

International Marketing Trends Conference

Venise
IMTC
January 17th-19th 2019

International Marketing Trends *Conference*

Programme



une école de
CCI PARIS ILE-DE-FRANCE



THURSDAY 17TH JANUARY 2019

> 13:00-16:00	<i>For Ph.D. Students ONLY</i> Doctoral Colloquium Isola di San Servolo - Venezia	p. 4
> 16:00-17:00	<i>For Nominees ONLY</i> IMTC Best Thesis Award Isola di San Servolo - Venezia	p. 6
> 17:00-18:00	<i>For Nominees ONLY</i> Professor Elyette Roux Best Thesis in Luxury Brand Management Prize Isola di San Servolo - Venezia	p. 8



FRIDAY 18TH JANUARY 2019

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> 09:15-09:30	IMTC Awards IMTC Best Thesis Award Professor Elyette Roux Best Thesis in Luxury Brand Management Prize	p. 10
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SATURDAY 19TH JANUARY 2019

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THURSDAY 17TH JANUARY 2019

THURS. 19/01/19 – 12:45-13:00 | ISOLA DI SAN SERVOLO – ROOM 7

For Ph.D. Students ONLY

- > **Doctoral Colloquium Registration**
ISOLA DI SAN SERVOLO
30124 Venezia
Italy

THURS. 19/01/19 - 13:00-13:15 | ISOLA DI SAN SERVOLO – ROOM 7

- > **Doctoral Colloquium - Opening Conference**
 - Chair :
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESCA 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 (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. 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. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany



THURS. 19/01/19 - 13:15-15:45 | ISOLA DI SAN SERVOLO – ROOM 7

> **Doctoral Colloquium**

- 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 (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. 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. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany

- László CSOKA, Pécsi Tudományegyetem, Hungary
Motivation factors of sport consumption and the characteristics of sport scenes in case of different categories of sport consumption
- Kathleen DESVEAUD, Toulouse School of Management, France
Elaboration of a global conceptual framework of brand loyalty
- Mona ECKL, Philipps-Universität Marburg, Germany
Price Differentiation in Omni-Channel Retailing
- Nadia EL NEMR, Université Le Havre Normandie, France
Dynamic pricing strategies for hotel room rates: hedonic pricing approach
- Sayma MESSELMANI, Université Aix-Marseille, France
Brand Innovativeness Effect on Perceived Brand Luxury and Brand Authenticity, The Watch Industry Case

THURS. 19/01/19 – 15:45-16:00 | ISOLA SAN SERVOLO – ROOM 7

> **Doctoral Colloquium – Closing Remarks**

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



THURS. 17/01/19 - 16:00-17:00 | ISOLA SAN SERVOLO – ROOM 7

> **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. Sylvia CACHO ELIZONDO, IPADE Business School, Mexico
 - . Pr. Jean-Louis CHANDON, INSEEC Business School, France
 - . Pr. Dominique CRIE, Université de Lille 1, France
 - . Pr. Daniele DALLI, Università di Pisa, Italy
 - . Pr. Howard DAVEY, University of Waikato, New Zealand
 - . Pr. Bruno GODEY, NEOMA Business School, France
 - . Pr. Pauline de PECHPEYROU, Université Paris Est, France
 - . Pr. Patrick de PELSMACKER, University of Antwerp, Belgium
 - . Pr. Marc FILSER, Université de Bourgogne, France
 - . Pr. Richard FONTAINE, Université du Québec à Montréal (UQAM), Canada
 - . Pr. Martina GALLARZA, Universitat de Valencia, Spain
 - . 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. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
- Andria ANDRIUZZI, Université Paris 1 Panthéon Sorbonne, France
La conversation de marque à la lumière de la théorie du face work : impact de la stratégie d'interaction des marques sur l'attitude des internautes
- Alfredo PEREZ-RUEDA, Universidad de Zaragoza, Spain
Understanding new online video advertising: The role of arousal and skippability on ad effectiveness.
- Thomas REIMER, Universität Rostock, Germany
Kunde-Kunde-Interaktion in sozialen Medien – eine Analyse der Interaktionsformen und Wirkungseffekte
- Ann Kristin RHODE, ESCP Europe, France
Customizing or conforming? Exploring cross-cultural differences in consumers' use of brands to signal self-identities and their implications for self-brand connections and product customization
- Gudrun ROOSE, Universiteit Gent, Belgium
Does the eye catch it all?: The impact of consuming with our eyes on marketing effectiveness
- Helena VAN KERREBROECK, Vrije Universiteit Brussel & Hasselt University, Belgium
Enriching the digital consumer experience: Studying the Role of Virtual Reality, Augmented Reality and Touch Technologies



