International Marketing Trends Conference

Programme
### THURSDAY 17TH JANUARY 2019

> **13:00-16:00**  
*For Ph.D. Students ONLY*  
**Doctoral Colloquium**  
| Isola di San Servolo - Venezia  

> **16:00-17:00**  
*For Nominees ONLY*  
**IMTC Best Thesis Award**  
| Isola di San Servolo - Venezia  

> **17:00-18:00**  
*For Nominees ONLY*  
**Professor Elyette Roux Best Thesis in Luxury Brand Management Prize**  
| Isola di San Servolo - Venezia

### FRIDAY 18TH JANUARY 2019

> **08:30-09:00**  
**Registration and Welcome of Participants**  
| Isola di San Servolo - Venezia  

> **09:00-09:15**  
**Opening Speech**  

> **09:15-09:30**  
**IMTC Awards**  
**IMTC Best Thesis Award**  
**Professor Elyette Roux Best Thesis in Luxury Brand Management Prize**

> **09:30-10:30**  
**Plenary Session**  

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

> **11:00-13:00**  
**Marketing Strategy Forum Round Table**  

> **13:00-14:00**  
**Lunch Break**  

> **14:00-15:30**  
**Arts, Cultural and Creative Industries Forum – Round Table**  

> **14:00-15:30**  
**Meet the Editors**  

> **15:30-16:00**  
**Coffee Break**  

> **16:00-18:00**  
**Poster Session**  

> **16:00-18:00**  
**Paper Presentations - Academic Research Sessions**  
  1. **Arts, Cultural and Creative Industries**  
  2. **Mobile Technologies**  
  3. **Services Marketing**  
  4. **Brand Strategy**  
  5. **Communication Strategies - Advertising**  
  6. **Customer Loyalty**  
  7. **Digital Games Marketing**  
  8. **Healthcare**  
  9. **Social Media Marketing**  

> **20:00-23:00**  
**Gala Dinner**
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 09:00-13:00</td>
<td>Paper Presentations - Academic Research Sessions</td>
</tr>
<tr>
<td></td>
<td>Retail Strategy</td>
</tr>
<tr>
<td></td>
<td>Consumer Behavior in Practice</td>
</tr>
<tr>
<td></td>
<td>Marketing Strategy</td>
</tr>
<tr>
<td></td>
<td>Luxury Industries</td>
</tr>
<tr>
<td></td>
<td>Sustainable Development</td>
</tr>
<tr>
<td></td>
<td>Tourism &amp; Hospitality</td>
</tr>
<tr>
<td></td>
<td>Food Industries</td>
</tr>
<tr>
<td></td>
<td>Consumer Behavior – New Models and Tools</td>
</tr>
<tr>
<td></td>
<td>Digital Marketing - Strategy</td>
</tr>
<tr>
<td>&gt; 12:30-12:45</td>
<td>IMTC Best Paper Award</td>
</tr>
<tr>
<td>&gt; 12:45-13:00</td>
<td>Closing Remarks</td>
</tr>
</tbody>
</table>
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 / 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
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

Elaboration of a global conceptual framework of brand loyalty

Price Differentiation in Omni-Channel Retailing

Dynamic pricing strategies for hotel room rates: hedonic pricing approach

Brand Innovativeness Effect on Perceived Brand Luxury and Brand Authenticity, The Watch Industry Case

Doctoral Colloquium – Closing Remarks

Chair:
- Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
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. 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. Patrick de PELSMACKER, University of Antwerp, Belgium
  - Pr. Martina GALLARZA, Universitat de Valencia, Spain
  - Pr. Emmanuelle LE NAGARD, ESSEC Business School, France
  - Pr. Jean-François TRINQUECOSTE, Université Montesquieu Bordeaux IV, France
  - Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
  - Andria ANDRIUZZI, Université Jean Monnet, 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

Customer-customer interactions via eWOM – An analysis of the forms and effects

- 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. Silvia 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. 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
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.

