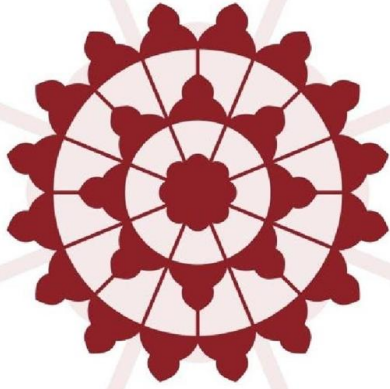




International Marketing Trends Conference

Berlin
IMTC
January 16th-17th 2026

25th International Marketing Trends Conference
January 16-17, 2026

Marketing and chaos: Restoring clarity, trust, and
meaning in turbulent times.





Reaching out to this 25th anniversary seems unreal... A quarter of a century!

The adventure started in Venice in 2000 and has mostly taken place either in Paris or in the Serenissima. Although Paris and Venice remain its backbone, it sometimes moved to London, Madrid, Rome, Turin... and now Berlin!

When Professor Jean-Claude ANDREANI (ESCP Business School) and Professor Umberto COLLESEI (Università Ca' Foscari Venezia) launched the idea of the International Marketing Trends Conference, 25 years ago, anniversaries were certainly not on their agenda. Research was all they cared about with a specific emphasis on making sure that no one should be excluded, even if the language barrier could prove to be a challenge. Good research has no borders and no frontiers. Deeply rooted in Europe, still today, IMTC has six official languages: English, French, German, Italian, Portuguese and Spanish. This makes it a unique place in the academic conferences' environment.

What makes the conference special too is the emphasis placed on inviting businesses to be part of the discussions, with Guest Speakers, Round Tables dedicated to creating exchanges between academics and managers at the highest level of responsibilities. Bridging the gap between academy and practice has always been part of its DNA.

Over time, the conference integrated many new events: IMTC Award, IMTC Management Impact Award, Best Thesis Award, Professor Elyette Roux Luxury Award, Best Paper Award, Meet the Editors, Doctoral Colloquium, Marketing Strategy Forum, Healthcare Strategy Forum, Arts Cultural and Creative Industries Forum... It also opened doors to publishing in the Journal of Marketing Trends, which was created in 2010. The constant improvement in the quality of the publications and contributions definitely positioned IMTC as a major scientific rendezvous of the Marketing community in Europe.

But what contributed more than anything to going through the years with so much success is what was there right from the start: FRIENDSHIP! We would not have done it without this huge asset that we inherited from Jean-Claude and Umberto, who had been the best of friends ever since they met. It is this strong cement that makes it work year after year, that unites the team of chairs, and that is the additional flavor that we are happy to share with all the guests who have joined us since 2000.

Thank you to the amazing team of conference chairs who took over from Professor ANDREANI and Professor COLLESEI and have been and are devoting so much of their time all through the years to preparing each new IMTC. I also owe a special thank you to Professor Francesco CASARIN, Professor Francesca CHECCHINATO and Professor Tiziano VESCOVI who very soon joined the founding team and to Doriana PAGAN and Marta DALLE CARBONARE who have been taking of the on-site organization for years. Thank you to the track chairs, the reviewers, the JMT editors, the professional speakers, and the participants that contribute to making this conference such a good place to come to. And thank you to the families and friends who have been supporting us for the past 25 years.

Welcome to this 25th International Marketing Trends Conference in Berlin. I wish you a friendly and fruitful time.

Françoise CONCHON-ANDREANI
IMTC President



PROGRAM SUMMARY



FRIDAY 16TH JANUARY 2026

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> 09:00-12:30	Doctoral Colloquium	p. 7
> 10:30	Coffee Break	
> 09:00-12:30	Best Thesis Award	p. 8



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SUNDAY 18TH JANUARY 2026 (OPTIONAL)

> 10:00-12:00	Cultural Event : Private Tour “The Cultural Heart of Berlin” (Optional)	p. 45
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International
Marketing
Trends
Conference

Berlin
IMTC
January 16th-17th 2026



A moment of care during the conference.

*To celebrate the **25th anniversary of the International Marketing Trends Conference**, guests are invited to take part in a gentle skincare experience curated by My Magic Beauty Lab.*

A quiet pause to slow down, reconnect, and restore balance — reflecting the values of dialogue, care, and human connection that have shaped IMTC over the past twenty-five years.

BREATHE • CARE • RECONNECT
during the conference

A personal skincare experience.
60 minutes just for you, guided by Anna.
Available **Friday and Saturday.**

Places are limited.
Please select your preferred time slot via QR code.





FRIDAY 16TH JANUARY 2026

FRIDAY 16TH JANUARY 2026 – 08:45 – ENTRANCE HALL

> **Registration**

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

FRIDAY 16TH JANUARY 2026 – 09:00-12:30 – ROOM LH4-A-B-C

> **Doctoral Colloquium**

- Including Coffee Break – 10.30

- Chair:
 - Prof. Lorena BLASCO-ARCAS, ESCP Business School – Madrid Campus, Spain
- Coaches:
 - Prof. Maren BECKER, ESCP Business School – Berlin Campus, Germany
 - Prof. Roger BENNETT, Kingston University London, United Kingdom
 - Prof. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
 - Prof. Richard FONTAINE, Université du Québec à Montréal, UQAM, Canada
 - Prof. Melissa FORTIN, Université du Québec à Montréal, Canada
 - Prof. Vladimir MELNYK, ESCP Business School – Madrid Campus, Spain
 - Prof. Doreen PICK, Hochschule Merseburg University of Applied Sciences, Germany
- M. RIMBERT, Université Paris 1 Panthéon-Sorbonne, France,
Celebrity scandals, brand reactions, and consumer perceptions: Netnography and stock analysis of the Dior–Johnny Depp case, SCCT-based scandal summary, and consumer survey.
- M. ORLANDI, Aix-Marseille Université, France
Investigating how the perceived environmental sustainability of luxury packaging influences consumer purchase intentions.
- S. WU, University of Leeds, United Kingdom
What gives green products a warm glow? The impact of green advertising on consumer responses to luxury brands.
- A. WETZLER TREMOSA, Toulouse School of Management, France
Decoding deception: why consumers are duped by fake online reviews.
- M. P. PHUNG, Freie Universität Berlin, Germany
Value-based communication strategies to promote consumers' reuse behavior in the takeaways context.



FRIDAY 16TH JANUARY 2026 – 09:00-09:15 – ROOM D009

> **IMTC Best Thesis Award – Introduction**

- Chair:
 - . Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom
- Co-Chairs:
 - . Prof. Carmen-Maria ALBRECHT, MSB Münster School of Business, Germany
 - . Prof. Estefania BALLESTER, Universidad de Valencia, Spain
 - . Prof. Carsten BAUMGARTH, Hochschule für Wirtschaft und Recht Berlin, Germany
 - . Prof. Silvia CACHO-ELIZONDO, IPADE Business School, Mexico
 - . Prof. Edgar Antonio CENTENO VELAZQUEZ, EGADE Business School, Mexico
 - . Prof. Arnaldo COELHO, Universidade de Coimbra, Portugal
 - . Prof. Kirsten COWAN, The University of Edinburgh, United Kingdom
 - . Prof. Olivier DROULERS, Université de Rennes, France
 - . Prof. Apostolos GIOVANIS, University of West Attica, Greece
 - . Prof. Graeme MCLEAN, University of St Andrews, United Kingdom
 - . Prof. Michela MINGIONE, Università San Raffaele Roma, Italy
 - . Prof. Silvia RANFAGNI, Università di Firenze, Italy
 - . Prof. Massimo ROSATI, Università di Firenze, Italy
 - . Prof. Rukhsana GUL GILAL, Sukkur IBA University, Pakistan
 - . Prof. Holger SCHMIDT, Hochschule Merseburg University of Applied Sciences, Germany
 - . Prof. Ana SOUSA, Universidade de Aveiro, Portugal
 - . Prof. Asli TOLUNAY, Yeditepe University, Turkey
 - . Prof. Ernst VERWAAL, KU Leuven, Belgium
 - . Prof. Natalia YANNOPOULOU, University of Newcastle, United Kingdom

FRIDAY 16TH JANUARY 2026 – 09:15-10:30 – ROOM D009

> **IMTC Best Thesis Award – Oral Defense Group 1**

- Chair:
 - . Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom
- J. L. BERNARD, Université du Québec à Trois-Rivières, Canada
Perceived omnichannel density (POD), a new measurement based on omnipresence, reciprocity, similarity, personalization and hybridization.
- A. D'ANIELLO, Luiss Guido Carli, Italy
Food package sustainability and products' quality: enhancers and barriers towards positive and persistent behavioral shift.
- A. HUNGARA, Universidade de Aveiro, Portugal
The life of consumption communities: a study on vegan communities.
- S. JACOB, KIT – Karlsruher Institut für Technologie, Germany
Adaption through voice and text: a dynamic analysis of employee-customer interactions.
- A. SAAVEDRA MONTEJO, Universidad de Navarra, Spain
The interaction with virtual assistants as applications of the Artificial Intelligence: from the utilitarian to emotional dimension.