THURS. 17/01/19 - 16:00-17:00 | ISOLA SAN SERVOLO – ROOM 7

> **IMTC Best Thesis Award – Vote**

- 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. Sylvia CACHO ELIZONDO, IPADE Business School, Mexico
- . Pr. Jean-Louis CHANDON, INSEEC Business School, France
- . Pr. Dominique CRIE, Université de Lille 1, France
- . Pr. Daniele DALLI, Università di Pisa, Italy
- . Pr. Howard DAVEY, University of Waikato, New Zealand
- . Pr. Bruno GODEY, NEOMA Business School, France
- . Pr. Pauline de PECHPEYROU, Université Paris Est, France
- . Pr. Patrick de PELSMACKER, University of Antwerp, Belgium
- . Pr. Marc FILSER, Université de Bourgogne, France
- . Pr. Richard FONTAINE, Université du Québec à Montréal (UQAM), Canada
- . Pr. Martina GALLARZA, Universitat de Valencia, Spain
- . 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. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany



THURS. 17/01/19 – 17:30-18:00 | ISOLA SAN SERVOLO – ROOM 7

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

- Chair:
 - . Pr. Yves EVRARD, HEC Paris, France

- Co-Chairs:
 - . Pr. Jean-Claude ANDREANI, ESCP Europe, France
 - . Pr. Michelle BERGADAA, University of Geneva, Switzerland
 - . Pr. Jean-Louis CHANDON, INSEEC Business School, France
 - . Pr. Emmanuelle LE NAGARD-ASSAYAG, ESSEC Business School
 - . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne - ESSCA School of Management, France
 - . 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. Klaus-Peter WIEDMANN, Hannover Leibniz University Germany

- Fatmah ALHARBI, Université de Strasbourg, France
The association between luxury and sustainability: The impact of environmental and social attributes on the perceived quality of luxury products.
- Stéphane BORRAZ, Université Paris I- Panthéon Sorbonne, France
Managing luxury symbolic inaccessibility: Selection and education of the consumers.
- Alexis CHAPMAN, Université Côte d'Azur, France
The co-creation of a luxury hotel brand online: The case of an international hotel brand.
- Annalisa FRACCARO, Université Paris I- Panthéon Sorbonne / ESCP Europe, France
Price endings of luxury handbags: managerial practices, customers' perceptions and preferences.
- Yu SHUBIN, Universiteit Gent, Belgium
Luxury brands in the digital age: an empirical analysis of the effectiveness of digital marketing strategies



THURS. 17/01/19 – 17:30-18:00 | ISOLA SAN SERVOLO – ROOM 7

For Chair and Co-Chairs ONLY

> **Professor Elyette Roux Best Thesis in Luxury Brand Management Prize – Vote**

- Chair:

- . Pr. Yves EVRARD, HEC Paris, France

- Co-Chairs:

- . Pr. Jean-Claude ANDREANI, ESCP Europe, France
- . Pr. Michelle BERGADAA, University of Geneva, Switzerland
- . Pr. Jean-Louis CHANDON, INSEEC Business School, France
- . Pr. Emmanuelle LE NAGARD-ASSAYAG, ESSEC Business School
- . Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne - ESSCA School of Management, France
- . 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. Klaus-Peter WIEDMANN, Hannover Leibniz University Germany



FRIDAY 18TH JANUARY 2019

FRI. 18/01/19 - 08:30-09:00 | ISOLA DI SAN SERVOLO – ENTRANCE HALL

- > **Registration**
ISOLA DI SAN SERVOLO
30124 Venezia
Italy

FRI. 18/01/19 - 09:00-09:30 | ISOLA DI SAN SERVOLO – AUDITORIUM

- > **Opening Speech**
- > **IMTC Awards**
- > **IMTC Best Thesis Award**
- > **Professor Elyette Roux Best Thesis in Luxury Brand Management Prize**
 - 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
 - On behalf of Professor Elyette Roux Best Thesis in Luxury Brand Management Prize
 - . Pr. Yves EVRARD, HEC Paris, France
 - . Pr. Jean-Claude ANDREANI, ESCP Europe, France - Pr. Michelle BERGADAA, Université de Genève, Switzerland - Pr. Emmanuelle LE NAGARD-ASSAYAG, ESSEC Business School, France - Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France - Pr. Jean-Louis MOULINS, Université Aix-Marseille, France - Pr. Shinya NAGASAWA, Waseda Business School, Japan - Pr. Alberto PASTORE, Sapienza Università di Roma, Italy - Pr. Francis SALERNO, Université de Lille 1, France - Pr. Nadine TOURNOIS, Université de Nice, France - Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France - Klaus-Peter WIEDMANN, Hannover Leibniz University Germany

FRI. 18/01/19 - 09:30-10:30 | ISOLA DI SAN SERVOLO – AUDITORIUM

- > **Plenary Session**
 - Chair: Pr. Michael HAENLEIN, ESCP Europe, France
Pr. Alberto PASTORE, Università di Roma La Sapienza, Italy
 - HANSEN T., GEERSBRO J., PICO LARSEN H., Copenhagen Business School, Denmark
How the interplay between subjective and objective financial risk influences consumers' expectations, information search, and product satisfaction.
 - HEILBRUNN B., ESCP Europe, France
Double bind marketing or the relentless effort to drive us crazy.