- Manar IBRAHEEM, Université Côte d’Azur, France
  The influence of the perception of the service environment on client loyalty. Application to the luxury hotels in the PACA Region (Provence-Alpes-Côte d’Azur)

- Yu SHUBIN, Univeriteit 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.*
<table>
<thead>
<tr>
<th>Time</th>
<th>Venue</th>
<th>Event Type</th>
<th>Topic</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fri. 18/01/19</td>
<td>ISOLA DI SAN SERVOLO – AUDITORIUM</td>
<td>Coffee Break</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
|              |                                | 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’ Foscarì Venezia  
Ms Valérie BERTHEAU, Group Product Policy Director - THALES GROUP  
Ms Laurence BONY, CEO – BONY Consulting  
Mr Gonzague de LA FRESNAYE, Shopper Marketing Manager – L’OREAL  
Ms Mathilde HEBERT-GENET, Deputy Chief Marketing Officer – SAINT-GOBAIN GROUP  
Mr Eric PESTEL, CEO – LOOKADOK                                                                 |
|              |                                | Lunch Break                               |                                                                      |                                                                                                 |
|              | ISOLA DI SAN SERVOLO – PALAZZINA GRECALE |                                |                                                                      |                                                                                                 |
|              |                                | 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

Title of research project :

Description of research project :

Name of author and contact information :
> **Academic Research Sessions – Paper Presentations**
> “Arts, Cultural and Creative Industries”

- Chair: Pr. François COURVOISIER, Haute école de gestion Arc, Switzerland
  Pr. Béatrice CANEL-DEPITRE, Université Le Havre Normandie, France

- BOURGEON RENAUD 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*

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

- Chair: Pr. Mihai CALCIU, Université de Lille 1, France
  Pr. Jean-Louis CHANDON, INSEEC, France

- 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.*

- RUAL C., PETR C., Université de Bretagne Sud, France

- SAHLI A., BELLAOUNA H., ESC Tunis, Tunisia
  *Trust Analysis with Sphinx - A mobile payment app*

- 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. Jean-Louis CHANDON, INSEEC, France

- 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.*

- DE PELSMACKER P., Universiteit Antwerpen, Belgium, MOONS I., Universiteit Antwerpen, Belgium,
  BARBAROSSA C., Toulouse Business School, France
  *Personality fit, self-identity congruity, and the willingness to pay more for ecotourism.*

- 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, 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, 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.*
**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., Université de Tours, BOURLIATAUX-LAJORINIE S., Université de Tours, DAVID M., Université de Tours, 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.*

**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.*

- COLLA E., ESCP Europe, France, RUIZ-MOLINA M.E., University of Valencia, Spain, DE GERY C., ESCP Europe, France, LEMMET L., ESCP Europe, France, DEPARIS 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.*

- DE PECHPEYROU P., Université Paris Est, NICHOLSON P., SKEMA Business School, 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, MANIS K., Texas Tech University, USA, TRINQUECOSTE J.-F., Université de Bordeaux, France, DUHAN 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?*
Academic Research Sessions – Paper Presentations

**“Digital Games Marketing”**

- Chair: Pr. Bruno GODEY, NEOMA Business School, France
  Pr. Martina GALLARZA, Universidad de Valencia, Spain

- CACHO-EIJZONDO S., IPADE Business School, LAZARO ALVAREZ J. D., Universidad Pan americana, Mexico
  *Analysis of virtual and augmented reality’s impact on the emerging eSports market.*

- MÜHLBACHER H., International University of Monaco, Monaco, 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, DAJIDJA I., KEDGE Business School, France
  *Video game fan, between the real and the virtual.*

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?*

- ZOGHLAMI M., AYEB S., SAIED BEN RACHED K., Université de Tunis El Manar, Tunisia
  *The moderating effect of empowerment in the relationship Internet use in health and shared decision-making between patient and doctor*

**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
  *#Wow! How Do Social Networks Transform the Haute Cuisine Service Experience?*

- 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, HADAMITZKI A., Auchan Drive, 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**

