



International Marketing Trends Conference

Paris
IMTC
January 16th-18th 2020

International Marketing Trends *Conference*

Programme



THURSDAY 16TH JANUARY 2020

| | | |
|---------------|---|------|
| > 13:00-16:00 | <i>For Ph.D. Students ONLY</i> Doctoral Colloquium ESCP Europe – Room 4117 | p. 4 |
| > 16:00-17:00 | <i>For Nominees ONLY</i> IMTC Best Thesis Award ESCP Europe – Room 4117 | p. 7 |
| > 17:00-18:00 | <i>For Nominees ONLY</i> Professor Elyette Roux Best Thesis in Luxury Brand Management Award ESCP Europe – Room 4119 | p. 8 |



FRIDAY 17TH JANUARY 2019

| | | |
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| > 08:30-09:00 | Registration ESCP Europe – Amphi Gelis | p. 9 |
| > 09:00-09:15 | Opening Speech | p. 9 |
| > 09:15-09:30 | IMTC Awards IMTC Best Thesis Award Professor Elyette Roux Best Thesis in Luxury Brand Management Award | p. 9 |
| > 09:30-10:30 | Plenary Session | p. 10 |
| > 10:30-11:00 | Coffee Break | p. 10 |
| > 11:00-13:00 | Marketing Strategy Forum - Round Table | p. 10 |
| > 13:00-14:00 | Lunch Break | p. 10 |
| > 14:00-15:30 | Marketing Strategy Forum - Round Table | p. 11 |
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| > 14:00-15:30 | Arts, Cultural and Creative Industries Forum - Round Table | p. 12 |
| > 15:30-16:00 | Coffee Break | p. 12 |
| > 16:00-17:30 | Paper Presentations - Academic Research Sessions <ul style="list-style-type: none"> . Food Industries . Services . Arts, Cultural and Creative Industries . Social Networks and Social Media . Corporate Social Responsibility . Healthcare . Marketing Strategy . International Marketing | p. 13 p. 13 p. 14 p. 14 p. 15 p. 15 p. 16 p. 16 |
| > 20:00-23:00 | Gala Dinner | p. 17 |



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SATURDAY 18TH JANUARY 2019

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| > 08:30-09:00 | Registration ESCP Europe – Amphi Gelis | p. 18 |
| > 09:00-12:30 | Paper Presentations - Academic Research Sessions | |
| | . Consumer Behavior | p. 18 |
| | . Brand | p. 19 |
| | . Luxury Industries | p. 19 |
| | . Tourism and Hospitality | p. 20 |
| | . Advertising - Communication | p. 20 |
| | . Digital Experience and Big Data | p. 21 |
| | . Sustainable Development | p. 22 |
| | . Retail Strategy and Retail Brands | p. 23 |
| | . E-commerce | p. 24 |
| > 12:30-12:45 | IMTC Best Paper Award | p. 24 |
| > 12:45-13:00 | Closing Remarks | p. 24 |



THURSDAY 16TH JANUARY 2020

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

For Ph.D. Students ONLY

- > **Doctoral Colloquium Registration**
ESCP EUROPE
79, avenue de la République
75011 PARIS
FRANCE

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

- > **Doctoral Colloquium - Opening Conference**
 - Chair :
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
 - Co-Chairs :
 - . Pr. Jean-Claude ANDREANI, ESCP Europe, France
 - . Pr. Roger BENNETT, London Metropolitan University, United Kingdom
 - . Pr. Michelle BERGADAA, Université de Genève, Switzerland
 - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
 - . Pr. Dominique CRIE, Université de Lille 1, France
 - . Pr. Richard FONTAINE, Université du Québec (ESG-UQAM), Canada
 - . Pr. Hanen KHEMAKHEM, Université du Québec (ESG-UQAM), Canada
 - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
 - . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
 - . Pr. José Miguel MUGICA GRIJALBA, Universidad Pública De Navarra, Spain
 - . Pr. Shinya NAGASAWA, Waseda University, Japan
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
 - . Pr. Francis SALERNO, Université de Lille 1, France
 - . Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
 - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany



THURSDAY 16/01/20 - 13:15-15:45 | ESCP EUROPE – ROOM 4119

> **Doctoral Colloquium**

- Co-Chairs :
 - . Pr. Jean-Claude ANDREANI, ESCP Europe, France
 - . Pr. Roger BENNETT, London Metropolitan University, United Kingdom
 - . Pr. Richard FONTAINE, Université du Québec (ESG-UQAM), Canada
 - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
 - . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
 - . Pr. Francis SALERNO, Université de Lille 1, France
 - . Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France