- C. XU, University of Leeds, United Kingdom
Social interactions and live streaming E-Commerce sales: Main effects, and moderators.

FRIDAY 16TH JANUARY 2026 – 09:15-10:30 – ROOM LH3-A

> IMTC Best Thesis Award – Oral Defense Group 2

- Chair:
 - Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom
- G. CALAHORRA CANDAO, Universidad de Zaragoza, Spain
Understanding purchase intention in voice commerce: the effects of voice type through anthropomorphism, trust, safety, and emotional response.
- B. A. GONZALEZ CAVAZOS, EGADE Business School, Mexico
The influence of nostalgia on brands.
- A. JOASSARD, Université Jean Moulin Lyon 3, France
Promoting advergames: the influence of brand integration on advertising effectiveness.
- A. KALOGERAKI, Universität Mannheim, Germany
Consumer perceptions of innovation: empirical research on sustainable product innovations and member-initiated online.
- N. LAVADO NALVAIZ, Universidad de Zaragoza, Spain
Trust-building mechanisms to reduce the negative consequences of privacy loss when using smart home speakers.
- A. LUBART, KEDGE Business School, France
Gamification of the retail space with hybrid-reality games: a customer-to-customer and customer-to-retailer interaction perspective.
- G. WINNINGER LEMARQUIS, Le Cnam Paris, France
Digital transformation and multiparty buyer-seller relationships leading to engagement within the manufacturer's ecosystem : an overview.

FRIDAY 16TH JANUARY 2026 – 09:15-10:30 – ROOM LH3-B

> IMTC Best Thesis Award – Oral Defense Group 3

- Chair:
 - Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom
- E. J. SABINA DEL CASTILLO, Universidad de La Laguna, Spain
Analysis of consumer behavior of local products in regional and tourist contexts through models based on the theory of planned behavior: the case of canary wine.
- L. BORGMANN, Bergische Universität Wuppertal, Germany
Gaining and holding consumers' attention: a series of four articles on attention in advertising.
- J. MANUMA, Mahindra University, India
The effect of network characteristics on online customer engagement.
- D. MAHADEVAN, Indian Institute of Management Bangalore, India
Essays on customer experience in access-based services.



- Y. NOROTTE, HEC Paris, France
Social Inference and Cognitive Processing in Digital Spaces.
- A. PEYRAUD, Université Toulouse Capitole / Toulouse Business School, France
Democratization in Marketing: conceptual development, emerging tensions, and the role of mass media in consumer recruitment.
- S. RAYNAUD, NEOMA Business School, France / Universidad Pontifical Comillas – ICADE, Spain
Analysing sustainable consumer stereotyping processes in popular sitcoms.

FRIDAY 16TH JANUARY 2026 – 10:30-11:00 – FORUM

> **Coffee Break**

FRIDAY 16TH JANUARY 2026 – 11:00-12:30 – ROOM D009

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

- Chair:
 - Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom





FRIDAY 16TH JANUARY 2026 – 12:30 – ENTRANCE HALL

> Conference Registration Opening

FRIDAY 16TH JANUARY 2026 – 13:30-14:00 – AUDITORIUM LH1

> Welcome Speeches

- On behalf of the Organizing Committee:
 - . Dr. Françoise CONCHON-ANDREANI, ESCP Business School – Paris Campus, France – IMTC President
- Conference Chairs:
 - . Prof. Julio JIMENEZ, Universidad de 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
- ESCP Business School - Berlin Campus:
 - . Prof. Frank JACOB, Campus Dean and Rector ESCP Business School - Berlin Campus
- On behalf of Società Italiana Marketing SIM :
 - . Prof. Daniele DALLI, 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, President
- On behalf of Asociación Española de Marketing Académico y Profesional AEMARK :
 - . Prof. María FUENTES-BLASCO, International Relations

FRIDAY 16TH JANUARY 2026 – 14:00-14:30 – AUDITORIUM LH1

> Marketing and chaos – Keynote Speaker

- Moderation:
 - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
- Mr. Jean-Sébastien BLUM, Vice-President Global Procurement – Fresh, Frozen, Wines & Beverages – METRO



FRIDAY 16TH JANUARY 2026 – 14:30-15:30 – AUDITORIUM LH1

> Marketing and chaos – Round Table

- Moderation:
 - Prof. Robert WILKEN, ESCP Business School – Berlin Campus, Germany
- Round Table
 - Prof. Olivier BADOT, ESCP Business School – Paris Campus, France
 - Prof. Kirsten COWAN, The University of Edinburgh, United Kingdom
- Paper presentation
 - M. FARAONI, Università di Firenze, Italy, S. RANFAGNI, Università di Firenze, Italy, A. VOCINO, Deakin Business School, Australia
Authenticity in chaos: Gen Z's dual roles and collective meaning in digital luxury resale.

FRIDAY 16TH JANUARY 2026 – 14:30-17:30 – ROOM LH4-A-B-C

> Research Workshop: PLS-SEM Analysis

- Including Coffee Break – 15.30

This workshop will explore the concepts of sufficiency and necessity logic and the foundational principles behind the combined use of PLS-SEM and NCA. Participants will develop a solid understanding of PLS-SEM's IPMA, NCA, and how these methods can be integrated effectively in the combined importance-performance map analysis (cIPMA). Using a case study, it will demonstrate the application of these techniques with the SmartPLS 4 software. This workshop is designed for researchers seeking to incorporate advanced methodological approaches into their studies and publications. Participants should have had some exposure to SEM methods, preferably PLS.

- Chairs:
 - Prof. Dr. Christian M. RINGLE, TUHH Technische Universität Hamburg, Germany
 - Prof. Dr. Dr. h. c. Marko SARSTEDT, LMU Ludwig-Maximilians-Universität München, Germany

FRIDAY 16TH JANUARY 2026 – 15:30-16:00 – ENTRANCE HALL

> Coffee Break



FRIDAY 16TH JANUARY 2026 – 16:00-17:30 – AUDITORIUM LH1

> **Marketing Strategy Forum – Round Table**

- Moderation:
 - Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
- Ms. Valérie BERTHEAU, Product Policy Director, THALES
- Ms. Dominique CUQ, Global Client Lead, NIELSEN IQ
- Ms. Mathilde HEBERT, Sales, Marketing & Digital Director, Saint-Gobain Abrasives EMEA Europe, Middle East & Africa – SAINT-GOBAIN GROUP
- Mr. Nicolas MARESCAUX, Director of Influence, Ecosystems & Foresight, MACIF





FRIDAY 16TH JANUARY 2026 – 16:00-17:30 – ROOM B122

> **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. Ludovica CESAREO, Lehigh University, USA
 - . Prof. Dominique CRIE, Université de Lille, France
 - . Prof. Gwarlann de KERVILER, IESEG School of Management, France
 - . Prof. Amy ERRMANN, Auckland University of Technology, New Zealand
 - . Prof. Yves EVRARD, HEC Paris, France
 - . Prof. Eunju KO, Yonsei University, Korea
 - . Prof. Bruno KOCHER, Université de Neuchâtel, Switzerland
 - . Prof. Emmanuelle LE NAGARD-ASSAYAG, ESSEC Business School, France
 - . Prof. Marina LEBAN, Copenhagen Business School, Denmark
 - . Prof. Jean-François LEMOINE, Université Paris 1 Panthéon-Sorbonne / ESSCA School of Management, France
 - . Prof. Jean-Louis MOULINS, Aix-Marseille Université, France
 - . Prof. Shinya NAGASAWA, Waseda University, Japan
 - . Prof. Jean-François TRINQUECOSTE, Université de Bordeaux, France
 - . Prof. Francis SALERNO, Université de Lille, France
 - . Prof. Billy SUNG, Curtin University Business School, Australia
 - . Prof. Yuri SEO, The University of Auckland Business School, New Zealand
 - . Prof. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
 - . Prof. K WIEDMANN, Leibniz Universität Hannover, Germany
- F. GOI, BSI, Luxembourg / Université de Lyon, France / SKEMA Business School, France
Is sharing the new luxury: a conceptual model of the feasibility of sharing economy for the luxury industry.
- D. CREEVEY, Maynooth University, Ireland
'Luxe authentic!' luxury service providers signalling authenticity on social media.
- D. GOOR, London Business School, United Kingdom
Gaining less by giving more: sharing status but imposing power through luxury gifts.



