



# International Marketing Trends Conference



## International Marketing Trends *Conference*

# Programme

## Digital Conference

UNDER the patronage of



CCI PARIS ILE-DE-FRANCE



Società Italiana  
Marketing



Società Italiana di  
MANAGEMENT





International  
Marketing  
Trends  
Conference

Venice  
IMTC  
January 14th-16th 2021

> **Conference Venue**

Venice  
ITALY

> **Online Conference Online Connection**

Detailed information on connection and passwords will be provided directly to the participants by PRIMO ROUND, the agency who is managing the conference platform.



## PROGRAMME SUMMARY



### THURSDAY 14<sup>TH</sup> JANUARY 2021

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### FRIDAY 15<sup>TH</sup> JANUARY 2021

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**SATURDAY 16<sup>TH</sup> JANUARY 2021**

> 08:30-09:00	<b>Registration</b>	
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**THURSDAY 14<sup>TH</sup> JANUARY 2021**

**THURSDAY 14.01.2021 – 12:45-13:00**

*For Ph.D. Students ONLY*

- > **Doctoral Colloquium Registration**

**THURSDAY 14.01.2021 - 13:00-13:15**

- > **Doctoral Colloquium - Opening Conference**

- Chair : Pr. Jean-François LEMOINE, Université Paris I Panthéon Sorbonne / ESSCA School of Management, France
- Co-Chairs :
  - . Pr. Roger BENNETT, Kingston University London, 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. Julio JIMENEZ, Universidad Zaragoza, Spain
  - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
  - . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
  - . 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 14.01.2021 - 13:15-15:45

> **Doctoral Colloquium**

- Co-Chairs :
  - . Pr. Roger BENNETT, Kingston University London, 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. Julio JIMENEZ, Universidad Zaragoza, Spain
  - . Pr. Jean-François LEMOINE, Université Paris I Panthéon Sorbonne / ESSCA School of Management, France
  - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
  - . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
  - . 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
  - .
- YU S., Université Aix-Marseille, France  
*Deceptive information and brand trust: The role of virtual vs human influencers.*
- VELOSO M., Universidad Autónoma de Madrid, Spain  
*Experience dimensions in the hospitality market: attracting customers through WOM content.*
- VISENTIN G., ESCP Business School – Paris Campus, France  
*Big personality traits in small-world networks: How CEOs can improve customer satisfaction using social media.*

THURSDAY 14.01.2021 – 15:45-16:00

> **Doctoral Colloquium – Closing Remarks**

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



THURSDAY 14.01.2021- 16:00-18:00

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

- Chair : Pr. Jean-François LEMOINE, Université Paris I Panthéon Sorbonne / ESSCA School of Management, France
  
- Co-Chairs :
  - . Pr. Roger BENNETT, Kingston University London, United Kingdom
  - . Pr. Michelle BERGADAA, Université de Genève, Switzerland
  - . Pr. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
  - . Pr. Dominique CRIE, Université de Lille, France
  - . Pr. Richard FONTAINE, Université du Québec (ESG-UQAM), Canada
  - . Pr. Julio JIMENEZ, Universidad Zaragoza, Spain
  - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg, Germany
  - . Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
  - . Pr. Shinya NAGASAWA, Waseda University, Japan
  - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
  - . Pr. Francis SALERNO, Université de Lille, 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
  
- AMOROSO S., Università degli Studi di Roma "Tor Vergata", Italy  
*The Experiential View of Consumption. A 3.0 Marketing-Branding Perspective.*
- DE JANS S., Universiteit Gent, Belgium  
*The empowered child in the advertising jungle a multi-method approach to investigate how minors' advertising literacy can be improved for contemporary advertising.*
- HERRANDO C., Universiteit Twente, The Netherlands  
*Optimal user experience in social commerce: The role of emotions, flow and user-generated information.*
- MOI L., Università degli Studi di Cagliari, Italy  
*Organizing for the digital world: A pathway towards the Agile Marketing Capability.*
- PFIFFELMANN J., EM Strasbourg Business School, France  
*Identification-based personalization effects in recruitment advertising.*
- SCHMITZ A., Universidad Autónoma de Madrid, Spain  
*International analysis of the usage intention of virtual doctor appointments: an adaptation of the UTATU2 theory.*
- VOLPERT J., Université Paris I Panthéon-Sorbonne, France  
*Brand resurrection through brand heritage: Time orientation, cognitive and affective paths.*