- Thomas SENDER, Université Paris 1 Panthéon Sorbonne, France
Influence of the design of a website on browsing and purchase intention
- Simon REGNIER, Université Paris 1 Panthéon Sorbonne, France
Product placement on YouTube
- Alice GUZZETTI, Università Cattolica del Sacro Cuore, Italy
'Please don't buy!' Consumer attitude to alternative luxury business models
- Beatrice RE, Università degli Studi di Pavia, Italy
Value co-creation processes in the circular economy

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

> **Doctoral Colloquium**

- Co-Chairs :
 - . Pr. Michelle BERGADAA, Université de Genève, Switzerland
 - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
 - . Pr. Dominique CRIE, Université de Lille 1, France
 - . Pr. Hanan KHEMAKHEM, Université du Québec (ESG-UQAM), Canada
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESCA School of Management, France
 - . Pr. José Miguel MUGICA GRIJALBA, Universidad Pública De Navarra, Spain
 - . Pr. Shinya NAGASAWA, Waseda University, Japan
 - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany

- Hager CHAKER, Corvinus University of Budapest, Hungary
Corporate Social Responsibility in Hotels: Value-action Gap Analysis in Tunisia
- Jing NIU, HEC Paris, France
A meta-analysis about the drivers and effects of participation in online communities
- Kerstin BLACHNIK, EBS Universität für Wirtschaft und Recht, Germany
Leveraging strategic alliances for digital transformation to optimize marketing and sales in the OTC-pharmaceutical market



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THURSDAY 16/01/20 – 15:45-16:00 | ESCP EUROPE – ROOM 4117

> **Doctoral Colloquium – Closing Remarks**

- Chair :

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



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

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

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

- Co-Chairs:
 - . Pr. Claire-Lise ACKERMANN, ESC Rennes School of Business, France
 - . Pr. Jean-Claude ANDREANI, ESCP Europe, France
 - . Pr. Roger BENNETT, London Metropolitan University, United Kingdom
 - . Pr. Michelle BERGADAA, Université de Genève, Switzerland
 - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
 - . Pr. Silvia CACHO-ELIZONDO, IPADE Business School, Mexico
 - . Pr. Dominique CRIE, Université de Lille 1, France
 - . Pr. Howard DAVEY, University of Waikato, New Zealand
 - . Pr. Patrick de PELSMACKER, University of Antwerp, Belgium
 - . Pr. Richard FONTAINE, Université du Québec à Montréal (ESG-UQAM), Canada
 - . Pr. Martina GALLARZA, Universitat de Valencia, Spain
 - . Pr. Bruno GODEY, NEOMA Business School, France
 - . Pr. Hanan KHEMAKHEM, Université du Québec (ESG-UQAM), Canada
 - . Pr. Emmanuelle LE NAGARD, ESSEC Business School, France
 - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
 - . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
 - . Pr. José Miguel MUGICA GRIJALBA, Universidad Pública De Navarra, Spain
 - . Pr. Shinya NAGASAWA, Waseda University, Japan
 - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
 - . Pr. Francis SALERNO, Université de Lille 1, France
 - . Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
 - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
 - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany

- Freya DE KEYZER, University of Antwerp, Belgium
Brand Communication on Social Networking Sites
- Sara CATALAN, Universidad de Zaragoza, Spain
Engaging users through gamification. The role of emotions, motivation, and flow.
- Carl-Philip AHLBOM, Stockholm School of Economics, Sweden
How Technology is Evolving In-Store Shopping Behaviors: Evidence from the Field
- Chistina ZILIANI, Università degli Studi di Parma, Italy
Mobile Shopping Revolution: threats and opportunities for grocery retailers
- Elisa SCHWEIGER, King's College London, United Kingdom
Sensory Marketing and Shopping Behavior: Understanding the Types, Processes, and Implications
- Julie VERSTRAETEN, Ghent University, Belgium
Time-Inconsistent Choices in Today's Market Place : How Retail Trends Affect Consumers' Food Choices
- Yonathan Sylvain ROTEN, Université Paris 1 Panthéon Sorbonne, France
Understanding the motivations and mechanisms of screen-Sharing: An application to shop assistants-customers interactions



THURSDAY 16/01/20 – 17:30-18:00 | ESCP EUROPE – ROOM 4119

> **Professor Elyette Roux Best Thesis in Luxury Brand Management Award – Oral Defense**