FRIDAY 16TH JANUARY 2026 – 16:00-17:30 – ROOM D009

> **Digital Marketing**

- Chairs:
 - . Prof. Francesca CHECCHINATO, Università Ca' Foscari Venezia, Italy
 - . Prof. Eva LAHUERTA-OTERO, Universidad de Salamanca, Spain
- J. BARHORST, College of Charleston, G. MCLEAN, University of St Andrews, H. MARRIOTT, University of St Andrews, A. DIZDAREVIC, IBM, United Kingdom
Human to advanced-AI psychological processing and its impact on consumer search: Development of a research framework.
- G. BAŞARICI, Healthcare Institutions Management Specialist, D. TENGİLİMOĞLU, Atılım University, Turkey, A. SAHIN, Ardahan University, Turkey
An examination of digital health applications in Turkey based on the user experiences.
- G. L. FLÓRIAN, Partium Christian University, G. DUMITRU MAGHIAR, Economist Engineer, Romania
Integration of Artificial Intelligence into digital marketing, with examples from Romania.
- A. P. TAVARES MONTEIRO CHRISTIANI, C. BAIRRADA, A. COELHO, Universidade de Coimbra, Portugal
From AI to We: Automation as the bridge to online brand communities.
- A. WETZLER TREMOSA, Toulouse School of Management, France, A. MUNZEL, Vlerick Business School, Belgium
Why consumers can't detect fake online reviews: Dual process theory and dual-task interference.

FRIDAY 16TH JANUARY 2026 – 16:00-17:30 – ROOM C011

> **Services Marketing
B2B and Banking**

- Chairs:
 - . Prof. Carmina FANDOS-HERRERA, Universidad de Zaragoza, Spain
 - . Prof. Andrew FARRELL, Aston University Birmingham, United Kingdom
- P. JOURDAN, Université Paris-Est, France
Corporate Social Responsibility of brands in the age of strategic sovereignty: An integrative approach through the STAR index.
- A. MEFOUTE BADIANG, Douala University / ESSEC Business School, Cameroon
Enhancing financial inclusion through mobile banking in Africa: The role of trust and customer empowerment.
- M. YASIN, Abra American University, Palestine, F. LIÉBANA-CABANILLAS, Universidad de Granada, Spain, R. KAYED, IPU Tertiary Institute, New Zealand, B. GARCÍA-CARRIÓN, Universidad de Granada, Spain
Faith, gender, and impulse: Understanding brand loyalty and engagement in Islamic finance.



FRIDAY 16TH JANUARY 2026 – 16:00-17:30 – ROOM LH3-B

> **Tourism and Hospitality**

Customer Segmentation in Tourism and Hospitality

- Chairs:
 - . Prof. Stéphane BOURLIATAUX-LAJOINIE, Le Cnam Paris, France
- S. BOURLIATAUX-LAJOINIE, Le Cnam Paris, C. FOURNIER, Université Montpellier, N. SHAHIDI, EDC Business School, Y. RIVAL, Université de la Polynésie Française, France
Measuring the criteria for choosing and satisfaction with a tourism provider in a hypercompetitive environment.
- S. CACHO-ELIZONDO, IPADE Business School, Mexico
Co-creation in rural tourism motivations and preferences of urban visitors
- S. BLANCO-MORENO, Universidad de León, Spain, A. M GONZALEZ-FERNANDEZ, Universidad de León, Spain, R. EGGER, Modul University, Austria, L. V CASALÓ, Universidad de Zaragoza, Spain.
Tourists' archetypes and sustainability at the destination: A digital behavioral segmentation approach.
- R. GUL GILAL, Sukkur IBA University, Pakistan
Factors motivating the Millennials and Post-Millennials consumers to revisit the theme-based restaurants.
- A. HERRERO, H. SAN MARTÍN, J. COLLADO, P. MARTÍNEZ, Universidad de Cantabria, Spain
Clustering residents' perceptions of tourism sustainability in rural areas in Spain.





FRIDAY 16TH JANUARY 2026 – 17:30-18:15 – AUDITORIUM LH1

> **Awards Ceremony**

> **IMTC Awards *acknowledging overall achievements in the fields of Marketing Trends***

- Chairs:

- . Prof. Julio JIMENEZ, Universidad de 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 Management Impact Award *acknowledging the contribution to Marketing practice***

- Chairs:

- . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
- . Prof. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy

> **IMTC Best Thesis Award**

- Chair:

- . Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom

> **IMTC Prof. Elyette Roux Luxury Award**

- Chairs:

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



FRIDAY 16TH JANUARY 2026 – 18:15-19:00 – FORUM

> **Poster Fair**

- Chairs:
 - . Prof. Roger BENNETT, Kingston University London, United Kingdom
 - . Prof. Jean-François BOSS, HEC Paris, France
- J. JACOB, IESEG, France
(White) business professionals make racially biased marketing decisions.
- S. LACOSTE-BADIE, Université de Lille, O. DROULERS, Université de Rennes 1, France
Variability in Pregnancy Warning Labels (PWLs).
- S. LIU, Freie Universität Berlin, Germany
Product recall and stock price crash risk.
- A. NAPIÓRKOWSKA, SGH Warsaw School of Economics, Poland
Consumers' perception of multinational corporations' environmental sustainability and its influence on purchase intentions.
- M. P. PHUNG, Freie Universität Berlin, Germany
Sustainability innovation (non-)adoption in hospitality: a managerial cognition perspective.
- J. M. RAMÍREZ-HURTADO, Universidad Pablo de Olavide, Spain
Preferences of tourists attending flamenco shows: an analysis using integrated conjoint experiments.
- S. SÉJAÏ, Université de Caen, France
Green gap and cognitive dissonance: impact on the reception and evaluation of eco-responsible marketing communications.
- P. WÖLKI, Hochschule Fresenius, Germany
Navigating the dynamic landscape: how trends shape Alpha- & Beta-needs in marketing.

FRIDAY 16TH JANUARY 2026 – 18:15-19:00 – FORUM

> **Welcome Aperitivo**





SATURDAY 17TH JANUARY 2026

SATURDAY 17TH JANUARY 2026 – 08:30 – ENTRANCE HALL

> Registration

SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – FORUM

> Research Workshop: Writing Papers
- Including Coffee Break – 10.30

This workshop is for anyone wanting to improve their research and writing and to increase their chances of being published in highly ranked marketing journals. It covers 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 covers these steps in detail, providing best practice examples and in-depth discussion.

- Chair:

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





SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM B122

> **Big Data, Artificial Intelligence, Marketing Analytics**

- Including Coffee Break – 10.30

- Chairs:

- . Prof. Lorena BLASCO, ESCP Business School – Madrid Campus, Spain
- . Prof. Michel CALCIU, Université de Lille, France
- A. COLAMATTEO, M. D'AGOSTINI, M. SANSONE, Università degli Studi di Cassino e del Lazio Meridionale, Italy
Bridging Open Innovation and Artificial Intelligence: A systematic literature review with a marketing lens.
- F. CELIO, Sapienza Università di Roma, Italy, E. STAGNO, University of Sussex, United Kingdom, F. RICOTTA, Sapienza Università di Roma, Italy
When confidence backfires: Exploring how self-efficacy drives trust, AI usage and AI addiction.
- S. A. A. HAMD AOUI, A. BERRICHE, Université de Lille, France
Neurofinance and Artificial Intelligence : Perspectives for an ethical and effective banking neuromarketing.
- M. HERZ, ediundsepp Gestaltungsgesellschaft mbH, H. J. SCHMIDT, International University of Monaco, Monaco
Mapping mindset: AI-based psychographic segmentation using the value map approach.
- A. MBAM, Université de Picardie Jules Verne, France
Digital footprint of Internet users, what about security and data protection challenges? An examination in the North-South context.
- F. MORENO, Universidad Complutense de Madrid, L. ALEJANDRO KRESS, Universitat Politècnica de Catalunya, A. CORBACHO, Universidad de Extremadura, Spain
Artificial Intelligence in legal marketing: Toward more effective and ethical business development in law firm.
- A. SCHMITZ, M. ITO, N. VILLASEÑOR, A. DIAZ, Universidad Autónoma de Madrid, Spain
Can AI speak the language of trust in medicine?
- M. XIE-BO, EBS University, J. KLEIN, S. HENKEL, IESEG School of Management, France
Artificial Intelligence and the evolution of marketing organizations: A systematic literature review and research agenda.



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM D170-A

> **Branding**

Branding Strategies

- Including Coffee Break – 10.30

- Chairs:

- . Prof. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
- . Prof. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany
- C. L. ACKERMANN, Audencia Business School, B. HETET, IDRAC Business School, France
A hierarchical approach to brand personality: An application to brand innovativeness.
- I. CARBONE, P. SIGNORI, Università degli Studi di Verona, Italy
Stakeholder relationship mapping for nation branding: the role of Italian Cultural Institutes.
- I. GABTNI, Esprit School of Business, K. SAIED BENRACHED, The Faculty of Economics and Management of Tunis, Tunisia
When packaging sounds shape the mind: The influence of non-musical sounds on attitudes and judgements towards the brand.
- O. IGLESIAS, ESADE Business School, Spain, M. MINGIONE, Università Vita-Salute San Raffaele, Italy, N. IND, Kristiania University College, Norway
How to bring corporate brand purpose to life through a supportive culture.
- A. KILGENSTEIN, Athens University of Economics and Business, Greece, I. HILLEBRANDT, Twente University, Netherlands, J. HENSELER, Twente University, Netherlands
Brand circularity as a manifestation of conscientious corporate brands: initial conceptual thoughts on developing a brand circularity model.
- M. RIMBERT, J. M. LEHU, Université Paris 1 Panthéon-Sorbonne, France
Celebrity scandals and brand reactions: a statistical and SCCT-based framework.
- O. SAMMARAI, Université Grenoble Alpes, S. CAPELLI, Université Jean Moulin 4, France
When consumers want to be the boss
- A. TOLUNAY DINÇMAN, Yeditepe University, Turkey, C. VELOUTSOU, University of Glasgow, United Kingdom
Dear brand; this is why I love or hate you.