**FRIDAY 15<sup>TH</sup> JANUARY 2021**

FRIDAY 15.01.2021 - 08:30-09:00

> **Registration**

FRIDAY 15.01.2021 - 09:00-09:30

> **Welcome Speeches**

- On behalf of the Organizing Committee:
  - . Ms. Françoise CONCHON-ANDREANI, IMTC President
- Chairs:
  - . Pr. Julio JIMENEZ, Universidad Zaragoza – Conference Chair
  - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg – Conference Chair
  - . Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
  - . Pr. Jean-Louis MOULINS, Université Aix-Marseille – Conference Chair
  - . Pr. Jean-François TRINQUECOSTE, Université de Bordeaux – Conference Chair
- On behalf of Società Italiana Marketing SIM:
  - . Pr. Riccardo RESCINITI, President
- On behalf of Società Italiana di Management SIMA:
  - . Pr. Sandro CASTALDO, President
- On behalf of Association Française du Marketing AFM:
  - . Pr. Alain DECROP, President
- On behalf of Asociación Española de Marketing Académico y Profesional AEMARK:
  - . Pr. Angel HERRERO, President

FRIDAY 15.01.2021 - 09:30-10:30

> **Plenary Session – Trends Track – Round Table**

- Chair: Pr. Pierre VOLLE, Université Paris Dauphine, France
- Ms Valérie BERTHEAU, Group Product Policy Vice-President – THALES GROUP
- Mr Fabien RAZAC, Marketing Manager – LESIEUR
- Mr Eric PESTEL, CEO – LOOKADOC





FRIDAY 15.01.2021 - 10:30-11:00

- > **Coffee Break**

FRIDAY 15.01.2021 - 11:00-12:30

- > **Marketing Strategy Forum – Round Table**

**“The renaissance of trust in marketing: #trust #confidence #belief ...”**

- Chair: Pr. Michael LINGENFELDER, Philipps-Universität Marburg – Conference Chair  
Ms Valérie BERTHEAU, Group Product Policy Vice-President – THALES GROUP
- Mr Gonzague de LA FRESNAYE, Shopper Marketing Manager – L’OREAL
- Mr Nicolas MARESCAUX, Customer Needs & Innovation Deputy Director – MACIF
- Ms Valérie VUILLEMOT, Managing Director – ENDEAVOUR DEVELOPMENT France

FRIDAY 15.01.2021 - 12:30-12:45

- > **Plenary Session : Management Impact Award *acknowledging the contribution to management practice in Marketing***

- Chairs:
  - . Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
  - . Pr. Michael HAENLEIN, ESCP Business School (Paris Campus) – Conference Special Advisor
  - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia – Conference Special Advisor
- Pr. Jean-Claude ANDREANI, ESCP Business School – Paris Campus, France
- Pr. Umberto COLLESEI, Università Ca' Foscari Venezia, Italy

FRIDAY 15.01.2021 - 12:45-12:50

- > **Plenary Session : IMTC Award**

- Chairs:
  - . Pr. Julio JIMENEZ, Universidad Zaragoza – Conference Chair
  - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg – Conference Chair
  - . Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
  - . Pr. Jean-Louis MOULINS, Université Aix-Marseille – Conference Chair
  - . Pr. Jean-François TRINQUECOSTE, Université de Bordeaux – Conference Chair