FRI. 18/01/19 - 10:30-11:00 | ISOLA DI SAN SERVOLO – AUDITORIUM

> **Coffee Break**

FRI. 18/01/19 - 11:00-13:00 | ISOLA DI SAN SERVOLO – AUDITORIUM

> **Marketing Strategy Forum – Round Table**

“New frontiers towards renewed customers trust and confidence... Key issues of customer relationship in the digital and AI age.”

- Chair: Mr Jean-François DIET, CEO - PETGUARD GmbH
Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia
- Ms Valérie BERTHEAU, Product Policy Director - THALES GROUP
- Ms Laurence BONY, CEO – BONY Consulting
- Mr Gonzague de LA FRESNAYE, Shopper Marketing Manager – L'OREAL
- Ms Mathilde HEBERT-GUENET, Deputy Chief Marketing Officer – SAINT-GOBAIN GROUP
- Mr Eric PESTEL, CEO – LOOKADOK

FRI. 18/01/19 - 13:00-14:00 | ISOLA DI SAN SERVOLO – PALAZZINA GRECALE

> **Lunch Break**

FRI. 18/01/19 - 14:00-15:30 | ISOLA DI SAN SERVOLO – SALA TEATRO

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

“Are culture and heritage assets or weaknesses for businesses? The case of Venice and other tangible or intangible listed heritages.”

- Chair: Mr Eric PESTEL, CEO – LOOKADOK
Pr. Chris HALLIBURTON, ESCP Europe
- Mr Marco VIDAL, CEO MAVIVE - THE MERCHANT OF VENICE
- Ms Marisa COVENTO, CEO MY VENITIAN DREAM
- Mr Giovanni DA PONTE, Maestro d'Aschia – Owner CARPENTERIA GIOVANNI DE PONTE
- Mr Maurizio AGABITINI, Owner BARCARIZZO DI AGABITINI MAURIZIO
- Mr Ali RAKIB, CEO and Founder FORWEAVERS
- Ms Mounia MEFTAH, Co-Founder MAISON MEFTAH

FRI. 18/01/19 - 14:00-15:30 | ISOLA DI SAN SERVOLO – ROOM 9



> **Meet the Editors**


- 14:00-14:30 : European Management Journal
Pr. Michael HAENLEIN, ESCP Europe, France
- 14:30-15:00 : Recherche et Applications en Marketing (RAM)
Pr. Julien SCHMITT, ESCP Europe, France
- 15:00-15:30 : Décisions Marketing (DM)
Pr. Emmanuelle LE NAGARD, ESSEC Business School, France

FRI. 18/01/19 - 15:30-16:00 | ISOLA DI SAN SERVOLO – ATRIO COLONNE

> **Coffee Break**

FRI. 18/01/19 – 16:00-18:00 | ISOLA DI SAN SERVOLO – ATRIO COLONNE

> **Poster Session**

	International Marketing Trends Conference	Poster Session
Title of research project :		
Description of research project :		
Name of author and contact information :		



FRI. 18/01/19 - 16:00-18:00 | ISOLA DI SAN SERVOLO – ROOM 2

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

- Chair: Pr. François COURVOISIER, Haute Ecole de Gestion Arc, Switzerland
Pr. Béatrice CANEL-DEPITRE, Université Le Havre Normandie, France
- BOURGEON RENAULT D., Université de Bourgogne, JARRIER E., Université d'Angers, France
The role of digital mediation devices in the satisfaction of art museum audiences.
- DENIZOT M., Université de Rennes 2, PETR C., Université de Bretagne Sud, France
Theaters are meeting the digital Rendezvous: Professional practices of French performing arts sector in numerical and web practices.
- LEASK A., BARRON P., Edinburgh Napier University Business School, United Kingdom
Developing products for older visitors to museums.
- LLOPIS AMOROS M. P., ESIC Business & Marketing School, France, GIL SAURA I., Universitat de València, Spain, RUIZ MOLINA M. E., Universitat de València, Spain
Perceptions of marketing communications of a live music festival by millennials and centennials.
- STREED O., Concordia College, USA
Pushing the limits: How can the performing arts increase market-share in the entertainment market

FRI. 18/01/19 - 16:00-17:00 | ISOLA DI SAN SERVOLO – ROOM 3

> **Academic Research Sessions – Paper Presentations**
“Mobile Technologies”

- Chair: Pr. Mihai CALCIU, Université de Lille 1, France
Pr. Ingrid MOONS, Universiteit Antwerpen, Belgium
- BUCCINO G., MAZZONI C., CASTALDI L., Università degli Studi della Campania, Italy, ADDEO F., Università degli Studi di Salerno, Italy
Market segmentation of mobile communication: overview and concept maps.
- CHENG M., HALLIBURTON C., ESCP Europe, United Kingdom
Country of Origin (COO) effects in the Chinese mobile telephone market: the perception of global versus local brands using Kelle.
- SAHLI A., BELLALOUNA H., ESC Tunis, Tunisia
L'analyse de la confiance avec Shphinx - une application au paiement mobile
- SCHURINK E., CONSTANTINIDES E., DE VRIES S., Universiteit Twente in Enschede, The Netherlands
Trends in mobile customer journeys: Are you ready for mobile customer decision-making?