<table>
<thead>
<tr>
<th>Academic Research Sessions – Paper Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Retail Strategy”</td>
</tr>
</tbody>
</table>

*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, Morocco**
  - *The quest for the immersive experience in shopping centers.*

- **BOTSCHEN G., HEMETSBERGER A., Universität Innsbruck, Austria, COMBE I., Aston University, United Kingdom**
  - *Developing the flexible corporate retail brand through adaptive aesthetics and attractive physical environments.*

- **FILSER M., Université de Bourgogne, FRISOU J., Mercamétrie, Pau, 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, France**
  - *Which target for the transgression of distribution standards?*

- **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.*

- **ROTHEN Y., Université Panthéon-Sorbonne Paris I, France VANHEEMS R., Université de Lyon 3, France**
  - *Can your customers afford to share it? Screen devices’ “Sharing Affordance”.*

<table>
<thead>
<tr>
<th>Poster</th>
</tr>
</thead>
</table>

- **RUZ MOLINA M.-E., Universitat de València, Spain**
  - *Retailers’ commitment to sustainable development as perceived by consumers in Ecuador.*
> **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

- **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.*

- **GUIDO G., University of Salento, Italy,** PRETE M. I., University of Salento, Italy, PIPER L., University of Salento, Italy, PALMI P., University of Salento, BUTTON A. E., Boise State University, USA
> *Effects of Disvalues and Negative Traits on Compulsive Shopping Behaviour*

- **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.*

- **VERNETTE E., Université Toulouse 1 Capitole, France,** AYADI N., ISG Tunis, Tunisie, Université Toulouse 1 Capitole, France, PARASCHIV C., Université Toulouse 1 Capitole, France
> *A new vision for consumer well-being: a personal equilibrium multi-faceted.*

> **Poster**

- **RUIZ MOLINA M.-E., Universitat de València, Spain**
> *Professional networking to increase attractiveness of professional training activities.*
**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

- CALCIU M., Université de Lille 1, MOULINS J.-L., SALERNO F., Université de Lille 1, Aix-Marseille Université, France
  *Service Oriented Marketing Decision Support Systems (SOMDSS) for Big-Data in the Cloud. Some orchestration, provisioning and deployment challenges for marketing scientists.*

- CHOUR M., EDHEC Business School, France
  *Single fathers families: how to better target them?*

- FONTAINE R., UQAM, KOCHETOVA N., Saint Mary's University, Canada
  *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., Université Grenoble Alpes, 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, MOUELH S., Université Tunis El Manar, Tunisia
  *Do we need Moral intelligence for Customer Knowledge Management to innovate?*

- RINKE L., EBS Universität für Wirtschaft und Recht, Germany
  *Investor relations in the German Mittelstand.*
> Academic Research Sessions – Paper Presentations
“Luxury Industries”

including 10:30-11:00: Coffee Break

- Chair: Pr. Anna LEASK, Edinburgh Napier University Business School, United Kingdom
  Meriem El-Euch Maalej, INSEEC Business School, France

- BASHUTKINA M., Haute école de gestion Arc, Switzerland
  Art of fusion: fine art infusion into Swiss luxury watchmaking.

- COURVOISIER F., BASHUTKINA M., Haute école 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., Università degli Studi di Firenze, Italy, DONVITO R., Università degli Studi di Firenze, Italy,
  GRAZZINI L., Università degli Studi di Firenze, Italy, CHAN P., Manchester Metropolitan University,
  United Kingdom, HALLIBURTON C., ESCP Europe, United Kingdom, WIEDMANN K.-P.,
  Leibniz Universität 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.

- MAALEI M., BENZI M., BEGUET M., SALVADOR M., INSEEC Business School, France
  Timeless luxury: what drives the purchase of iconic products.

- 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., Université de la Rochelle, LALLEMENT J., Université de la Rochelle, SERE DE LANAUZE G., Université de 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.

- 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. Bruno COHANIER, EADA Barcelona, Spain

- BABOU I., Babou Conseil, CALLOT P., ESCEM Tours, France
  Over-tourism.