FRIDAY 15.01.2021 - 12:50-12:55

> **Plenary Session : IMTC Best Thesis Award**

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

FRIDAY 15.01.2021 - 12:55-13:00

> **Programme Information**

- Ms. Françoise CONCHON-ANDREANI, IMTC President

FRIDAY 15.01.2021 - 13:00-14:00

> **Lunch Break**

FRIDAY 15.01.2021 - 14:00-15:30

> **Marketing Strategy Forum – Round Table**

**“Will the forced « hyper-trust » into digitalization remain?”**

- Chair: Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy  
Ms Laurence BONY, CEO – LB CONSULTING  
Dr. Pierre LE SOURD, Vice-President – FEFIS French Health Industry Association
- Mr Michael AÏDAN, Founder ONCE UPON A TIME
- Ms Sophie DESORMIERES, CEO – AALPS CAPITAL FUTURE MOBILITY
- Ms Mathilde HEBERT, Customer Experience & Digital Marketing Director – SAINT-GOBAIN
- Mr Jean-Marc TASSETTO, CEO – COORP ACADEMY



FRIDAY 15.01.2021 - 14:00-15:30

- > **Arts, Cultural and Creative Industries Forum – Round Table**  
“1 year after ! How C-19 created success and modified the culture and democracies.”
  - Chair: Mr Olivier PERPOINT, Founder IDEATORE – Founder ICI VENICE
  - Ms Lisa KAJITA, Press Officer specializing in Gastronomy – Founder of Agence Lisa K (France)
  - Mr Luc CARTON, Philosopher – Vice-President of Observatoire de la Diversité et des Droits Culturels de Fribourg (Switzerland) – Associated Researcher at Association Marcel Hicter pour la Démocratie Culturelle (Belgium).
  - Mr Sabourin BOLEWA, Activist choreographer – Co-founder of LOBA (France – Congo)

FRIDAY 15.01.2021 - 14:00-15:30

- > **Meet the Editors – International Journals**
  - Chair: Pr. Michael LINGENFELDER, Philipps-Universität Marburg – Conference Chair
  - Pr. Minas KASTANAKIS, European Management Journal
  - Pr. Chris HALLIBURTON, Journal of Marketing Trends
  - Pr Julien SCHMITT, Recherches et Applications en Marketing RAM

FRIDAY 15.01.2021 - 15:30-16:00

- > **Keynote speaker**
  - Chair: Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
  - Mr Marco TRAVAGLIA, CEO and President, NESTLE Italia

**Keynote  
Speaker**



FRIDAY 15.01.2021 - 16:00-18:30

> **Academic Research Sessions**  
**Poster Session**

- Chair: Pr. Roger BENNETT, Kingston University London, United Kingdom
- BASIN L., ASSADI D., Burgundy School of Business, France  
*The perception of the impact of digital tools on the customer's decision-making and purchasing process in the B2B context.*
- CALAHORRA G., MARTIN DE HOYOS M. J., Universidad de Zaragoza, Spain  
*Emotion recognition of Virtual Assistants (VA).*
- DOSQUET F., ESC Pau Business School, France, LOREY T., Kedge Business School, France, SERAPHIN H., Winchester University, UK, CHARLET N., ESC Pau Business School BS, France  
*Social networks connected pilgrims of Santiago de Compostela. A heresy?*
- HAINNEVILLE V., Université du Québec à Montréal, Canada  
*Femvertising or Femwashing ? Authenticity perceptions from women.*
- JUGE E., COLLIN-LACHAUD I., Université de Lille, France  
*Institutionalization of C2C consumption practices and mimetic constraints of retailers' practices*
- MAEHLE N., Western Norway University of Applied Sciences, Norway  
*The role of social media in reflecting trends of sustainable food consumption.*
- NGA NKOUMA TSANGA R.-C., Université de Maroua, Cameroon  
*Purchasing decision of the poor consumer in Sub-Saharan Africa.*
- ROCHE D., Excecia Group, France  
*Lean Canvas, a strategic tool : The Walt Disney Company case.*
- SAGLIOCCO R., CELESTINO S., Università degli studi della Campania Luigi Vanvitelli, Italy  
*The role of influencer marketing during the lockdown: An analysis of Italian influencers.*
- VO T.-C.-L., Université de Lille, France  
*Attachment to sustainable tourism: The impact of sustainability perception, cultural orientations and public management satisfaction.*
- ZAIDI-CHTOUROU S., CLIFFT S., ESDES Business School, France  
*The impact of data quality in industry – A quantitative analysis of data performance in B2B marketing.*