FRI. 18/01/19 - 17:00-18:00 | ISOLA DI SAN SERVOLO – ROOM 3

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

- Chair: Pr. Mihai CALCIU, Université de Lille 1, France
Pr. Ingrid MOONS, Universiteit Antwerpen, Belgium
- ACKERMANN C.-L., Rennes School of Business, France, BELBOULA I., Université Lounici Ali, Algérie
Implicit understanding of services logo meaning.
- BORRAZ S., EDC, France
Malfunctions while co-creating value in branded services: a service-dominant logic approach of customer experiences.
- UNO M., YAMASHITA Y., Hitotsubashi University, Japan
Problem of marketing costs behind the transformation of marketing-sales configuration in IT Service companies.

FRI. 18/01/19 - 16:00-18:00 | ISOLA DI SAN SERVOLO – ROOM 4

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

- Chair: Pr. Christian PINSON, INSEAD, France
Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
- BERRICHE A., CRIE D., Université de Lille 1, France, VILLAIN D., Université de Lille MERCUR, France
Beauty technology and brand experience dimensions.
- BŒUF B., IÉSEG School of Management, France
Boys don't cry: brand gender and the stereotyping of emotions.
- COLLANGE V., Université de Bourgogne, France
To be or not to be a brand: the author name.
- FUEYO C., ISG, France, DECAUDIN J.-M., Toulouse School of Management, France
Impact of brand communication methods with macro and micro-influencers: acceptance and credibility.
- JACQUEMIER-PAQUIN L., Université de Toulon, PANTIN SOHIER G., Université d'Angers, France, LANCELOT MILTGEN C., Audencia Business School, France
Flower design and brand personality: how does consumer personality moderate the link?
- LE NAGARD E., DE CAMPOS RIBEIRO G., BUTORI R., ESSEC Business School, France
The influence of online vindictive messages on attitude towards the brand.



FRI. 18/01/19 - 16:00-18:00 | ISOLA DI SAN SERVOLO – ROOM 5

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

- Chair: Pr. Roger BENNETT, London Metropolitan University, United Kingdom
Pr. Régine VANHEEMS, Université de Lyon 3, France
- CONSTANTINIDES E., WIND A., DE VRIES S., Universiteit Twente in Enschede, The Netherlands
Marketing a transparent Artificial Intelligence (AI): a preliminary study on message design.
- GRONHOLDT L., Copenhagen Business School, Denmark
Consumer responses to advertising: the interplay between ad content and ad spending.
- MAUBISSON L., BOURLIATAUX-LAJOINIE S., DAVID M., Université de Tours, France, LADHARI R., Université Laval, France
Comparative approach to the effectiveness of an immersive video advertising message Vs traditional video in the choice of a touristic site.
- LACOSTE-BADIE S., Université de Lille, France, ROMUALDI G., Politecnico di Torino, Italy
Exploratory study on the influence of information orientation on packaging.
- MARTIN-SALERNO A., Université de Lille 1, France
Happiness advertising: stimulation or serenity?
- SAKAMOTO K., YAMASHITA Y., Hitotsubashi University, Japan
What celebrity endorsers bring to companies? Empirical analysis on risks of celebrity endorsers as corporate social capital.

FRI. 18/01/19 - 16:00-18:00 | ISOLA DI SAN SERVOLO – ROOM 6

> **Academic Research Sessions – Paper Presentations**
“Customer Loyalty”

- Chair: Pr. Michelle BERGADAA, Université de Genève, Switzerland
Pr. Patrick DE PELSMACKER, Universiteit Antwerpen, Belgium
- BEN JEMIA W., FRIKHA A., Ecole Supérieure de Commerce de Tunis, Tunisie
Charitable giving: between identity construct and propensity to trust.
- DE PECHPEYROU P., Université Paris Est, France, NICHOLSON P., LAKAD N. SKEMA Business School, France
Complaining behavior and satisfaction: customer's effort score shuffle the cards.
- ENSOR J., GRABENSTEIN S., LEASK A., Edinburgh Napier University Business School, United Kingdom
How Cause-Related Marketing affects brand perceptions – Exploring Generation Y's interpretations and responses towards Brands' use of CRM in Germany.
- IDIR B., Université Paris 13, France
Impact of perceived benefits of loyalty programs on company loyalty: the mediating role of program loyalty.
- RUSU C.-R., Université de Bordeaux, France, TRINQUECOSTE J.-F., Université de Bordeaux, France, MANIS K., Texas Tech University, USA, DULAN D., Texas Tech University, USA
Umbrella brands, variety seeking and brand loyalty.
- WAKUTA R., Kyoto Sangyo University, Japan
Can we compare visit frequencies among Japanese coffee shops?