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

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

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



FRIDAY 17TH JANUARY 2020

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

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

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

- > **Opening Speech**
 - On behalf of ESCP Europe
 - . Pr. Frank BOURNOIS, Executive President & Dean ESCP Europe
- > **IMTC Awards**
- > **IMTC Best Thesis Award**
- > **Professor Elyette Roux Best Thesis in Luxury Brand Management Award**
 - On behalf of the Organizing Committee
 - . Pr. Jean-Claude ANDREANI, ESCP Europe
 - . Pr. Umberto COLLESEI, Università Ca' Foscari Venezia
 - . Ms. Françoise CONCHON, INSEMMA Market Research / President IMTC
 - . Pr. Michael HAENLEIN, ESCP Europe
 - . Pr. Alberto PASTORE, Sapienza Università di Roma
 - . Pr. Tiziano VESCOVI, Ca' Foscari Università Venezia
 - On behalf of Professor Elyette Roux Best Thesis in Luxury Brand Management Award
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
 - . Pr. Jean-Claude ANDREANI, ESCP Europe, France - Pr. Michelle BERGADAA, University of Geneva, Switzerland - Pr. Yves EVRARD, HEC Paris, France - Pr. Emmanuelle LE NAGARD-ASSAYAG, ESSEC Business School - Pr. Jean-Louis MOULINS, Aix-Marseille University, France - Pr. Shinya NAGASAWA, Waseda Business School, Japan - Pr. Alberto PASTORE, Roma La Sapienza University, Italy - Mr Eric PESTEL, CEO – LOOKADOK - Pr. Francis SALERNO, Lille University, France - Pr. Nadine TOURNOIS, Nice University, France - Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France - Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy - Pr. Klaus-Peter WIEDMANN, Hannover Leibniz University Germany



FRIDAY 17/01/20 - 09:30-10:30 | ESCP EUROPE – AMPHI GELIS

> **Plenary Session**

- Chair: Pr. Michael HAENLEIN, ESCP Europe, France
Pr. Alberto PASTORE, Università di Roma La Sapienza, Italy
- TEICHERT T., Universität Hamburg, Germany, ACKERMANN C.-L., ESC Rennes School of Business, France, WOERFEL P., Universität Hamburg, Germany
Casual consumption as an automatic process: The case of snacking
- BALECH S., IAE Amiens, BENAVENT C., Université de Nanterre, DE PECHPEYROU P., Université de Créteil, France
From Ratings to Sentiment Analysis: Toward a Better Understanding of Online Reviews? The Airbnb Case.

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

> **Coffee Break**

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

> **Marketing Strategy Forum – Round Table**

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

- Chair: Pr. Tiziano VESCOVI – Università Ca’ Foscari Venezia, Italy
Dr. Pierre LE SOURD – FEFIS, France
- Mme Karen BRUNOT, Marketing & Digital Director France – ARVAL BNP PARIBAS GROUP
- Mme Mathilde HEBERT-GUENET, Deputy Chief Marketing Officer – SAINT-GOBAIN GROUP
- Mme Laetitia FOUQUET DUFIL, Marketing Development Director - MGEN
- M. Gonzague de LA FRESNAYE, Shopper Marketing Manager – L’OREAL
- M. Nicolas de SAINT-PIERRE, Western Europe Marketing Director – SAVENCIA FROMAGE & DAIRY
- Mme Valérie THOMAS, Communication, Marketing and Clients Relationship Director – MARQUES AVENUE

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

> **Lunch Break**



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

> **Marketing Strategy Forum – Round Table**

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

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

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

> **Marketing Strategy Forum – Round Table**

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

- Chair: Mme Delphine DESGURSE, Co-Founder – COWORK.ID / SHARE & VALUE, France
Pr. Raphaëlle PANDRAUD – ESCP Europe
- Mme Sylvie COMBASTEL, B-to-B Global Marketing & Communication Manager – SHELL
- Mme Isabelle FONDIMARE, Global Business Line Client Solutions Marketing & Promotion Director – ENGIE
- Mme Marie GUILLEMOT, La Redoute Brand Manager – LA REDOUTE
- M. Fabien RAZAC, Marketing Director – LESIEUR
- M. Eric PESTEL, CEO – LOOKADOK



FRIDAY 17/01/20 - 14:00-15:30 | ESCP EUROPE – ROOM 4109

> **Arts, Cultural and Creative Industries Forum – Round Table**

“Beinge creative in post true era time... Bridging the gap between creativity, commerce and social impact.”