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM D170-B

> **Communication**

Communication Strategies

- Including Coffee Break – 10.30

- Chairs:

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

- M. M. BECKMANN, V. BERTELS, Technische Hochschule Aschaffenburg, Germany

Effective communication focused on climate adaptation goals.

- M. DEBABI, Université de Lille, France, A. BERRICHE, Université de Lille, France, S. JRIDI, ESC Tunis, Tunisia

How to captivate young minds in Tunisia towards the environment? The persuasion pathways of an educational humorous message acco

- F. DOST, Y. HUANG, Brandenburgische Technische Universität Cottbus–Senftenberg, Germany
Jump cut editing style and transition frequency differentially affect interactive and sustained engagement in short-form video.

- A. FERREIRA, Universidade da Beira Interior, Portugal

Galvanic skin response and survey data in insect-based food advertising research: insights for sustainable food marketing.

- M. NIELSEN, Aarhus University, Denmark, M. BELLGER, Technische Universität Dresden, Germany, F. Ulrich SIEMS, Technische Universität Dresden, Germany

The Washing Knowledge Model: a first discussion.

- A. THOMAS, C. VELLERA, Toulouse School of Management / Université Toulouse Capitole, France
From accumulation to voluntary donation of items: is nudging an effective lever for charitable organizations?

Work-in-Progress

- E. CONTI, E. SAVELLI, F. MUSSO, Università degli Studi di Urbino "Carlo Bo", Italy
Exploring communication strategies in SMEs: A research proposal and preliminary results.



SATURDAY 17TH JANUARY 2026 – 09:00-12:00– ROOM LH4-C

> **Consumer Behavior and Marketing Research**

Consumer Behavior Digital and Gen-AI Times

- Including Coffee Break – 10.30

- Chairs:

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

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

- C. BERNARD, HEC Montréal, Canada, A. LUBART, Kedge Business School, France, D. DANTAS, HEC Montréal, Canada

Why do we seek to discover new music? An investigation of individuals' motivations.

- R. BRION, Toulouse Business School, France

From gaze to gameplay: a typology of motivations for male gender swapping in online games.

- M. CARMEN DI POCE, Sapienza Università di Roma, Italy, C. VALOR MARTINEZ, IIT-Universidad Pontificia Comillas, Spain, C. BARBAROSSA, Toulouse Business School, France

The moral lives of symbolic mothers: how anthropomorphized nature informs human-nature relations.

- L. DUONG, Université de Haute-Alsace, France

When attachment turns risky: the dark side of user relationships with sharing platform.

- M. FERRETTI, Università degli studi di Napoli « Parthenope », Italy

From perseverance to pilgrimage: ritualized use of Generative AI in everyday life.

- G. LA RAGIONE, Università degli studi di Napoli « Parthenope », Italy, S. SADAT MOSTAFAVI, Università Commerciale Luigi Bocconi, Italy, M. RISITANO, Università degli studi di Napoli « Parthenope », Italy, T. K. NGAN PHAN, Hanoi University, Vietnam

The emergence of hybrid commemoration of the dead in developing countries: the case of Vietnam.

- A. VIGANO, N. OLIVERO, Università degli Studi di Milano-Bicocca, Italy

Consumer attitudes toward brain-computer interfaces in marketing: a grounded theory of control anxiety and neuro trust.



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM LH4-B

> **Digital Transformation and Customer Experience**

- Including Coffee Break – 10.30

- Chairs:
 - . Prof. Stéphane BOURLIATAUX-LAJOINIE, Le Cnam Paris, France
 - . Prof. Barbara NIERSBACH, Hochschule Ravensburg-Weingarten, Germany
- G. AZNAR, S. GONZALEZ, Universidad CEU San Pablo, Spain
Immersive technology: Perception and use of technologies.
- J. L. BERNARD, D. CRETE, S. SHOBEIRI, TÉLUQ, Université du Québec à Trois-Rivières, Canada
Capturing omnichannel customer experience: scale development and validation through two large-scale surveys
- C. DE SAINTE MARESVILLE, C. PETR, Université Bretagne Sud, France
Exploration of engagement and interaction patterns with virtual vs human influencers: A 24-month comparison of two Breton personalities.
- M. NAJJAR GAM, A. GAM, Faculté des Sciences Economiques et de Gestion de Nabeul, Tunisia
Service Quality in Virtual Brand Communities (SQ-VBC): Dual-level satisfaction, dissatisfaction, and loyalty.
- A. SAAVEDRA, R. CHOCARRO, N. RUBIO, S. LOUREIRO, Universidad Pública de Navarra, Spain
The role of social and socioemotional language in shaping chatbot competence and relational outcomes.
- J. SANI BIKAH, Université de Douala, Cameroon, A. BERRICHE, Université de Sfax, Tunisia, N. P. BAKEHE, Université de Douala, Cameroon
Cash-flow queens: digital inclusion empowering women to start up and bounce back.
- M. VINU, S. SAHNEY, Indian Institute of Technology, India
Examining motivation as an antecedent to enhancing learning outcomes in virtual learning environments.





SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – AUDITORIUM LH1

> **International Marketing**

- *Including Coffee Break – 10.30*

- Chairs:
 - . Prof. Holger J. SCHMIDT, Hochschule Koblenz, Germany
 - . Prof. Silvia CACHO-ELIZONDO, IPADE Business School, Mexico
- E. CARLONI, A. CODINI, F. CERUTI, G. BERTOLI, Università degli Studi di Brescia, Italy
Country-of-origin and sustainability: An analysis of purchase intention and willingness to pay for sustainable Made in Italy furniture.
- A. CELENTANO, M. MATARAZZO, Università degli Studi Guglielmo Marconi, Italy
From “Made in China” to “Made in Europe”: Offshoring strategies of Chinese automakers in the European market of electric cars.
- B. CZARNECKA, London South Bank University, United Kingdom
Consumer acculturation in multicultural marketplaces over time: A longitudinal qualitative study of Polish immigrants in the UK.
- T. DOKSÖZ, S. OFLAZOĞLU DORA, Hatay Mustafa Kemal University, Turkey
From trauma to digital connection: AI Friendships in multi-ethnic post-disaster communities.
- H. MI LEE, Heriot Watt University, United Kingdom, D. HAMMER, Hochschule München, Germany
Importer brand orientation and typologies: extending the Resource-Based View (RBV) in international marketing.
- F. MAGNO, Università degli Studi di Bergamo, Italy, F. CASSIA, Università degli Studi di Verona, Italy, C. M. RINGLE, Technische Universität Hamburg, Germany
Brand credibility and patronage intention towards cross-border e-commerce marketplaces.





SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM C011

> **Luxury Brand Management**

- Including Coffee Break – 10.30

- Chairs:
 - . Prof. Perrine DESMICHEL, ESCP Business School – Paris Campus, France
 - . Prof. Ben VOYER, ESCP Business School – London Campus, United Kingdom
- G. CARPITA, Luiss Guido Carli, M. FRANCESCO MAZZU, Luiss Guido Carli, A. BACCELLONI, John Cabot University, Italy
Decoding luxury fatigue: How authenticity, exclusivity, and quiet luxury shape consumer disengagement.
- S. NAGASAWA, T. ITO, Waseda University, Japan
Hyper-Luxury Strategy: Proposal and Concept.
- E. SAVELLI, I. VELLA, Università degli Studi di Urbino Carlo Bo, Italy
WhatsApp business and luxury: An empirical study on consumers.
- M. THIEBAULT, ESCP Business School - Paris, France, J. SCHMITT, ESCP Business School – Paris Campus, France, P. DESMICHEL, ESCP Business School – Paris Campus, France, F. GIRARDIN, EHL, Switzerland
Perceived Brand Sustainability (PBS): Developing a multidimensional scale and analyzing its implications for luxury marketing.
- O. STREED, Concordia College, USA
From rural roots to urban streets: Geographic segmentation of Generation Z luxury consumption.
- S. WU, University of Leeds, United Kingdom, M. GLASER, Paris Lodron University of Salzburg, Austria
Glow from the inside or the outside? The impact of product- versus cause-focused green advertising on consumer responses to luxury brands.
- B. VAHEED, IIT Kharagpur, India, S. BHATTACHARYA, Edinburgh Napier University, United Kingdom, S. SAHNEY, IIT Kharagpur, India
From luxury to masstige: Insights from online reviews on aspirational hospitality.





SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM LH3-A

> **Marketing and Sustainability**

Moving Towards Sustainability

- Including Coffee Break – 10.30

- Chairs:

- . Prof. Paola SIGNORI, Università degli Studi di Verona, Italy
- . Prof. Camilla BARBAROSSA, TBS Education, France

- I. M. ABDERRAHMANE, Université Sorbonne Paris Nord, France
Sustainability as a strategic driver of value and competitiveness.
- M. DEMETRIOU, University of Nicosia, Cyprus
Teaching Sustainability and CSR, inside out- The case of the University of Nicosia.
- L. DESTOUMIEUX, Excelia Business School, France, F. ROGEON, Excelia Business School, France, V. FAVARIN, Université Clermont Auvergne, France, A. DESLÉE, Université de Lille, France
The water fresco workshop: Evaluating the impact of a teaching device on students' water-saving behaviors and their social-psychological factors.
- M. ESSON EKWA, J. MULLER, Université d'Artois, France
Environmental concern, ecological sensitivity, and ecological behaviour: Research synthesis and new directions.
- I. MARX, V. ZEITOUN, G. MICHEL, Université Paris I Pantheon-Sorbonne, France
Ethics at the heart of an organisation's marketing culture: the power of language.
- M. MINGIONE, Università Vita-Salute San Raffaele, Italy
Conceptualizing the inextricable link between heritage and sustainability: Antecedents and outcomes of sustainable heritage-based (corporate) brands.
- F. ROGEON, Excelia Business School, E. Boch, Université de Tours, V. KIROVA, Excelia Business School, L. DESTOUMIEUX, Excelia Business School, France
Exploring how an experiential learning program shapes students' knowledge and awareness about water conservation.
- M. SCHLIPF, J. ROTTER, T. GAUGLER, Technische Hochschule Nürnberg Georg Simon Ohm, Germany
The 4x2 Green-Marketing-Mix in economic practice - An empirical study about acceptance & realization from a corporate perspective.



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM D009

> **Marketing Strategy**

- Including Coffee Break – 10.30

- Chairs:

- . Prof. Federica CECCOTTI, Sapienza Università di Roma, Italy
- . Prof. Saeid VAFAINIA, ESCP Business School – Paris Campus, France
- G. AZNAR, Universidad CEU San Pablo, Spain
Immersive technology: Student perception and adoption in higher education.
- E. BALLESTER, Universitat Oberta de Catalunya, Spain, C. VELOUTSOU, University of Glasgow, United Kingdom, D. XIE, University of Glasgow, United Kingdom
Influencers exposed! How their traits shape consumer behavior.
- A. GIOVANIS, D. KALLIVOKAS, D. PAPAKYRIAKOPOULOS, University of West Attica, Greece
Effects of entrepreneurial orientation, social media usage, marketing and innovation capabilities and competitive intensity on SME performance: A conceptual model.
- E. PAPADIMITRIOU, D. SKARMEAS, Athens University of Economics and Business, Greece
Culture at the crossroads of Corporate Social irresponsibility.
- J. REDLER, V. DIEHL, I. HILLBRANDT, O. RIECK, Hochschule Mainz Universität, Germany
Digital reputation in marketing: A conceptual definition and theoretical framework.
- L. RIIVITS-ARKONSUO, A. LEPPIMAN, V. KÜBARD, Tallinn University of Technology, Estonia
Navigating ageism: The role of professional identity among older professionals in the marketing industry.
- S. VAFAINIA, ESCP Business School – Paris Campus, France
Can alcohol-free products help reduce alcohol sales ?
- V. VIEIRA, Universidade Estadual de Maringá, J. MAZZON, Universidade de São Paulo, D. NOGUEIRA, UFSCAR, Brazil
How do alliance orchestration coordinator integration, alliance embeddedness, and alliance network configuration affect firm performance.
- V. VIEIRA, Universidade Estadual de Maringá, J. MAZZON, Universidade de São Paulo, D. DE TONI, Universidade de Caxias do Sul, Brazil
When CMO's action influences firm performance: Contextual boundaries of CMO, firm and international characteristics.



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM LH4-A

> **Retailing and E-Commerce**

- Including Coffee Break – 10.30

- Chairs:

- . Prof. Carmen-Maria ALBRECHT, FH Münster University of Applied Sciences, Germany
- . Prof. Elisa MARTINELLI, Università degli Studi di Modena e Reggio Emilia, Italy

- H. BOUHLAL, N. BELHSEN, University of Abdelmalek Essaâdi, Morocco
Do emotions matter in online shopping?
- N. ERIKSSON, M. STENIUS, R. HAGSTRÖM, Arcada University of Applied Sciences, Finland
Online grocery shopping adds value to households with children: Insights from a qualitative study.
- A. HATIM, Caddi Ayad Université, Morocco
The impact of digital transformation through website functionalities on marketing performance: Evidence from the Moroccan e-commerce.
- D. LAROUTIS, ESC Amiens, ASCENCIA Business School, France, A. ROUATBI, ASCENCIA Business School, France, L. POZNIAK, Researcher, UMONS – Université de Mons, Belgium
Rethinking e-commerce adoption across age groups: A behavioural and generational perspective.
- A. MANARESI, M. G. ROVERSI MONACO, Università di Bologna, Italy
Franchisee exclusion from e-commerce and the case for reforming the EU block exemption regulation.
- S. NGUYEN, L. NICOD, S. LLOSA, Aix-Marseille Université, France
Bypassing the middleman: How cultural differences shape direct transactions on peer-to-peer exchange platforms.
- X. QIN, Kyoritsu Women's University, K. KIKUCHI, Meiji University, Satoshi HOTTA, Pal Co, Japan
Digital clienteling for omnichannel retailing: The role of Japan's distinctive staff styling in the apparel industry.
- T. RUGER, U. JANSSEN, N. GHAHERI, S. MERRES, L. SCHUBERT, F. WERNER, Technische Universität Dresden, Germany
Testing nudging strategies within conversational agents: Promoting sustainable shipping choices through different types of nudges.
- S. SADAT MOSTAFAVI, Università Commerciale Luigi Bocconi, Italy, A. MAVROMMATIS, Universitat Ramon Llull / Esade, Spain, S. STAKHOVYCH, Monash Business School, Australia, C. TORRECILLA GUMBAU, Universitat Ramon Llull / Esade, Spain, G. LA RAGIONE, University of Naples, Italy
Coupons in motion: Time, categories, and consumer purchase dynamics.



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM LH3-B

> **Sales, CRM, Pricing and Promotion**

Sales Management

- *Including Coffee Break – 10.30*

- Chairs:

- . Prof. Silvio CARDINALI, Università Politecnica delle Marche, Italy
- . Prof. Doreen PICK, Hochschule Merseburg University of Applied Sciences, Germany

- A. AHMADI, Otto-Friedrich-Universität Bamberg, B. NIERSBACH, Hochschule Ravensburg-Weingarten University of Applied Sciences,, B. IVENS, Otto-Friedrich-Universität Bamberg, Germany
Context matters: The impact of external business environment on the design and execution of Key Account Management. Insights from the Middle Eastern market.
- M. BELLEGER, J. DÖLZ, F. ULRICH SIEMS, M. C. PAPEN, Technische Universität Dresden, Germany
Be close to your customers - but not too close: The uncanny valley of customer closeness.
- K. BURGDORFF JENSEN, University College of Northern Denmark, Denmark
Beyond formal sales training: A conceptual framework for hybrid apprenticeship in AI-enabled B2B sales organizations.
- S. CARDINALI, Simone SEVERINI, A. ROMOLI, Università Politecnica delle Marche, Italy
Late-career in sales: How job satisfaction and goal orientations shape performance and retention.
- E. HARTMANN, Otto-Friedrich-Universität Bamberg, B. NIERSBACH, Ravensburg Weingarten University of Applied Science, B. IVENS, Otto-Friedrich-Universität Bamberg, Germany
The symbiosis of humans and machines: An examination of the acceptance and impact of Artificial Intelligence on Key Account Management in the context of Germany, Austria, and Switzerland (DACH region).
- D. ROCHE, Excelia Business School, France
What Tintin can teach us about negotiation: An interpretation using the TKI model.
- M. MUHL, Hilti Group, M. SCHLIPIF, Hochschule für angewandte Wissenschaften München, Germany
Who should speak to whom? An empirical study for matching corporate Buying and Selling Center personae.
- B. NIERSBACH, N. KADAM, T. DETZEL, Ravensburg-Weingarten University of Applied Sciences, Germany
Emotional intelligence as the key to leadership qualities in Key Account Management - a qualitative analysis investigating the gender differences and the underrepresentation of women.