FRIDAY 15.01.2021 – 16:00-18:30

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

- Chairs: Pr. Paola SIGNORI, Università degli Studi di Verona, Italy  
Pr. Simonetta PATTUGLIA, Università degli Studi di Roma "Tor Vergata", Italy
- PATTUGLIA S., AMOROSO S., Università degli Studi di Roma "Tor Vergata", Italy  
*The Green marketing and brands. The state of the art in the Italian SMEs.*
- CASTRO LOPEZ A., IGLESIAS V., Universidad de Oviedo, Spain  
*Slow fashion: myth or reality?*
- NAHON D., SERHAN H., AgroParisTech, France  
*Role of marketing in building business case for sustainability with social-cause brand.*
- TUTORE I., SORRENTINO A., Università degli Studi di Napoli “Parthenope”, Italy  
*Corporate environmental sustainability and customer experience management: Is it possible to integrate their perspectives?*

FRIDAY 15.01.2021 - 16:00-18:30

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

- Chair: Pr. Pierre VOLLE, Université Paris-Dauphine, France
- ALIZADEH N., TAGHIPOUR A., CANEL-DEPITRE B., Université Le Havre, France  
*Which one collective strategy is appropriate for the business ecosystem? The role of foreign policy.*
- RICARDA B., QIU Y., Universität Bayreuth, Germany  
*You are what you do – How service shapes business model trajectories in collective consumption context.*
- GURVIEZ P., Université Paris-Saclay AgroParisTech, RAFFIN S., Link-Up Factory, France  
*SAVE, a new model of comprehensive evaluation in social marketing.*
- CARPENTIER L., LAO A., TOTI J.-F., Université de Lille, France  
*Inter-organizational commitment: an exploratory qualitative study in an integrated network.*
- DIAMANTOPOULOS A., Universität Wien, Austria, MATARAZZO M., Marconi University of Rome, Italy, PETRYCHENKO A., Universität Wien, Austria  
*The “Pricing Footprint” of country image: Insights from the price sensitivity meter.*
- SHAFIQ BANGASH B., DE LA VILLARMOIS O., Université Paris I Panthéon-Sorbonne, France  
*Customer empowerment (digital era): double edged sword for companies.*
- AGUILLAUME C., Kömon Communication-Expériences, COURVOISIER F., HES-SO//Haute école de gestion Arc, Switzerland  
*UNESCO labeling... and next? The Swiss cases of watchmaking urbanism and terrace vineyards.*



FRIDAY 15.01.2021 - 16:00-18:30

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

- Chair: Pr. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
- BOTSCHEN G., Universität Innsbruck, Austria  
*Identity driven Touch-Point design - A conceptual framework to resonant branding.*
- CLEMENT A., UQAM, ROBINOT E., UQAM, TRESPÉUCH L., UQTR, Canada  
*What if the brand equity was alive? Proposal of a dynamic measure through social networks.*
- DIERKES V., EBS University, Germany  
*Employee engagement-based internal branding.*
- ELHAJJAR S., KASKAS M., TLAISS S., University of Balamand, Lebanon  
*Investigating the Causes and Consequences of Brand Addiction: Case of High-Tech Brands.*
- GABTNI I., SAIED-BENRACHED K., FSEGT, Tunisia  
*The impact of auxiliary sounds of the brand object on brand evaluation: An exploratory qualitative analysis.*
- PELOSO A., Queensland University of Technology, DIXO B., Delos Delta, ELSTON J., Delos Delta, Australia  
*‘Smart’ does not make it so: The facts and fictions of smart cities.*
- RAIMONDO M. A., CARDAMONE E., MICELI G., MULEO S., Università della Calabria, Italy  
*Dissociative desire and conspicuous consumption: the mediating role of brand self-verification.*
- MARTINELLI E., DE CANIO F., Università degli Studi di Modena e Reggio Emilia, Italy  
*The retailer as a brand: Awareness, equity and customer loyalty.*