- Chair: M. Olivier PERPOINT, Founder – IDEATORE / Founder – ICI VENICE
Pr. Marie-Pierre FENOLL, ESCP Europe
- M. Charles BURNEX, Street artist – BURNEX CORPORATION
- Mme Sandy ABENA, Weekly afrocuriosity editor – ABENAFRICA
- Mme Maurine PAGANI, Film director
- Mme Maria DION-GOKAN, Ethnic and committed intiative paying tribute to African coffee – RITUEL CAFÉ
- M. Mamadou Dian DIALLO, The first champagne with an African name.. – CHAMPAGNE DIAN DIALLO
- Mme Nathalie GEORGE, Creative Designer - Stylist

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

> **Coffee Break**

Coffee Tasting with *RITUEL CAFÉ*





FRIDAY 17/01/20 – 16:00-17:30 | ESCP EUROPE – ROOM 4104

> **Academic Research Sessions – Paper Presentations**
“Food Industries”

- Chair: Pr. Ophélie MUGEL, AgroParisTech, France
Pr. Klaus-Peter WIEDMANN, Gottfried Wilhelm Leibniz Universität Hannover, Germany
- ANGELINI A., Università di Pisa, GILLI A., Sant’Anna Universitaria Superiore Pisa, Italy
Customer Experience in the Wine Tourism: Evidence from Bolgheri (Italy)
- ARDOUIN O., PIRIS Y., Université Bretagne Sud, France
Why a local food product will never be confused with a national or global brand food product?
- DELANNOY A., HELENE L., DE VASSOIGNE T., Ecole de Management de Normandie, France
Discourse analysis of the identity perception of eating behaviors: the case of Vegans
- L BABOU I., BABOU Conseil, France
When art and advertising merge: the example of food advertising

> **Poster**

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

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

> **Academic Research Sessions – Paper Presentations**
“Services”

- Chair: Pr. Przemyslaw TOMCZYK, Kozminski University, Poland
Pr. Simonetta PATTUGLIA, Università degli Studi di Roma Tor Vergata, Italy
- HANSEN T., Copenhagen Business School, Denmark
The Interplay between Economic Healthiness, Consumer Confidence, and General Trust in Financial Institutions
- AARAS M., NICOLOSI A., Montpellier Business School, France
Digitization of the Banking Sector: Customer Perception
- RJIBA B., BOUZAABIA R., Institut des Hautes Etudes Commerciales de Sousse, Tunisia, CAPATINA A., "Dunarea de Jos" University of Galați, Romania
A cross-cultural study of the role of trust and religiosity in the adoption of Internet Banking
- ABUSHARBEH M., YASIN M., Arab American University, Palestine, PORCU L., LIEBANA-CABANILLAS F., Universidad de Granada, Spain
The impact of religious values on customers' intention to forward online company generated contents (CGC): Palestinian Islamic Banks a case
- FONTAINE R., KHEMAKHEM H., VANDERMEERSCHEN J., Université du Québec (ESG-UQAM), Canada
The effects of a financial auditor’s value-added audit on the client’s use of power



FRIDAY 17/01/20 – 16:00-17:30 | ESCP EUROPE – ROOM 4109

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

- Chair: Pr. Marie-Pierre FENOLL, ESCP Europe - Paris Campus, France
Pr. Béatrice CANEL-DEPITRE, Université de Normandie, France
Pr. Yves EVRARD, HEC Paris, France
- TUBILLEJAS ANDRES B., CALDERON GARCIA H., CERVERA-TAULET A., Universidad de Valencia, Spain
Social media engagement in museums : exploratory research
- MILIANI V., CHÉRIF BEN MILED H., Université Paris 1 Panthéon-Sorbonne, France
Contemporary artist co-creator of value
- EL-NEMR D., Université de Normandie, France
The development of cultural tourism in a marginalized area based on customers’ expectations: the case study of Baalbek-Hermel in Lebanon
- DOGRUÖZ ÖZER H., AKAGÜN ERGİN E., Çankaya Univesity, Turkey
Perception of Brand Heritage: An Application on Turkish Textile Sector

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

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

- Chair: Pr. Dave BUSSIERE, University of Windsor, Canada
Pr. Benoît HEILBRUNN, ESCP Europe - Paris Campus, France
- MILANO C., Solvay Brussels School of Economics and Management, Belgium
Democratization of Cultural Capital through Social Networks – The impact of Human Values on cultural audiences’ consumption
- ADRIAN JIMENEZ S., PALACIOS FLORENCIO B., Universidad Pablo de Olavide, GARCIA DEL JUNCO J., ESPASANDIN BUSTELO F., Universidad de Sevilla, Spain
The Social Networks and food habits of the Spanish Postmillenials
- SHEHZALA, Indian Institute of Management Indore, India
Who you are, what you do, and how it matters to me- Social Media Influencers of Instagram and Attitude Towards the Brand
- HASSOUNI M., ISCAE, CHAKOR A., Université Mohammed V de Rabat, Morocco
The cocreation of value on Facebook: Evidence from the Moroccan Airlines Industry



