prof. Holger J. SCHMIDT, Hochschule Koblenz, Germany

| Prof. Miriam FIESTAS, Universidad de Granada, Spain

Luxury Brand Management

| Prof. Perrine DESMICHEL, ESCP Business School – Paris Campus, France

| Prof. Benjamin VOYER, ESCP Business School – London Campus, United Kingdom

Marketing and Sustainability

| Prof. Camilla BARBAROSSA, Toulouse Business School, France

| Prof. Paola SIGNORI, Università degli Studi di Verona, Italy

Marketing Strategy

| Prof. Matti JAAKKOLA, The University of Manchester, United Kingdom

| Prof. Saeid VAFAINIA, ESCP Business School - Paris Campus, France

Retailing and E-Commerce

| Prof. Carmen-Maria ALBRECHT, MSB Münster School of Business, Germany

| Prof. Elisa MARTINELLI, Università degli Studi di Modena e Reggio Emilia, Italy

Sales, CRM, Pricing and Promotion

| Prof. Barbara NIERSBACH, Hochschule Ravensburg-Weingarten, Germany

| Prof. Catherine VIOT, Université de Lyon, France

Sectorial Marketing, Services

| Prof. Carmina FANDOS-HERRERA, Universidad de Zaragoza, Spain

| Prof. Andrew FARRELL, Aston University Birmingham, United Kingdom

Sectorial Marketing, Goods

| Prof. Elena CEDROLA, Università di Macerata, Italy

| Prof. François COURVOISIER, Haute école de gestion Arc, Switzerland

Well-Being

| Prof. Charlotte GASTON-BRETON, ESCP Business School – Madrid Campus, Spain

| Prof. Benoît HEILBRUNN, ESCP Business School – Paris Campus, France

Work-in-Progress

| Prof. Roger BENNETT, Kingston University London, United Kingdom

| Prof. Jean-François BOSS, HEC Paris, France

Poster Session

| Prof. Roger BENNETT, Kingston University London, United Kingdom

| Prof. Jean-François BOSS, HEC Paris, France



> National and Regional Representatives

Central & Eastern Europe

| Prof. Grzegorz MAZUREK, Dean Akademii Leona Koźmińskiego

France

| Prof. Amina BEJI-BECHEUR, President AFM

Ibero-America

| Pr Karla BARAJAS PORTAS, President Asociación Iberoamericana de Marketing

Italy

| Prof. Angelo DI GREGORIO, President SIM

| Prof. Arabella MOCCIARO LI DESTRI, President SIMA

Mexico

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

Spain

| Prof. Ángel HERRERO CRESPO, President AEMARK

United Kingdom

| Prof. Andrew FARRELL, Aston University Birmingham

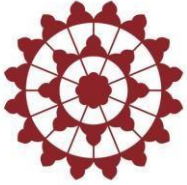
United States of America

| Prof. Charles HOFACKER, Florida State University



NOTES

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PRACTICAL INFORMATION

- > **Conference Venue**
Isola di San Servolo
ITALY

- > **Organizing Committee**
Françoise CONCHON-ANDREANI
Clémence CAMPANA
Marta DALLE CARBONARE
Lucie FAVAND
Margaux JEANNEAU
Raphaël JOUAN
Igor LEFORT
Camille MICHAUX
Emma PEYRUCHAUD

- > **Conference Registration Secretariat**
info@team-imtc.com

- > **Website**
www.marketing-trends-congress.com