FRIDAY 15.01.2021 - 16:00-18:30

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

- Chairs: Pr. Costanza NOSI, Università Lumsa di Roma, Italy  
Pr. Silvia RANFAGNI, Università di Firenze, Italy
- BERGERS D., WHU - Otto Beisheim School of Management, Germany  
*The influence of sales incentives on the orientation to reference discounts within the software industry.*
- DE VASSOIGNE T., SOBOCINSKI P., EM Normandie, France  
*Motivation of the gambler and regret: The case of online sports betting.*
- PATRIZI M., VERNUCCIO M., PASTORE A., Sapienza Università di Roma, Italy  
*“Ok, Google!” are my data safe? The mediated effect of perceived privacy risk on brand trust.*
- ROUEN-MALLET C., Université de Rouen, EZAN P., Université Le Havre, MALLET S., Université de Rouen, France  
*The use of alcohol by students as a real and virtual drinking experience.*
- SCHWEITZER V., EDHEC, SIMON F., Université de Haute-Alsace, France  
*Paradoxical social representations of linky smart meters and privacy paradox: an analysis using the conceptual background of psychological empowerment.*
- SOHET L.-L., KERÉKES M., Université Paris-Dauphine, France  
*Video-games in virtual reality: Representations and purchase intention among 15-30 year-old in France.*
- ZHENG L., La Rochelle Business School, France  
*Need for touch and online consumer decision making: The moderating role of emotional states.*



FRIDAY 15.01.2021 - 16:00-18:30

- > **Academic Research Sessions – Paper Presentations**  
**“Innovation and Product Management” and “International Marketing”**
- > **“Innovation and Product Management”**
  - Chair: Pr. Emmanuelle LE NAGARD, ESSEC Business School, France
  - ACKERMANN C.-L., Rennes School of Business, France, HETET B., IDRAC Business School, France, BELBOULA I., Université Lounici Ali, Algeria  
*Product perceived newness: Concept, measurement, and validation.*
  - CACHO-ELIZONDO S., IPADE Business School, Mexico  
*New trends in the apparel industry: Exploring new access-based consumption models in the Mexican market.*
  - DE LUCA P., QUALIZZA G., Università degli studi di Trieste, Italy  
*Innovation in the service supply chain: Qualitative research in a port context.*
  - MENDARES A., Université Grenoble Alpes, France  
*A conceptual framework on the role of emotional intelligence in consumer's creativity: The case of environmental innovation.*
- > **“International Marketing”**
  - Chairs: Pr. Miriam FIESTAS, Universidad de Granada, Spain  
Pr. Camille CHAMARD, Université de Pau et des Pays de l'Adour, France
  - GODEY B., NEOMA Business School, France, PEDERZOLI D., NEOMA Business School, France, AIELLO G., Università degli Studi di Firenze, Italy, DONVITO R., Università degli Studi di Firenze, Italy  
*Country-Of-Origin effect on luxury brands equity: A longitudinal international approach.*
  - JOURDAN P., IAE Gustave Eiffel - Université Paris-Est Créteil, PACITTO J.-C., IAE Gustave Eiffel - Université Paris-Est Créteil, JOURDAN V., Promise Consulting, France  
*The determinants of the commercial performance of selective international cosmetics distribution.*
  - MELNIK M., VESCOVI T., Università Ca' Foscari Venezia, Italy  
*The Emergence of the European Consumer? Differences and Similarities in the Preference of Automobile Attributes.*
  - ROY S., GAVARD PERRET M.-L., Université de Grenoble Alpes, France  
*Preventing the usage of whitening beauty products by manipulating cognitive dissonance: A cross cultural study.*