FRIDAY 17/01/20 – 16:00-17:30 | ESCP EUROPE – ROOM 4119

> **Academic Research Sessions – Paper Presentations**
“Corporate Social Responsibility”

- Chair: Pr. Thorsten TEICHERT, Universität Hamburg, Germany
Pr. Mihai CALCIU, Université de Lille, France
- ASVANYI K., HAGER C., VARGA A., Corvinus University of Budapest, Hungary
Value-action gap in CSR activity of the TOP “green” hotels in Paris
- VARESE E., PELLICELLI A. C., BOLLANI L., Università di Torino, Italy
Preliminary results of an empirical study about CSR labels related to fishery
- ABUAZZAH H. F., SALERNO F., BERRICHE A., Université de Lille, France
Social responsibility in B2B and its influence on long-term orientation through the trust - Analysis in oil and petrochemical industry
- DEMETRIOU M., IOANNIDOU M., MORPHITOU R., University of Nicosia, Cyprus
Corporate Social Responsibility-The Day after the ‘Financial Haircut’ in Cyprus

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

> **Academic Research Sessions – Paper Presentations**
“Healthcare Marketing Strategies”

- Chair: Pr. Alain OLLIVIER, ESCP Europe - Paris Campus, France
Pr. Olivier DROULERS, Université de Rennes, France
- MURANTE A. M., GENNUSO G., Sant’Anna Scuola Universitaria Superiore Pisa, Italy
Building autonomy for maintaining active healthy ageing behaviours in the adult population
- QUERO C., ISTECH Paris, CRIE D., Université de Lille, France
A qualitative investigation of activities of value creation in social marketing. The case of Quantified-Self experience in weight control.
- KONDRATEVA G., EDC Paris Business School, BAUDIER P., EM Normandie, AMMI C., Institut Mines-Télécom Business School, France
The Digital Natives’ paradox: Adoption of Telemedicine Cabin
- MAKNI A., TEMESSEK-BEHI A., Université de Carthage, Tunisia
Consumer emotional reactions and intentions during a health crisis : the Levothyrox case



FRIDAY 17/01/20 – 16:00-18:00 | ESCP EUROPE – ROOM 4305

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

- Chair: Pr. Julien SCHMITT, ESCP Europe - Paris Campus, France
Pr. Damien HALLEGATTE, Université du Québec à Chicoutimi, Canada
- TERCIA C., Prasetiya Mulya University, Indonesia, TEICHERT T., Universität Hamburg, Germany, SIRAD D., Prasetiya Mulya University, Indonesia
Implicit cognitions in the experience economy: Anticipation of desired travel experiences
- PELOSO A., Arizona State University, United States of America
The Power and Meaning of Micro and Macro Trends in Contemporary Organisations
- COURVOISIER F., Haute école de gestion Arc, Switzerland
Art, industry, marketing: ingredients of the revival of Swiss watchmaking
- POMA L., Università Libera Università Maria Ss. Assunta Roma, Italy
Innovative tools for stakeholder's mapping and integrated reporting
- BERRICHE A., CARPENTIER L., MARTIN A., IAE Université de Lille, France
Dynamique de changement de comportement financier du consommateur : buts multiples, classes latentes de changement et priorités futures
- DÖNER F., AKAGÜN ERGİN E., Çankaya Univesity, Turkey
The effect of sex appeals used in advertisements on consumer behavior ; impact on LGBT members living Ankara
- KOBI H., OUKASSI M., Université Mohammed V de Rabat, Morocco
The blocking factors of female entrepreneurship in morocco: case of the region beni-mellal-Khénifra

> **Poster**

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

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

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

- Chair: Pr. Sandrine MACE, ESCP Europe – Paris Campus, France
Pr Paola SIGNORI, Università degli Studi di Verona, Italy
- D’ASTOUS A., HEC Montréal, Canada, BOUJBEL L., IHEC Carthage, Tunisia, CHARRETTE F., Habo Studio Inc., Canada
Cosmopolitanism, Country Image, and Country Perceptions
- DIONISIO M., Universidade Federal do Rio de Janeiro, Brasil, PINHO J. C., MACEDO I. M., Universidade do Minho, Portugal
Resourced-based View and Internationalization in social enterprises: an exploratory study from Ashoka’s Globalizer in Brazil
- DEMIRTSHYAN S., Université Jean Moulin Lyon 3, France
What is new about country-of-origin? The Handicraft Effect.