SATURDAY 17TH JANUARY 2026 – 12:00-13:00 – AUDITORIUM LH1

- **Meet the Editors**
- Chair:
 - . Prof. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair
- Prof. Pauline de PECHPEYROU and Prof. Chris HALLIBURTON for Journal of Marketing Trends
- Prof. Andrew FARRELL for European Journal of Marketing
- Prof. Cleopatra VELOUTSOU for Journal of Product and Brand Management
- Prof. Kirsten COWAN for Journal of Advertising Research
- Prof. Dimitrios BUHALIS for Tourism Review
- Prof. Julien SCHMITT for Recherche et Applications en Marketing (RAM) and Décisions Marketing (DM)
- Prof. Alberto PASTORE for Sinergie Italian Journal of Management

SATURDAY 17TH JANUARY 2026 – 13:00-14:00 – ENTRANCE HALL AND FORUM

- > **Lunch Break**





SATURDAY 17TH JANUARY 2026 – 14:00-15:30 – ROOM D170-B

> Communication

New Perspectives for Communication in the Digital and AI Era

- Chairs:
 - . Prof. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
 - . Prof. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany
- S. CACHO-ELIZONDO, M. R. PAREDES-ESCOBAR, IPADE Business School, Mexico
AI Adoption Challenges in the Advertising Agencies. Exploring Motivations, Barriers, Risks, and Best Practices.
- A. P. KIELING, Universidade do Estado de Santa Catarina / Universidade de São Paulo, M. A. ZANQUET, Universidade do Estado de Santa Catarina / Universidade de São Paulo, L. SARTORIO AYALA, Universidade de São Paulo, R. TEZZA, Universidade do Estado de Santa Catarina, Brazil
Resistance and use of crowdsensing applications as a communication channel for citizen participation in Brazilian smart cities.
- F. KURTALIQUI, Audencia Business School, M. ZAMAN, EM Normandie, S. HOSANY, Audencia Business School, V. BALUSSEAU, Audencia Business School, France
The effectiveness of AI-generated images in tourism advertising: Between marketing performance and ethical acceptability.
- T. REICHSTEIN, F. DOST, J. KÖHLER, Brandenburgische Technische Universität, Germany
Visual Abstraction in AI-Generated Pet Ads: Effects on Purchase Intention via Positive Emotions

SATURDAY 17TH JANUARY 2026 – 14:30-17:30 – FORUM

> Research Workshop: Marketing Trends Radar

- Including Coffee Break – 15.30

This workshop aims to create an International Marketing Trends Radar system. By collaborating with colleagues from universities worldwide, the 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 into marketing trends.

- Chair:
 - . Prof. Dr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
 - . Dr. Steffen SCHMIDT, CONCEPT M AI, Switzerland
 - . Prof. Dr. Carsten BAUMGARTH, Hochschule für Wirtschaft und Recht, Germany



SATURDAY 17TH JANUARY 2026 – 16:00-17:30 – ROOM D170-B

> **Fashion Marketing**

- Chairs:
 - . Prof. Elena CEDROLA, Università di Macerata, Italy
- R. FONTAINE, M. FORTIN, Université du Québec à Montréal, Canada
Attached to your clothes – what's your story ?
- J. LOISEAU, L. MAUBISSON, Université de Tours, France
Understanding post-consumption practices in the textile sector through psychological distance.
- A. NASSAR, Université Gustave Eiffel, S. KRIM, Université Paris 1 Panthéon-Sorbonne, France
Signaling your identity : New insights on how LGBT people choose to dress.
- G. PERLANGELI, Università Commerciale Luigi Bocconi, Italy
Sustainable concept in fashion retail: A systematic literature review.
- V. PLICHON, Université de Tours, L. SUGIER, Université d'Orléans, B. MOUSSAOUI, Université de Tours, France





SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM D170-A

> **Branding**

Impact of Digital Tools and GenAI on Branding Strategies

- Including Coffee Break – 15.30

- Chairs:
 - . Prof. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
 - . Prof. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany
- A. BOSE, S. MUKHERJEE, R. BABU ROY, IIT Kharagpur, India
Authenticity illusions: Generative AI, impulse buying, and the rise of counterfeits.
- E. FERNANDEZ-SABIOTE, E. DELGADO-BALLESTER, C. MAYORDOMO, A. GARRIDO, I. PALACIOS BRIHUELA, Universidad de Murcia, Spain
Monarchs as heritage brand identities: Exploring their attributes in seven European Monarchies.
- V. FRATTALI, Luiss Guido Carli, M. F. MAZZU, Luiss Guido Carli, A. BACCELLONI, John Cabot University, Italy
Consumer-Brand relationship in the age of recommender systems: Knowledge, legacy and guilt.
- K. HORNUNG, H. R. KAUFMANN, Hochschule für Angewandtes Management, Germany
AI icons: The new frontier of branding with virtual influencers.
- B. LE HEGARAT, E. BOLLA, Université Le Havre Normandie, France
Perceived scarcity, unconventional aesthetics and digital virality: The Labubu case as a driver of consumer desire.
- O. OZBAL, ISG institut Supérieur de Gestion, France, T. DUMAN, Epoka University, Albania, S. KUMAR MOHANTY, Xim University, India
Digital brand equity in the global context? Comparative insights from U.S. and Indian ride-hailing platforms.
- L. TRIESTE, G. TURCHETTI, Sant'Anna Scuola Universitaria Superiore Pisa, Italy
Managing customization, brand consistency, and identity dynamic trade-offs: opportunities and chaos.
- D. VENCIUTE, ISM University of Management and Economics, Lithuania, G. SCHILLACI, ISM University of Management and Economics, Lithuania, R. FONTES CORREIA, Instituto Politécnico de Bragança, Portugal
Do strong personal brands make stronger employee advocates? The impact of personal brand equity on employee advocacy.



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM LH4-C

> **Consumer Behavior and Marketing Research**

Shaping Consumer Behavior

- Including Coffee Break – 15.30

- Chairs:

- . Prof. Costanza NOSI, Università LUMSA di Roma, Italy
- . Prof. Hsin Hsuan (Meg) LEE, ESCP Business School – London Campus, United Kingdom
- Y. AKRIMI, R. NOUMI, Université de Sfax, Tunisia
Examining Gen Z's commitment to ritualized streaming during Ramadan: An extension of the investment model.
- C. BATCH, A. PELOSO, Queensland University of Technology, Australia
It's time to question everything: From wavering wisdom to wise uncertainty.
- S. BOCCALINI, F. CECCOTTI, M. VERNUCCIO, Sapienza Università di Roma, Italy
Exploring customer-based brand equity of social purpose-driven brands.
- M. JOSION-PORTAIL, Université Gustave Eiffel / Université Paris-Est Créteil, France
Your home, my home, our home ? The appropriability of shared domestic spaces in the context of intergenerational coresidence.
- L. LAVORATA, Université Paris Nanterre, France
Consumer skepticism and suspicion towards brands: Impact on their behavior. Theoretical and managerial implications.
- E. SARTI, G. SALVATORE, E. MARTINELLI, Università degli Studi di Modena e Reggio Emilia, Italy
Green Country-of-Origin image: Unpacking the role of knowledge in Italian consumers evaluations.
- R. VIEDMA, Université de Picardie Jules Verne, France
The role of self-efficacy in the process of acceptability, acceptance, and appropriation of low-tech technologies.
- L. WANG, ESCP Business School – Berlin Campus, Germany, F. JACOB, ESCP Business School – Berlin Campus, Germany, N. BULAWA, Lancaster University, United Kingdom
From decline to revival: Shaping consumer and market practice in the European night train market.

Work-in-Progress

- R. SEROUALIA, Z. RHAJBAL, Faculté des Sciences Juridiques Économiques et Sociales, Maroc
Contributions of neuromarketing to understanding consumer behavior in chaotic contexts.



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM LH4-B

> **Digital Marketing**

- Including Coffee Break – 15.30

- Chairs:

- . Prof. Francesca CHECCHINATO, Università Ca' Foscari Venezia, Italy
- . Prof. Eva LAHUERTA-OTERO, Universidad de Salamanca, Spain

Strategic orientations

- O. ALEMANY, L. CONJARD, Toulouse Business School, France
Reading as a cultural repertoire of disconnection.
- D. KHALFALLAH, V. KELLER, Széchenyi István University, Hungary
The rise of virtual influencer brand partnerships: shaping the future of digital campaigns.
- M. RIVERA-PESQUERA, R. DURAN-DERGAL, IPADE Business School, Mexico
Transforming a commodity into a premium brand: a conceptual model for branding through martech and personalization.

Social Media Marketing

- E. BOULADI, Université Paris-Saclay, M. LAROUM, Université Gustave Eiffel, France
Performing the self : How women politicians leverage social media in political communication.
- N. FILIMON, F. FUSTÉ FORNÉ, Universitat de Girona, Spain
Rethinking influencer marketing based on the identity of social media followers.
- M. CALCIU, Université de Lille, J. L. MOULINS, Aix-Marseille Université, France
Big corpus of social media chatter - Big challenge for marketing scientists. The case of a 2.6 billion tweets Covid19 dataset.
- K. KALYNETS, Universidad Carlos III de Madrid, V. MELNYK, ESCP Business School – Madrid Campus, Spain
Identity tensions: Role and MBTI-driven motivational conflicts in social media engagement
- E. KERVIZIC, Paris 1 Panthéon-Sorbonne, J. F. LEMOINE, Paris 1 Panthéon-Sorbonne / ESSCA School of Management, France
When error becomes a signal: The effects of mistakes in reviews on mobile users' reactions.
- S. PANSONI, G. GISTRI, Università di Macerata, Italy
Competing for attention: Text overlays and showing faces in nonprofit Instagram posts.