FRI. 18/01/19 - 16:00-18:00 | ISOLA DI SAN SERVOLO – ROOM 7

> **Academic Research Sessions – Paper Presentations**
“Digital Games Marketing”

- Chair: Pr. Bruno GODAY, NEOMA Business School, France
Pr. Martina GALLARZA, Universidad de Valencia, Spain
- CACHO ELIZONDO S., IPADE Business School, Mexico, LAZARO ALVAREZ J. D., Universidad Panamericana, Mexico
Analysis of virtual and augmented reality's impact on the emerging eSports market.
- MÜHLBACHER H., BERTSCHY M., International University of Monaco, Monaco, DESBORDES M., Université Paris Sud, France
Real and virtual sports – Identity dynamics induced through the introduction of eSport by a sport brand.
- SOHIER R., EM Normandie, KORCHIA M., KEDGE Business School, DAJÏDJA I., KEDGE Business School, France
Video game fan, between the real and the virtual.
- SONDHI N., International Management Institute, India
Understanding the fantasy cricket player: an emerging market perspective.

FRI. 18/01/19 - 16:00-18:00 | ISOLA DI SAN SERVOLO – ROOM 8

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

- Chair: Pr. Dominique CRIÉ, Université de Lille 1, France
Pr. Günther BOTSCHEN, Universität Innsbruck, Austria
 - BESSON M., Université Paris Saclay, GURVIEZ P., AgroParisTech, SEGARD O., Institut Mines - Telecom, France
Connected health: co-designing a new service with consumers.
 - BIDMON S., Alpen-Adria Universität Klagenfurt, Austria
The mediatization of the patient-physician relationship: Results from an online survey on usage of physician (rating) websites.
 - DAVEY J., Victoria University of Wellington, New Zealand
Health literacy and renegotiated healthcare service provider roles: Micro-foundations of value co-creation.
 - GUIOT D., Université Paris Dauphine, France, SENGES E., Université Paris Dauphine, France, KEREKES M., Université Paris Dauphine, France, SANCARLO D., IRCCS, Italy
Can robotic solutions favor aging well for the elderly person with loss of autonomy?
 - ZOGLHAMI M., AYEB S., SAIED BEN RACHED K., Université de Tunis El Manar, Tunisia
L'effet modérateur de l'empowerment dans la relation utilisation d'internet en matière de santé et prise de décision partagée entre patient et médecin.
- > **Poster**
- COLIN C., DROULERS O., Université de Rennes 1, France
Tobacco control among young non-smokers: Interest of negative emotions combinations in prevention messages



FRI. 18/01/19 - 16:00-18:00 | ISOLA DI SAN SERVOLO – ROOM 9

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

- Chair: Pr. Virginie MAILLE, SKEMA Business School, France
Pr. Przemyslaw TOMCZYK, Akademia Leona Koźmińskiego, Poland
 - FRAU M., FRIGAU L., SERPI S., CABIDDU F., Universita di Cagliari, Italy
Value co-destruction: a text-mining-based mixed method study on social media interactions.
 - MAALEJ M., SALVADOR M., INSEEC Business School, France
#Waouh ! Comment les Réseaux Sociaux transforment l'expérience de service dans la haute gastronomie ?
 - NAJEH MAHMOUD YASIN M., Arab American University, Palestine, PORCU L., University of Granada, Spain, NAJEEB KAYED R., Massey University, New Zealand
The impact of brand community engagement & perceived trust of the Facebook page as a mediator variable between the brand experience and the customers' intention to forward online company generated content and to switch the brand: the case of the Islamic banking sector in Palestine.
 - SENGUPTA S., ESSCA School of Management, France
Customer experience and evaluation in social media complaining across cultures.
 - TOTI J.-F., Université Lille 1, France, HADAMITZKI A., Auchan Drive, France, NGUYEN L., The Adecco Group, France
Non-governmental organizations and social media: what perception of corporate social irresponsibility.
- > **Poster**
- RUIZ MOLINA M.-E., Universitat de València, Spain
Restaurants, social media and consumer behavior.