International
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Paris
IMTC
January 16th-18th 2020

FRIDAY 17/01/20 - 20:00-23:00 | GALA DINNER

- > **Gala Dinner**
Please ask for your nominative invitation at reception desk
Dress code: Jacket



SATURDAY 18TH JANUARY 2020

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

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

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

- > **Academic Research Sessions – Paper Presentations**
“Consumer Behavior”

including 10:30-11:00: Coffee Break
 - Chair: Pr. Torben HANSEN, Copenhagen Business School, Denmark
Pr. Antony PELOSO, Arizona State University, USA
 - HALLEGATTE D., Université du Québec à Chicoutimi, Canada
The boundaries of consumer free will
 - BUSSIERE D., University of Windsor, Canada
Understanding the Value of Time: A Travel Time Analysis
 - MAHAPATRA S., BANERJEE P., Indian Institute of Management Indore, India
Influence of individual difference on choice decisions
 - CHEN Y., DU J., Nankai University, China
Do Assertive pervasiveness enhance purchase?
 - BOUKOUYEN F., BREE J., Université de Normandie, France, BELHSEN N., École nationale de commerce et de gestion de Tanger, Morocco
A new classification of opportunism in co-creation platforms
 - TOMCZYK P., Kozminski University, Poland
Customer’s creative activities in New Product/Service Development procedure
 - AYED N., YILDIZ H., Université de Lorraine, France
Research project : “Participative” Event Marketing and Role of Participant Commitment
 - SCARANO M. C., Université de Lille, BRODIN O., Université d’Artois, France
Personal network and consumer mobility: the key role of the visitor friends and relatives on the consumption behavior of the visited member
 - REQUARDT J., WIEDMANN K.-P., Gottfried Wilhelm Leibniz Universität Hannover, Germany
Analyzing The Behavior Of Automotive Customers. - Which Theories Are Of Significance In Marketing Practice and Science Today?
 - MINGUEZ A., SESE F.J., Universidad de Zaragoza, Spain
When Social Influence Works in Charitable Giving: The Role of Affinity with Cause and Past Giving Behavior



SATURDAY 18/01/20 - 10:00-12:30 | ESCP EUROPE – ROOM 4104

> **Academic Research Sessions – Paper Presentations
“Brand”**

including 10:30-11:00: Coffee Break

- Chair: Pr. Alain d’ASTOUS, HEC Montréal, France
Pr. Jean-François BOSS, HEC Paris, France
- MARRONE T., TESTA P., CANTONE L., Università degli Studi di Napoli Federico II, Italy
Marketing Theory Advancement on Consumer Brand Engagement
- PATTUGLIA S., AMOROSO S., Università degli Studi di Roma Tor Vergata, Italy
From Brand Experience to Brand Love. A tested model in OTT industry
- PELLICELLI A. C., FRANZE C., Università di Torino, Italy
Strategic implications of brand advocacy on consumer purchase decisions in the video game market
- DESVEAUD K., Université Toulouse 1 Capitole, France
Increasing customer brand loyalty: Proposition of an integrative metamodel

> **Poster**

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

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

> **Academic Research Sessions – Paper Presentations
“Luxury Industries Marketing Strategies”**

- Chair: Pr. Tony DE VASSOIGNE, Ecole de Management de Normandie, France
Pr. Richard FONTAINE, Université du Quebec (ESG-UQAM), France
- BLANCHAIS J., Kiko France, DELANNOY A., LAROUTIS D., EM Normandie, France
Exploratory analysis of brand image of luxury fashion companies in the process of dematerialization : between successful digitalization and loss of control
- GRISET L., TOURNOIS N., IAE Nice, France
Children as luxury brands new challenge: towards an accessorization phenomenon of this target
- RIEDMEIER J., IUM International University of Monaco, Monaco
The role(s) of luxury brand managers in times of brand meaning co-creation
- KUMAGAI K., NAGASAWA S., Waseda University, Japan
Consumer perceptions of apparel brand prestige in upward comparisons with adjacent store brands: The assimilation and contrast effects
- WAN Y., KOROMYSLOV M., ICN Business School, France, WU F., ZHU H., Shanghai Jian Qiao University, China
Does Social media marketing work in Chinese luxury market?
- BASHUTKINA M., Haute école de gestion Arc, Switzerland
From industrial to experiential: swiss luxury watchmaking manufacture's visit as a (very) experiential vector of clients relationship