FRIDAY 15.01.2021 - 16:00-18:30

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

- Chair: Pr. Denis GUIOT, Université Paris-Dauphine, France
- BERRICHE A., Université de Lille, BENAVENT C., Université Paris Nanterre, France  
*Understanding the profiles of voice user and their purchase intention through voice assistants.*
- BOUKOUYEN F., BREE J., Université de Caen Normandie, France  
*The impact of culture on opportunism in co-creation platforms.*
- DAVID M., Université de Tours, MAUBISSON L., Université de Tours, BOURLATIAUX-LAJOINIE S., Conservatoire National des Arts et Métiers – CNAM Paris, France  
*Analysis of online reviews using the Holbrook value matrix: the case of cultural heritage.*
- DUNES M., BOUAYNAYA W., VIEDMA R.-M., Université de Picardie Jules Verne, France  
*Sense of membership in a virtual community: impact on the determinants of online review credibility expressed on green products.*
- JIMÉNEZ-CASTILLO D., Universidad de Almería, SÁNCHEZ-FERNÁNDEZ R., Universidad de Almería, BEÑAT U.-A., Universidad del País Vasco, Spain  
*Wishful identification, parasocial relationships and self-esteem: Effects on followers’ behaviour toward recommended brands by influencers.*
- LAROUTIS D., EM Normandie – Metis Lab, BOISTEL P., ESC Amiens, DELANNOY A., EM Normandie – Metis Lab, France  
*Understanding of followers’ cross-platform tracking behavior.*
- LE ROUX A, STENGER T., Université de Poitiers, France  
*Mapping the territory of siconumeric media A quantitative approach.*
- LEMOINE J.-F., ZAFRI R., Université Paris I Panthéon-Sorbonne, France  
*Typography of commercial websites: The effects of the interline spacing on Internet users’ reactions.*
- MARRY K., THOREL C., Université de Rouen, France  
*Hybridization of digital and material practice consumption: The case of book consumption.*

FRIDAY 15.01.2021 - 20:00-23:00

> **Gala Dinner**





**SATURDAY 16<sup>TH</sup> JANUARY 2021**

SATURDAY 16.01.2021 - 08:30-09:00

> **Registration**

SATURDAY 16.01.2021 - 09:00-09:30

> **Meet the Editors – French Journals (in French language)**

- Chair: Pr. Jean-François TRINQUECOSTE, Université de Bordeaux – Conference Chair
- Pr. Isabelle COLLIN-LACHAUD, Pr. Géraldine MICHEL, Décisions Marketing
- Pr. Stéphane TREBUCQ, Recherche et Cas en Sciences de Gestion

SATURDAY 16.01.2021 - 09:30-12:30

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

*including 10:45-11:00: Coffee Break*

- Chairs: Pr. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
- MEDIC D., Université Toulouse 1 Capitole, France  
*« American way of life »: Humorous ads that travel.*
- SOHIER R., EM Normandie, TESSIER C., EM Normandie, KURTALIQI F., Audencia Business School, ZAMAN M., EM Normandie, France  
*How individual privacy preferences affect ad attitude: The important roles of reactance and the degree of personalized ads.*
- ADIL S., ESSCA School of Management, LECOINTRE-ERICKS D., Université Catholique de l’Ouest, France  
*Does model body shape affect ad effectiveness?*
- CHEVALIER C., Université Paris-Saclay IUT Sceaux, BOURCIER B., ESSCA School of Management, MOAL G., ISEN Brest, France  
*The old and the beautiful: senior female exposure to models in advertisements and consequences on their identity.*
- SOHIER R., EM Normandie, DELEAU L., Audencia Business School, PANTIN-SOHIER G., Université d’Angers, LANCELOT-MILTGEN C., Audencia Business School, MINVIELLE Nicolas, Audencia Business School, France  
*Does advertising release women? Or the impact of rôle stereotypes on social effects and the attitude towards the brand.*
- VERNETTE E., DESTOUMIEUX L., GROBERT J., Toulouse School of Management, France  
*The new representations and modalities of the taboo concept: An application to advertising provocation.*
- CRETTEZ J.-B., Université Paris II Panthéon-Assas, France  
*Meteorology and TV audience: A French regional panel data based approach.*
- CHEVALIER C., Université Paris-Saclay IUT Sceaux, MOAL G., ISEN Brest, France  
*Impact of model gender on the perception by older viewers and the effectiveness of advertisements targeted at their age group.*