FRI. 19/01/18 - 20:00-23:00 | GALA DINNER

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



SATURDAY 19TH JANUARY 2019

SAT. 19/01/19 - 08:30-09:00 | ISOLA DI SAN SERVOLO – ENTRANCE HALL

- > **Registration**
ISOLA DI SAN SERVOLO
30124 Venezia
Italy

SAT. 19/01/19 - 09:00-12:30 | ISOLA DI SAN SERVOLO – SALA TEATRO

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

including 10:30-11:00 : Coffee Break

- Chair: Pr. Jean-François BOSS, HEC Paris, France
Pr. Howard DAVEY, University of Waikato, New Zealand
- BELHSEN N., SENTEL O., KANDIL N., MOQADEM O., Ecole Nationale de Commerce et de Gestion Tanger, Marocco
The quest for the immersive experience in shopping centers.
- BOTSCHEN G., HEMETSBERGER A., Universität Innsbruck, Austria, COMBE I., Aston University, UK
Developing the flexible corporate retail brand' through adaptive aesthetics and attractive physical environments.
- COLLA E., ESCP Europe, France, RUIZ-MOLINA M.E., University of Valencia, Spain, DE GERY C., ESCP Europe, France, DÉPARIS M., Novancia Business School, France, SCHULTZ M., University of Bourgogne, France
Differential impact of franchisee's entrepreneurial orientation dimensions on their performance. Evidence from France.
- FILSER M., Université de Bourgogne, France, FRISOU J., Mercamétrie, Pau, France, HENRIQUEZ T., ESC Troyes, France
Multisided platform vs. marketing channel : which theoretical frame should we use to analyze distribution ?
- HANAN A., MOULINS J.-L., FONS C., Aix-Marseille Université, CRET-LOG, France
Quelle cible pour la transgression des normes de distribution ?
- ISHII R., ONO A., Keio University, Japan, KIKUMORI M., Ritsumeikan University, Japan
Effects of perceived channel characteristics on store preference and recommendation.
- LAROUTIS D., EM Normandie, BOISTEL P., Université de Rouen, France
Online purchasing behavior: explanatory Factors of the amount of purchases on retail websites - An exploratory study.
- VANHEEMS R., Université de Lyon 3, France
Can your customers afford to share it? Screen devices' "Sharing Affordance".

- > **Poster**

- RUIZ MOLINA M.-E., Universitat de València, Spain
Retailers' commitment to sustainable development as perceived by consumers in Ecuador.



SAT. 19/01/19 - 09:00-12:30 | ISOLA DI SAN SERVOLO – ROOM 2

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

including 10:30-11:00: Coffee Break

- Chair: Pr. Annabel MARTIN-SALERNO, Université de Lille, France
Pr. John ENSOR, Edinburgh Napier University Business School, United Kingdom
 - AYADI N., ISG Tunis, Tunisie, PARASCHIV C., VERNETTE E., Université Toulouse 1 Capitole, France
A new vision for consumer well-being: a personal equilibrium multi-faceted.
 - DEPARDON K., Université de Reims Champagne-Ardenne, PAPETTI C., Université Côte d’Azur, DARMON G., Université de Reims Champagne-Ardenne, MARS M.-C., EDHEC, France,
The search of financial compensation by the consumer: Identification of the determinants of the participation in a class action.
 - GEERSBRO J., HANSEN T., PICO LARSEN H., Copenhagen Business School, Denmark
How the interplay between subjective and objective financial risk influences consumers’ expectations, information search, and product satisfaction.
 - LAO A., Université de Lille, France
Influences of the personalized catalog by the visual stimulus in the production of cognitive and behavioral responses.
 - LE ROUX A., THEBAULT M., ROY Y., Université de Poitiers, France
Exploring consumer behavior regarding counterfeiting: how product category, product attributes, purchase situation and consumers.
 - LOUPIAC P., Université Paris Dauphine, France
The influence of product try-on on consumers: a conceptualization.
 - MURATORE I., Aix Marseille Université, France
The child and the animal.
 - PLAUD C., ENSTA Bretagne, SOMMIER B., Brest Business School, France
A gender analysis of the parents choices for the toys of their children : an oscillation between tradition and modernity.
- > **Poster**
- RUIZ MOLINA M.-E., Universitat de València, Spain
Professional networking to increase attractiveness of professional training activities.



SAT. 19/01/19 - 09:00-12:30 | ISOLA DI SAN SERVOLO – ROOM 3

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

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

- Chair: Pr. Lars GRONHOLDT, Copenhagen Business School, Denmark
Pr. Sophie LACOSTE-BADIE, Université de Lille, France
- CHOUR M., EDHEC Business School, France
Single fathers families: how to better target them?
- FONTAINE R., UQAM, Canada, KOCHETOVA N., Saint Mary's, France
How does the involvement of client service partners on an assurance engagement help add value: a client's perspective.
- HALIMI M., PSA, Iran, ROEHRICH G., Grenoble-Alpes University, France
Addressing value proposition and customers values in the B2B context- A case study.
- HETET B., IDRAC Business School, France
Perception of innovations: an approach through social representations.
- HORSTMANN F., LINGENFELDER M., Philipps-University of Marburg, Germany
Effects of occasion-based targeting: Evidence from Valentine's Day.
- LONDONO PULGARIN D. A., Universidad de Granada, Spain, RESTREPO J. C., Esumer, Spain, CARDONA G., CEIPA, Colombia
Main trends of the world's fuel market: fossil fuels versus biofuels.
- METHAMEM BOUDALI R., Université de Carthage, Tunisia, MOUELHI S., Université Tunis El Manar, Tunisia
Do we need Moral intelligence for Customer Knowledge Management to innovate?
- RINKE L., EBS Universität, Germany,
Investor relations in the German Mittelstand.
- SALERNO F., CALCIU M., Université de Lille 1, France, MOULINS J.-L., Aix-Marseille Université, CRET-LOG, France
Service Oriented Marketing Decision Support Systems (SOMDSS) for Big-Data in the Cloud. Some orchestration, provisioning and deployment challenges for marketing scientists.