SATURDAY 18/01/20 - 09:00-12:30 | ESCP EUROPE – ROOM 4105

> **Academic Research Sessions – Paper Presentations**
“Tourism and Hospitality”

including 10:30-11:00: Coffee Break

- Chair: Pr. Berta TUBILLEJAS ANDRES, Universidad de Valencia, Spain
Pr. François COURVOISIER, Haute école de gestion Arc, Switzerland
- ZBIKOWSKA A., Cracow University of Economics, Poland
Restaurants’ Communication with Dissatisfied Customers on TripAdvisor – the Comparative Study
- EL-NEMR N., CANEL-DEPITRE B., TAGHIPOUR A., Université de Normandie, France
Identifying the Preferences of a New Target Market in the Lebanese Hotel Industry
- TAHALI S., Faculté des Sciences de Gestion ISIAM-Agadir, Morocco, YILDIZ H., Université de Lorraine, France
Claims of clients on social media in the tourist sector
- NOGUEIRA S., PINHO J. C., Universidade do Minho, Portugal
Integrating stakeholder and network theory : the specific case of wild national park rural tourism
- BEN CHEIKH A., Institut Supérieur de Gestion de Tunis, BEN OTHMEN I., Faculté des Sciences Économiques et de Gestion de Tunis, Tunisia
Drivers of the E-WOM: Evidence from the Tunisian tourism destination

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

> **Academic Research Sessions – Paper Presentations**
“Advertising - Communication”

including 10:30-11:00: Coffee Break

- Chair: Pr. Michelle BERGADAA, Université de Genève, Switzerland
Pr. Jean-Louis MOULINS, Aix-Marseille Université, France
 - SANAK-KOSMOWSKA K., WIKTOR J., Cracow University of Economics, Poland
Polish and Japanese Students’ digital competence in the area of on-line advertising. Similarities and differences
 - MEDIC D., DECAUDIN J.-M., Université Toulouse 1 Capitole, France
Culture and humor in ads
 - MZOUGH M., Université de Reims Champagne Ardenne, CHERIF E., Université d’Auvergne, France
The effect of anthropomorphism on advertising effectiveness: experiment on anthropomorphism of iconic elements of the advertising
 - BEL HAJ HASSINE A., NEFZI A., Université de Tunis El Manar, Tunisia
The effect of incidental exposure to advertising on consumer attitudes
- > **Poster**
- AYED N., Université de Lorraine, France
Interactive Event Marketing: Role Of Participant Commitment



SATURDAY 18/01/20 - 10:00-12:30 | ESCP EUROPE – ROOM 4305

> **Academic Research Sessions – Paper Presentations**
“Digital Experience and Big Data”

including 10:30-11:00: Coffee Break

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

> **Digital Experience**

- FERREIRA I., HERNANDEZ-ORTEGA B., Universidad de Zaragoza, Spain
Consumer experience with smart technologies : applying an interpersonal perspective based on triangular of Love Theory
- EL KAMEL L., Université TÉLUQ, Canada
Internet of Things and Consumer Psychological Well-Being
- SIGNORI P., Università degli Studi di Verona, Italy
Sustainable Digital Customer Experience
- QIANG LU S., The University of Sydney, Australia
Mobile Payment and Customer Purchase Behavior
- BITRIAN P., BUIL I., CATALAN S., Universidad de Zaragoza, Spain
Flow and business simulation games: a typology of students

> **Big Data**

- CALCIU M., Université de Lille, MOULINS J.-L., Aix Marseille Université, SALERNO F., Université de Lille
Marketing Knowledge Discovery and Big Data Analytics. Towards reducing technological entry barriers for marketing scientists
- CACHO-ELIZONDO S., IPADE Business School, LAZARO ALVAREZ J.-D., Centro de Perfeccionamiento Directivo, Mexico
Big Data in the Decision-Making Processes of Football Teams