SATURDAY 16.01.2021 - 09:30-12:30

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

*including 10:45-11:00: Coffee Break*

- Chairs: Pr. Costanza NOSI, Università Lumsa di Roma, Italy  
Pr. Silvia RANFAGNI, Università di Firenze, Italy
- ATTIE E., GOURDOU C., GUEDON E., Altran Technologies, France  
*Understanding consumer acceptance of neuromarketing.*
- BASHUTKINA M., HEG - Haute école de gestion Arc, Switzerland  
*From industrial to experiential: Swiss luxury watchmaking manufacture's visit as a (very) experiential vector of client relationship.*
- BAUMGARTNER H., Penn State University, USA, DIAMANTOPOULOS A., Universität Wien, Austria, DE NISCO A., Università degli studi Internazionali di Roma, Italy NAPOLITANO M. R., Università degli Studi di Napoli “Parthenope”, Italy  
*Assessing the impact of stylistic responding in country and destination image research.*
- BECERRIL-CASTRILLEJO I., MUNOZ-GALLEGO P. A., Universidad de Salamanca, Spain  
*Influence of habitual level of consumption on changing WTP: A satiation and habit formation approach.*
- BEN AYED M., FSEG Sfax, EL AOU D N., IHEC Sfax, Tunisia  
*Mediating role of empowerment in the behavioral approach: Towards a better understanding of the mechanisms of adoption of the PR.*
- BYLYBASHI S., Brest Business School, FITAMANT V., Crédit Mutuel Arkea , LEE J.-Y., Audencia Business School, France  
*Consumers' fears about open banking: How banks can overcome them?*
- FLECK N., Le Mans Université, LACHAT A., Neuron Partners, LE NAGARD E., ESSEC Business School, France  
*Hyperrealism induced by UHDTV: when the improvement of image quality backfires and viewer experience deteriorates.*
- GALLARZA M., Universitat de València, Spain, ARTEAGA F., Universidad Católica de València, Spain, SÁNCHEZ-FERNÁNDEZ R., Universidad de Almería, Spain, DEL CHIAPPA G., Università degli Studi di Sassari, Italy  
*Relevance of the experiential value dimensions as antecedents of perceived value and loyalty.*
- ERTUS P., LEGO Vannes, PETR Christine, Université Bretagne Sud, France  
*Esthetics service and wine quality perceived.*



SATURDAY 16.01.2021 - 09:30-12:30

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

*including 10:45-11:00: Coffee Break*

- Chair: Pr. Elena CEDROLA, Università di Macerata, Italy
- LAO A ; SALERNO A., CARPENTIER Laurent, Université de Lille, France  
*Exploratory study of negative effects digital images sent by Internet users on social networks.*
- CHAOUL E., Université de Poitiers, France  
*The act of sharing knowledge & experience across social media channels: A comparative analysis on different virtual communities.*
- SKOROBOGATYKH I., TVERDOKHLEBOVA M., MUSATOVA Z, NEVOSTRUEV P. Plekhanov Russian University of Economics, Russia  
*Assessment of consumer preferences in the electronic book market based on the content-analysis method.*
- VISENTIN G., ZERBINI F., MACE S., ESCP Business School – Paris Campus, France  
*Big personality traits in small-world networks: how CEOs can improve customer satisfaction using social media.*
- MILANO C., ULB - Solvay Brussels School of Economics and Management, Belgium  
*“Democratization of cultural capital through social networks – The impact of human values on cultural audiences’ consumption”.*
- DIDEM NOHUTLU Z., Universiteit Twente, The Netherlands, ENGLIS B., Berry College, USA, GROEN A., Rijksuniversiteit Groningen, The Netherlands, CONSTANTINIDES E., Universiteit Twente, The Netherlands  
*Customers’ co-creation experience in online communities: Antecedents and outcomes.*
- KEREKES M., GUIOT D., Université Paris-Dauphine, France  
*Elderly’s connection to social robots in France.*