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM C011

> **Food Marketing**

- Including Coffee Break – 15.30

- Chairs:

- . Prof. Christine MAURACHER, Università Ca' Foscari Venezia, Italy
- . Prof. Klaus G. GRUNERT, Aarhus University, Denmark

- F. CHECCHINATO, P. CUNICO, V. FINOTTO, A. VIGNOTTO, Università Ca' Foscari Venezia, Italy
Sustainability in luxury gastronomy: Are celebrity chefs vocal about it?
- O. DROULERS, Université de Rennes 1, S. LACOSTE-BADIE, Université de Lille, A. BIGOIN GAGNAN, Université Le Mans, France
The impact of animal images on visual attention: an eye-tracking study on wine labels.
- Y. GAO, A. MATTHEWS, Dublin City University, Ireland
A stakeholder marketing approach to supporting, protecting and promoting infant feeding: an Irish study.
- J. E. PELET, Université de Picardie Jules Verne, France, L. EHM, Hochschule Ludwigshafen, Germany
New opportunities for storytelling and brand image creation through Web3: Expert perspectives from the French and German wine industries.
- F. ROGEON, Excecia Business School, L. DESTOUMIEUX, Excecia Business School, L. PECJAK, École Supérieure de Commerce d'Amiens, France
Adoption of digital tools for local food shopping: A typology.
- V. ROMANELLO, Universidade de São Paulo, A. P. KIELING, Universidade de São Paulo / Universidade do Estado de Santa Catarina, Brazil
Exploring consumers' willingness to pay for handmade plant-based desserts.
- A. TAMARO, M. KARAA, Université de Bretagne Occidentale, France
Is eating under-consumed local fish a smart choice for consumers?
- M. UNO, Gakushuin University, Y. YAMASHITA, Hitotsubashi University, Japan
Who benefits from details? The effects of green tea packaging information design on perceived quality and the moderating roles of subjective knowledge and QR code usage.





SATURDAY 17TH JANUARY 2026 – 14:00-15:30 – ROOM LH4-A

> **Healthcare Marketing**

- Chairs:
 - . Prof. Virginie RODRIGUEZ, Université d'Orléans, France
- C. E. SCHILLACI, Università di Catania, Italy, F. MERTOLI, Università di Catania, Italy, M. BENVENUTO, Università del Salento, Italy, A. Avram, West University of Timisoara, Romania, L. PIPER, Università del Salento, Italy
From complexity to WOM on health wearables devices. The mediating role of perceived effectiveness.
- M. GLOWIK, Hochschule für Wirtschaft und Recht Berlin, Germany, W. A. BHATTI, Linnaeus University, Sweden, A. CHWIALKOWSKA, University of West Georgia, Georgia
The impact of culture on the efficiency of healthcare service treatment and value co-creation for patient well-being.
- S. HATTEMER, S. PAGEL, I. HILLEBRANDT, Hochschule Mainz, Germany
Using Instagram to support people affected by endometriosis: The impact of influencers
- M. SANGLE-FERRIERE, CYU Cergy Paris Université, V. RODRIGUEZ, Université d'Orléans, France
Vulnerability of female patients in health services: The case of mammography.





SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM D009

> **Innovation and Product Management**

- Including Coffee Break – 15.30

- Chairs:

- . Prof. Boris DURISIN, ESCP Business School – Paris Campus, France
- . Prof. Gianfranco WALSH, Leibniz Universität Hannover, Germany
- F. RICOTTA, Sapienza Università di Roma, A. D'ANIELLO, Luiss Guido Carli, C. DONATO, Roma Tre, M. SAVASTANO, Sapienza Università di Roma, Italy
Made in Italy reloaded: Sustainability, digitalization, and the new dynamics of Country-of-Origin in fashion and food.
- W. ABBASSI, A. JAOUA, S. ESSOUAIED, M. TROJETTE, National Engineering School of Tunis, University of Tunis El Manar, Tunisia
Innovating cosmetic packaging for sustainability: Evidence from Tunisian Consumers and 3D printing prototypes.
- H. BI, Y. PAN, Shanghai International Studies University, China
Shopping companions as social buffers: Reducing emotional ambivalence in novelty product consumption.
- G. de KERVILER, IESEG School of Management, France
Innovation strategies in Global Service Organization: An institutional logics perspective.
- M. EL AMRI, V. COLLANGE, Université Bourgogne Europe, France
Brand resurrection and the acceptance of radical innovation: An archetypal reading of the Renault 5 Electric.
- E. HUIZINGH, H. VAN DER BIJ, University of Groningen, Netherlands
How to get to the 'right' product portfolio? Do not put all eggs in one basket.
- P. L. MEURIC, IDRAC Business School A. LUBART, KEDGE Business School, France
The future of non-fungible tokens' market applications: An analysis through the technological innovation system life cycle approach.
- G. RAO, G. CAPPIELLO, Università degli Studi di Bologna, Italy
Co-creation and sensemaking in local public transport.
- A. SABATINI, P. F. LUIGI FRABONI, G. L. GREGORI, Università Politecnica delle Marche, Italy
Automotive dealers at a crossroad: Exploring the forces behind the dealers' mandatory business model innovation.





SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM LH3-A

> **Marketing and Sustainability**

Sustainability in Practice

- Including Coffee Break – 15.30

- Chairs:

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

- D. CASOLI, A. GUIZZARDI, F. MIHANI, Università di Bologna, Italy
Linking efficiency and sustainability - dynamic pricing as service innovation in smart fridges.
- G. DE CAMPOS RIBEIRO, Paris School of Business, V. GUILLARD, Paris Dauphine University - PSL, E. LE NAGARD, ESSEC Business School, France
Do consumers want durable goods to last? The formation of anticipated durability and its role in the purchase of durable goods.
- J. M. FERRANDI, ONIRIS VetAgroBio, M. C. LICHTLE, Université de Montpellier, A. MIONE, Université de Montpellier, B. SIADOU-MARTIN, Université de Montpellier, France
Does feeling part of a struggle matter? How perceived distance from the fight against waste shapes responsible consumption?
- M. GIOVANNETTI, Università degli Studi di Macerata, Italy, E. CEDROLA, Università degli Studi di Macerata, Italy, G. LI POMI, IPAG Business School, France, S. MASÈ, IPAG Business School, France
Blockchain-enabled sustainability communication: The interplay of emotional and rational consumer responses.
- G. PEGAN, Università degli Studi di Trieste, S. RANFAGNI, Università di Firenze, Italy
Beyond congruence: A reflective equilibrium perspective on sustainable consumer decision-making.
- C. SCRIMIERI, Sapienza Università di Roma, Italy, A. DIAMANTOPOULOS, Universität Wien, Germany
Consumer perceptions of product sustainability: The role of country-specific influences.
- G. SERRE DE LANAUZE, Université de Montpellier, J. LALLEMENT, Université de Montpellier, F. DE FERRAN, Université de La Rochelle, France
When catastrophe looms: Effects of psychological distance to climate change on responsible consumption and implications for informational framing in the promotion of sustainable products.
- G. SERRE DE LANAUZE, B. SIADOU-MARTIN, A. AZEEM, Université de Montpellier, France
Consumer perceptions of environmental regulations and corporate responsibility for eco-responsible products.
- A. TOURNIER, J. SANGWA, F. SIMON, Université de Haute-Alsace, France
Does the ecological transition pose a threat to the cultural worldview of the responsabilised consumer? An exploration of social justice concerns within national sustainability policies.



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM LH3-B

> **Sales, CRM, Pricing and Promotion**

Customer Relationship Management

- Including Coffee Break – 15.30

- Chairs:

- . Prof. Silvio CARDINALI, Università Politecnica delle Marche, Italy
- . Prof. Doreen PICK, Hochschule Merseburg University of Applied Sciences, Germany

- L. DUONG, Université de Haute-Alsace, France

When attachment turns risky: The dark side of user relationships with sharing platform.

- G. FUKUTOMI, Kyoto Sangyo University, Japan, S. L. STIEME-KIRST, Hochschule Merseburg, Germany

Tracing digitalization in sales and services: A hypothetical framework of organizational and individual drivers.

- A. GAM, A. BELLIL, M. OUESLATI, J. HABOURIA, Faculté des Sciences Economiques et de Gestion de Nabeul, Tunisia

From E-CRM to E-Loyalty: A dual-mediation model of trust and anticipated satisfaction.

- G. GONZALES, A. GARRIDO-MORGADO, Universidad de Salamanca, Spain

Optimizing mobile app promotions for short-term sales and long-term loyalty.

- K. MAMMAD, Université Ibn Zohr, Morocco

Digital transformation and the evolution of customer relationship management: A systematic literature review.

- L. NEUMAIER, C. DURST, Ansbach University of Applied Sciences, Germany

Account-based marketing in Small and Medium-sized B2B Companies: A study of practical implementation in the DACH region in 2025.