SATURDAY 18/01/20 - 09:00-12:30 | ESCP EUROPE – ROOM 4308

> **Academic Research Sessions – Paper Presentations**
“Sustainable Development”

including 10:30-11:00: Coffee Break

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

- KILIAN S., MANN A., Universität Kassel, Germany
When the Damage is Done: Effects of Moral Disengagement on Sustainable Consumption
- MONTMASSON S., Université de Toulon, France
The role of institutions in clothes ethical consumption behavior
- AFAWUBO K., TAHALI S., AYED N., YILDIZ H., KORNMANN P., Université de Lorraine, France,
N'DIAYE F., Université de Saarbrücken, Germany
The sharing economy in tourism: sustainability or non-sustainability?
- PRETE M. I., RIZZO C., GUIDO G., PICHIERRI M., PALMI P., Università del Salento, Italy
Assessing consumers' behavioral intentions to adopt green technologies: A combined research framework
- MULLER J., ESSON EKWA M., Université d'Artois, France
Ecological sensitivity and environmental concern: Conceptual definitions, measurements and research results
- JAOUED-ABASSI L., Université Paris-Est Marne La Vallée, France
The effect of attributions on the adoption of an ecological behavior: An exploratory quantitative study
- ANABA D., Université de Douala, Cameroun
Motivations and barriers to the adoption of ecological behaviors? : an exploratory study in an African context



SATURDAY 18/01/20 - 09:00-12:30 | ESCP EUROPE – ROOM 4119

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

including 10:30-11:00: Coffee Break

- Chair: Pr. Enrico COLLA, ESCP Europe - Paris Campus, France
Pr. Hanen KHEMAKHEM, Université du Québec (ESG-UQAM), Canada
- JOYEUX J.-M., NOTEBAERT J.-F., BELVAUX B., IAE de Dijon - Université de Bourgogne, France
Resistance of traditional wholesalers: a dichotomy of flows within the distribution channel
- LACOSTE-BADIE S., Université de Lille, DROULERS O., BIGOIN GAGNAN A., Université de Rennes, France
Symmetry and Attention in a Retail Context
- ROMDHANE R., Faculté des Sciences Économiques et de Gestion de Tunis, BOUZAABIA R., Institut des Hautes Etudes Commerciales de Sousse, Tunisia
The roles of perceived norms and self-consciousness in understanding consumers' willingness to recommend : The case of off-line second-hand clothing
- EL ABED M., LEMOINE J.-F., Université Paris 1 Panthéon-Sorbonne, France
Understanding the effects of smart in store technology on the shopping experience dimensions: An application to connected stores
- CACHERO-MARTINEZ S., VAZQUEZ-CASIELLES R., Universidad de Oviedo, Spain
Emotions in Retail : How to create hedonic value from the interactive experience to get brand fans ?
- BOUSTANI G., Université Paris 1 Panthéon Sorbonne, France
Ephemeral store adoption by brands
- NAGASAWA S., Waseda University, SUGANAMI N., Tanseisha Co. Ltd., Japan
Flagship Shop Strategy for Brand Building - Case of MUJI
- ELAMRI TRABELSI R., KANNOU A., SAIED BEN RACHED K., Faculté des Sciences Économiques et de Gestion de Tunis, Tunisia
Antecedents of resistance to a retailer brand substitution



SATURDAY 18/01/20 - 09:00-12:30 | ESCP EUROPE – ROOM 4309

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

including 10:30-11:00: Coffee Break

- Chair: Pr. Olivier BADOT, ESCP Europe - Paris Campus, France
Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
- SEIGET C., EBS Universität für Wirtschaft und Recht, Germany
Omni Channel Management at the POS of FMCG Goods Using Modern Technological Communication Methods with Regard to German food Di
- BASILE V., TESTA P., CANTONE L., Università degli Studi di Napoli Federico II, Italy
The customer e-loyalty in online retailing: a proposal of a measurement scale
- CASTRO-LOPEZ A., IGLESIAS V., VAZQUEZ-CASIELLES R., Universidad de Oviedo, Spain
Retail market in the digital age. Are marketplaces an appropriate channel to fight the crisis ?
- LAROUTIS D., EM Normandie, BOISTEL P., ESC Amiens, BADOT O., ESCP Europe, France
Analysis of Determinants of Purchase Frequency on Merchant Websites
- BEN GHANEM M., DEKHIL F., Université de Tunis El Manar, Tunisia
Identification of Lurkers to participate in virtual communities in a context Research Online Purchase Offline “ROPO”
- Viejo-Fernández N., SANZO-PEREZ M. J., VAZQUEZ-CASIELLES R., Universidad de Oviedo, Spain
Showroomers... They are not as bad as they are made to be

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

> **Closing Remarks**
> **Best Paper Award**

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



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PRACTICAL INFORMATION

> **Conference Venue**

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79, avenue de la République
75011 Paris
FRANCE

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> **Conference Registration Secretariat**

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