SAT. 19/01/19 - 09:00-12:30 | ISOLA DI SAN SERVOLO – ROOM 4

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

including 10:30-11:00: Coffee Break

- Chair: Pr. Jean-Louis CHANDON, INSEEC, France
Pr. Anna LEASK, Edinburgh Napier University Business School, United Kingdom
- BASHUTKINA M., Haute Ecole de Gestion Arc, Switzerland
Art of fusion: fine art infusion into Swiss luxury watchmaking.
- MAALEJ M., BENZI M., BEGUET M., SALVADOR M., INSEEC Business School, France
Timeless luxury: what drives the purchase of iconic products.
- COURVOISIER F., BASHUTKINA M., Haute Ecole de Gestion Arc, Switzerland
Optimisation du processus d'innovation dans l'industrie horlogère : approche basée sur les ressources.
- GODEY B., NEOMA Business School, France, PERDERZOLI D., NEOMA Business School, France, AIELLO G., DONVITO R., GRAZZINI L., Florence University, Italy, CHAN P., Manchester Metropolitan University, UK, HALLIBURTON C., ESCP Europe, UK, WIEDMANN K.-P., Leibniz University of Hannover, Germany
Does the consumer proximity with a brand and a store explain the attachment to luxury brands?
- ILLOUZ C., EDC PARIS, France
Congruence as a mean of corporate philanthropy legitimation in luxury industry.
- KUO C.H., NAGASAWA S., Waseda University, Japan
Deciphering luxury consumption behaviour from Knowledge-Attitude-Behaviour perspectives .
- WAN Y., Shanghai Jian Qiao University, China? KOROMYSLOV M., ICN Business School, France
The impact of celebrity endorsement on Chinese luxury purchaser's intention.



SAT. 19/01/19 - 09:00-12:30 | ISOLA DI SAN SERVOLO – ROOM 5

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

- Chair: Pr. Patricia GURVIEZ, AgroParisTech, France
Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
- ARRIGO E., Università degli Studi di Milano-Bicocca, Italy
Sustainability and collaborative consumption in the fashion industry.
- CANEL DEPITRE B., EL NEMR N., TAGHIPOUR A., Université Le Havre Normandie, France
Eco friendly practices in luxury hotels: the Lebanese case.
- DE FERRAN F., LALLEMENT J., Université de la Rochelle, France, SERE DE LANAUZE G., University of Montpellier, France
Do you want to comply with your socially responsible friend? Effects of the negative dimensions of the responsible consumer perception.
- DE JONG A., Copenhagen Business School, Denmark, SCHMITT J., ESCP Europe, France, SCHMIDT K, Southampton University, United Kingdom
Do as I do not as I think: Disentangling the impact of different types of social norms on environmental consumption.
- DE PELSMACKER P., MOONS I., Universiteit Antwerpen, Belgium, BARBAROSSA C., Toulouse Business School, France
Personality fit, self-identity congruity, and the willingness to pay more for ecotourism.
- EL MOUSSAWEL O., DEKHILI S., EM Strasbourg Business School, France
Country Of Origin ecological image: an exploration of the construct dimensions.
- NGUYEN T.-P., DEKHILI S., EM Strasbourg Business School, France
Congruence Effect of Brand and Eco-Certification on Consumers’ Purchasing Behavior of Green Products: The Case of Vietnam
- SCHMITZ F., EBS Universität für Wirtschaft und Recht, Germany
Development of a theoretical model to research the acceptance of electric mobility in the private vehicles segment.



SAT. 19/01/19 - 09:00-12:30 | ISOLA DI SAN SERVOLO – ROOM 6

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

- Chair: Pr. Dominique BOURGEON-RENAULT, Université de Bourgogne, France
Pr. Sylvia CACHO-ELIZONDO, IPADE Business School, Mexico
- BABOU I., Babou Conseil, CALLOT P., ESCM Tours ? France
Overtourism.
- DAVEY H., University of Waikato, DAVEY J., University of Wellington, XU J., University of Waikato, New Zealand
Apathy or innocence: the [under]reporting of value co-creating activities in hotels’ annual reports through the lens of service.
- DE DIEGO VELASCO N., GALLARZA M., Universidad de Valencia, Spain
Defining features of experiential consumption in the field of tourism: definitions and characterizers.
- GALLARZA M., Universitat de Valencia, Spain DE DIEGO VELASCO N., Experientiam Consulting Group, Philippines
Experiential consumption behavior across the history of tourism.
- MAUBISSON L., BOURLIATAUX-LAJOINIE S., DAVID M., Université de Tours, France
Examination of the predictive capacity of the Netqu@l model according to the experiences on website and the Domaine National de Chambord.
- XUAN QUYNH T., TOURNOIS N., Université de Nice Sophia-Antipolis, France
The role of servicescape in creating social interaction experiences in hospitality.

> **Poster**

- RUIZ MOLINA M.-E., Universitat de València, Spain
Green practices and food waste management in restaurants: influence in restaurant brand equity.