- 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 València, 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.
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., TRINQUECOSTE J.-F., Université de Bordeaux, France  
  *The influence of the “organic” attribute on the assessment of quality and the perceived value in the case of wine.*

- DION D., ESSEC Business School, GODARD C., Université de Nanterre, GOLLETY M., Université Paris  
  2 Panthéon Assas, NABEC L., Université Paris Sud, RENAUDIN V., Université Paris Dauphine, France  
  *From terroir to wine maker: crafting and diffusing a taste regime*

- FERRANDI J.-M., ONIRIS, COTTET P., Université de Reims Champagne-Ardenne, LICHTLE M.-C.,  
  Université Montpellier, PLICHON V., Université Tours, France  
  *Unhealthy food. Which representations? An exploratory approach.*

- SAIDI M., GIRAUD G., AgroSup Dijon, France  
  *Does information affect consumer appreciation of wine according to their knowledge?*

- SERHAN-MURRAY H., NAHON D., YANNOU LEBRIS G., AgroParisTech, France  
  *Strategic and operational practices related to quality, environmental and social responsibility marketing labels*

- SIGNORI P., GOZZO I., CANTELE S., Università degli Studi di Verona, Italy  
  *Sustainable Stakeholder Experience: introducing a framework using the dairy industry as a case example.*

- TOFTEN K., University of Tromsø, Norway, MORA P., KEDGE Business School, France,  
  HAMMERVOLL T., Østfold University College, Norway  
  *No Niche Barriers – No Niche Marketing?*
> Academic Research Sessions – Paper Presentations

“Consumer Behavior – New Models and Tools”

- Chair: Pr. Claire-Lise ACKERMANN, ESC Rennes School of Business, France
  Pr. Christine PETR, Université de Bretagne Sud, France

- 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 1, France,
  Value creation and influence of motivational climate on social selling by salespeople. 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.

- SHARMA A., SHARMA R. R. K., Indian Institute of Technology-Kanpur, India
  Influence of Marketing Mavens on consumer switching: role of personality.

- SHIRSHOVA O., YULDASHEVA O., KONNIKOVA O., Saint Petersburg State University of Economics, Russia
  Measuring of sustainable consumer behavior: a construct development.

- TOMCZYK P., Akademia Leona Koźmińskiego, Poland
  Is it interesting what customers know? The state of current research and future perspectives of Customer Knowledge Competence.
> **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 für Wirtschaft und Recht, 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.*

> **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’ Foscarì Venezia
  . Ms. Françoise CONCHON, INSEMMA Market Research / President IMTC
  . Pr. Michael HAENLEIN, ESCP Europe
  . Pr. Alberto PASTORE, Sapienza Università di Roma
INTERNATIONAL MARKETING TRENDS CONGRESS SCIENTIFIC COMMITTEE

> Co-Chairs:
Pr. Jean-Claude ANDREANI
| ESCP Europe - France
Pr. Roger BENNETT
| London Metropolitan University - United Kingdom
Pr. Umberto COLLESEI Member of Honor
| Università Ca’ Foscari Venezia - Italy
Pr. Michael HAENLEIN
| ESCP Europe - France
Pr. Michael LINGENFELDER
| Philipps-Universität Marburg - Germany
Pr. Alberto PASTORE
| Sapienza Università di Roma, Italy
PRACTICAL INFORMATION

> Conference Venue
ISOLA DI SAN SERVOLO
30124 Venezia
Italy

> Organizing Committee
| Jean-Claude ANDREANI, France
| Umberto COLLESEI, Italy - Member of Honor
| Françoise CONCHON, France
| Michael HAENLEIN, France
| Alberto PASTORE, Italy

> Coordination Team
| Marta DALLE CARBONARE
| Laura DANAN
| Armelle POUlard
| Grégoire de VAISSIERE

> Conference Registration Secretariat
International Marketing Trends Conference
E-mail: info@team-imtc.com

> Website
www.marketing-trends-congress.com