- M. E. PAPANDREOPOULOU, K. LIONAKIS, Athens University of Economics and Business, Greece

Brand first, price later: Customer loyalty in tech markets.

- V. SCHWEITZER, Université de Haute-Alsace, France, D. SLOOT, Karlsruher Institut für Technologie, Germany, S. STUMPF, Karlsruher Institut für Technologie, Germany

Identifying consumer psychological empowerment compensation mechanisms in the context of photovoltaics: A tetraclass model approach.

- G. WINNINGER LEMARQUIS, Université de Strasbourg / Le Cnam Paris, France

Digital transformation and multiparty buyer-seller relationships leading to engagement within the manufacturer's ecosystem : An overview.



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – AUDITORIUM LH1

> Tourism and Hospitality

- Including Coffee Break – 15.30

- Chairs:

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

Tourism and Communication

- M. BARATTIN, S. LATUSI, Università di Parma, Italy
Interactive non-immersive VR and tourism destinations: The impact of technological traits on satisfaction and behavioral outcomes.
- A. DEVNATH, S. BATAOUI, Université Jean-Moulin-Lyon-III, France
How virtual hospitality of tourist destinations shapes tourists' online experience.
- P. H. LEVEAU, Université d'Angers / ESTHUA, France
Embodying responsible tourism through Virtual Reality: The case of the 100% Brussels Zoo, a new space for playful and educational experience.
- L. RADEMACHER, F. DOST, C. GALLE, V. LAU, Brandenburgische Technische Universität, Germany
Social proof by age: When old-authored reviews help or hurt hotel purchase intention.
- B. TUBILLEJAS-ANDRÉS, Universidad de Valencia, Y. OUAZZANI, Universitat Autònoma de Barcelona, H. CALDERÓN-GARCÍA, Universidad de Valencia, Spain
Clustering visual narratives of science museums on Instagram: A machine learning approach to communication patterns.

Customer Experience in Tourism

- F. ASIF, Gabriele Università degli Studi Gabriele d'Annunzio Chieti-Pescara, Italy, C. DONATO, Università Roma Tre, Italy, M. ISHTIAQ ISHAQ, Pôle Universitaire Léonard de Vinci, France
Beyond the plate: A systematic literature review of consumer-driven food waste in hospitality.
- S. INTHANON, R. REITENBERGER, D. PICK, Hochschule Merseburg, Germany
Antecedents of loyalty in wellness tourism: A Meta-Analytic Structural Equation Modeling (MASEM).

Work-in-Progress

- I. BABOU, Babou Conseil, France
Gastronomic tourism or tourist gastronomy?
- D. PICK, S. STIEME-KIRST, H. KUTZER, Hochschule Merseburg, Germany
Green Hushing: An emerging trend in German tourism?



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM B122

> Well-Being

- Including Coffee Break – 15.30

- Chairs:

- . Prof. Vladimir MELNYK, ESCP Business School – Madrid Campus, Spain
- S. BIDMON, K. LINGENHEL, R. TERLUTTER, Alpen-Adria-Universität Klagenfurt, Austria
The different shades of source credibility: An influencing chain of fitspiration imagery on Instagram towards a healthier lifestyle.
- G. CAPPIELLO, M. VISENTIN, S. IORIO, Università di Bologna, Italy
Addiction to e-Sports and customer's well being.
- A. D'ASTOUS, HEC Montréal, L. BOUJBEL, TELUQ, Canada
The impact of the social environment on young people's tobacco consumption.
- A. HELME-GUIZON, Université Grenoble Alpes, France, J. BROYER, Enov, France, S. BATAOUI, Université Lyon 5, France, M. HAKIMI, University of Prince Mugrin, Saudi Arabia
Beyond gender stereotypes: Evaluating trust and value in well-being chatbot interactions.
- I. VAN HEST, E. VAN ZEELAND, J. HENSELER, University of Twente, Netherlands
Inclusive targeting: Rethinking the concept of inclusive marketing.

SATURDAY 17TH JANUARY 2026 – 16:00-17:30 – ROOM LH4-A

> Arts, Cultural and Creative Industries Marketing

- Chairs:

- . Prof. Maren BECKER, ESCP Business School – Berlin Campus, Germany
- O. ALEMANY, Toulouse Business School, Thomas MOREAU, France
Does narrative transportation imply high forms of narrative agency? The case of board games.
- T. HENRIQUEZ, ESSCA School of Management - Campus Lyon, G. PACHE, Aix-Marseille Université, France
Nights at the museum: Immersive marketing and the rise of experiential culture.
- B. PETITPRETRE, S. BOURLIATAUX-LAJOINIE, Le Cnam Paris, France
Between illusion and authenticity: Understanding visitors' experience in a fictional heritage site.



SATURDAY 17TH JANUARY 2026 – 17:30-17:45 – AUDITORIUM LH1

> IMTC Best Paper Awards Ceremony

- Chairs:
 - . Prof. Julio JIMENEZ, Universidad de Zaragoza, Spain – Conference Chair

SATURDAY 17TH JANUARY 2026 – 17:45-18:00– AUDITORIUM LH1

> Closing Remarks

- Conference Chairs:
 - . Prof. Julio JIMENEZ, Universidad de 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 the Organizing Committee:
 - . Dr. Françoise CONCHON-ANDREANI, ESCP Business School – Paris Campus, France – IMTC President

SATURDAY 17TH JANUARY 2026 – 20:00-23:00

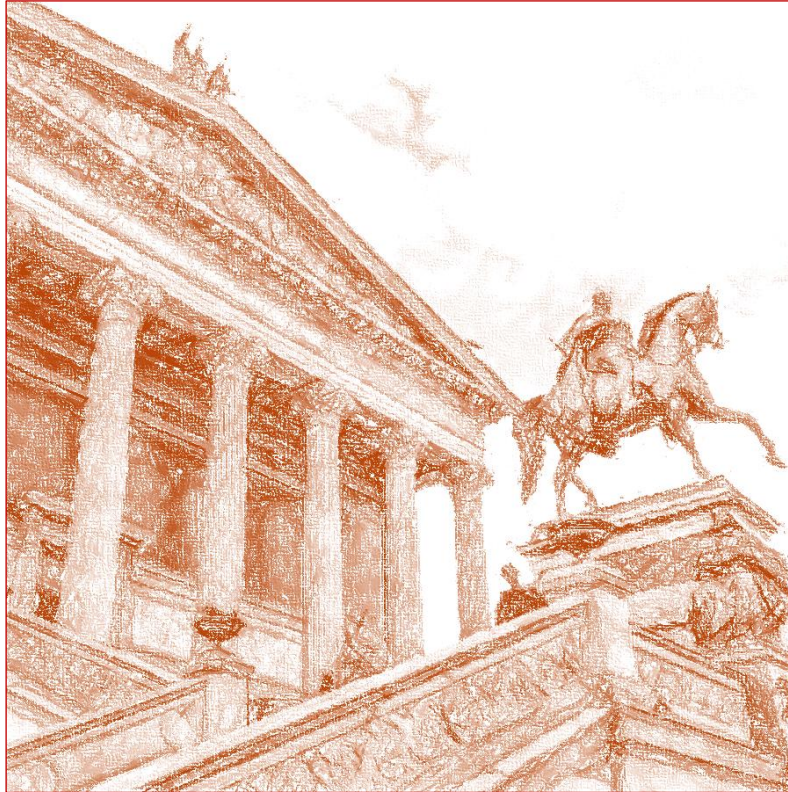
> Gala Dinner

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



SUNDAY 17TH JANUARY 2026 – 10:30-12:00

> **Cultural Event : Private Tour “The Cultural Heart of Berlin”**



This tour offers a unique opportunity to discover the Cultural Heart of Berlin: Museum Island.

- An inspiring cultural walk around Museum Island, one of Berlin’s most iconic landmarks and a UNESCO World Heritage Site. This open-air tour offers a compelling introduction to the history, architecture, and ideas that shaped Germany’s museum culture – right where it all began.
- Strolling at a relaxed pace through the island’s remarkable ensemble of world-renowned institutions, including the striking Berlin Cathedral.
- Reading Berlin Through Its Architecture. Rather than entering the museums, the experience focuses on their architectural masterpieces, courtyards, and facades, revealing how the island evolved from royal ambitions to a global cultural landmark.
- Led by an experienced guide, this tour blends history, art, and urban storytelling, offering fresh perspectives even to returning visitors. It is an ideal way to unwind, connect with Berlin’s intellectual heritage, and decide which museum to explore further on your own.
- A perfect cultural highlight alongside your conference stay.

**OPTIONAL EVENT
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This image shows a full page of a handwriting practice worksheet. It consists of multiple sets of three horizontal dashed lines spaced evenly down the page, providing a guide for letter height and placement. The background is plain white, and there are no other markings or text present.



PRACTICAL INFORMATION

- > **Conference Venue**
ESCP Business School – Heubnerweg 8-10
Berlin
Germany
- > **Organizing Committee**
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Esteban BARON-CACOT
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**Thank you to everyone
for supporting the IMTC team
in making this conference be a great success.**