SAT. 19/01/19 - 09:00-12:30 | ISOLA DI SAN SERVOLO – ROOM 7

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

- Chair: Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
Pr. Ryuji WAKUTA, Kyoto Sangyo University, Japan
- CUYA-GAVILANO A. A., Université de Bordeaux, France, TRINQUECOSTE J.-F., Université de Lille 1, France
The influence of the “organic” attribute on the assessment of quality and the perceived value in the case of wine.
- DION D., ESSEC, France, GODARD C., Université de Nanterre, France, GOLLETY M., Université Paris 2 Panthéon Assas, France, NABEC L., Université Paris Sud, France, RENAUDIN V., Université Paris Dauphine, France
Du vin de terroir au vin d’auteur : formatage et diffusion d’un régime de goût alternatif.
- FERRANDI J.-M., ONIRIS, France, COTTET P., Université Reims, France, LICHTLE M.-C., Université Montpellier, France, PLICHON V., Université Tours, France
Unhealthy food. Which representations? An exploratory approach.
- TOFTEN K., University of Tromsø, Norway, MORA P., KEDGE Business School, France, HAMMERVOLL T., Østfold University College, Norway
No Niche Barriers – No Niche Marketing?
- NAHON D., SERHAN-MURRAY H., YANNOU LEBRIS G., AgroParisTech, France
Strategic and operational practices related to sustainability marketing labels: A case study of the wine industry.
- SAIDI M., GIRAUD G., AgroSup Dijon, France
Does information affect consumer appreciation of wine according to their knowledge?
- SIGNORI P., GOZZO I., CANTELE S., University of Verona, Italy
Sustainable Stakeholder Experience: introducing a framework using the dairy industry as a case example.



SAT. 19/01/19 - 09:00-12:30 | ISOLA DI SAN SERVOLO – ROOM 8

> **Academic Research Sessions – Paper Presentations**
“Consumer Behavior – New Models and Tools”

- Chair: Pr. Claire-Lise ACKERMANN, ESC Rennes School of Business, France
Pr. Pr. Bruno COHANIER, EADA Barcelona, Spain
- BRESSOUD E., BVA, BORDENAVE R., BVA, MAILLE V., SKEMA Business School, DRHIMEUR A., Cognizant Consulting France, RIVIERE P., L'Oréal, France
The influence of prototyping and experimental design on Nudge efficacy.
- CASENAVE E., JESSIE P., SCHMITT L., EM Strasbourg, France
Proposition of explanatory variables for the acceptance of social selling by salespeople.
- CRIE D., QUERO C., Université de Lille, France,
Value creation and influence of motivational climate on social marketing experience. The case of Quantified-Self and Quantified-Self 2.0.
- HELENE L., EM Normandie Caen, DELANNOY A., Ecole de Management de Normandie, DE VASSOIGNE T., Ecole de Management de Normandie, France
The contributions of the measure of social identity on self-esteem: the case of the make-up market for the teenage girl consumer.
- KOETTER K., OBER J., HOOG P., EBS Universität für Wirtschaft und Recht, Germany
Patient loyalty in the Pharmaceutical Industry - Developing a framework based on the dyadic relationship model.
- SHIRSHOVA O., YULDASHEVA O., KONNIKOVA O., Saint Petersburg State University of Economics, Russia
Measuring of sustainable consumer behavior: a construct development.
- SHARMA A., SHARMA R. R. K., Indian Institute of Technology-Kanpur, India
Influence of Marketing Mavens on consumer switching: role of personality.
- TOMCZYK P., Akademia Leona Koźmińskiego, Poland
Is it interesting what customers know? The state of current research and future perspectives of Customer Knowledge Competence.



SAT. 19/01/19 - 10:00-12:30 | ISOLA DI SAN SERVOLO – ROOM 9

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

- Chair: Pr. Hans MÜHLBACHER, International University of Monaco, Monaco
Pr. Francis SALERNO, Université de Lille 1, France
- CHERIF E., Université Clermont Auvergne, LEMOINE J.-F., Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
Anthropomorphisation des conseillers virtuels et réactions des internautes : le cas de la voix du conseiller.
- EL BOUHALI M., Université Paris 2 Panthéon Assas, France
Understanding B2B supplier web site quality: an exploratory study of buyers' perceptions.
- FIEDLER A., EBS Universität, Germany
The Impact of digitalisation on changes and developments of business models.
- HAENLEIN M., ESCP Europe, France, KAPLAN A., ESCP Europe, Germany
Artificial Intelligence (AI) and its impact on universities, corporations and governments.
- KOGURE M., MOROKAMI S., Hosei University, Japan
Effective replies to negative online Comments considering customers' motivations - Comparison between Japanese and Thai.
- PROCACCI S., CLAUDIA PELLICELLI A., Università degli Studi di Torino, Italy
The impact of Artificial Intelligence on consumers experience: the case of Mc Donald touch screens.

SAT. 19/01/19 – 12:30-13:00 | ISOLA DI SAN SERVOLO – SALA TEATRO

> **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



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PRACTICAL INFORMATION

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30124 Venezia
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