SATURDAY 16.01.2021 - 09:30-12:30

> **Academic Research Sessions – Paper Presentations**  
“Big Data, Artificial Intelligence and Marketing Analytics” and “The Contribution Of Marketing To Virus Recovery”

*including 10:45-11:00: Coffee Break*

> **Academic Research Sessions – Paper Presentations**  
“Big Data, Artificial Intelligence and Marketing Analytics”

- Chair: Pr. Lorena BLASCO, ESCP Business School - Madrid Campus, Spain
- YU X., CONSTANTINIDES E., HERRANDO C., DE VRIES S., Universiteit Twente, The Netherlands  
*The impact of artificial intelligence application on customer engagement.*
- CALCIU M., Université de Lille, BENAVENT C., Université Paris Nanterre, MOULINS J.-L., Aix-Marseille Université, SALERNO F., Université de Lille, France  
*The GRAPPA method for accelerating annotations on big consumer opinion datasets. Applications to sentiment modeling.*
- CURBATOV Oleg, Université Sorbonne Paris Nord, LOUYOT-GALLICHER M., UPPA, France  
*Towards a Knowledge Marketing research and model of consumer's competencies through creativity in application of the smell web.*
- FRANK E., AZNAR G. Universidad CEU San Pablo Madrid, Spain  
*Big data driven smart marketing: A pilot project for the City of Madrid.*

> **The Contribution of Marketing To Virus Recovery**

- Chair: Pr. Dominique CRIE, Université de Lille, France
- AMATULLI C., Università degli Studi di Bari Aldo Moro, PELUSO A. M., Università del Salento, SESTINO Andrea, Università degli Studi di Bari Aldo Moro, GUIDO G., Università del Salento, Italy  
*New consumption orientations in the Covid-19 era: Preliminary findings from a qualitative investigation.*
- BABOU I., Babou Conseil, France, CALLOT P., "Tourist Research Center" Association Wien, Austria  
*Tourism and Covid -19: When constraint becomes a force for innovation.*
- CHERIF E., IAE Clermont Auvergne – CleRMA, BEZAZ N., Université de Lorraine – CERFIGE – IUT Epinal Hubert Curien, MZOUGH M., ICD Business School, France  
*The role of the attitude towards health risk on the adoption of electronic medical record.*
- HANAN A., MOULINS J.-L., PORTES A., Université Aix-Marseille, France  
*Consumption and lockdown: When the anxious consumer takes refuge at the top of the pyramid.*
- MURANTE A.M., Scuola Superiore Sant'Anna di Pisa, Italy  
*Staying healthy at home: What factors act on people behaviours when a pandemic emergency occurs?*
- QUERO C., CRIE D., Université de Lille, France  
*When anchoring bias moderates Parallel Process Model. The specific case of fear appeals in health crisis period.*



SATURDAY 16.01.2021 - 09:30-12:30

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

*including 10:45-11:00: Coffee Break*

> **Retailing**

- Chair: Pr. Catherine VIOT, Université de Lyon
- POULAIN M., Université de Normandie, EYRIES A., Université de Bourgogne Franche-Comté, France  
*The customer experience in a large DIY store: omnichannelism, spirituality, evangelization.*
- BOUSTANI G., LEMOINE J.-F., Université Paris I Panthéon Sorbonne, France  
*An ephemeral point of sale's atmospheric dimensions.*
- RODRIGUEZ V., Université Panthéon Assas-Paris 2, SANGLE-FERRIERE M., CY Cergy Paris Université, France  
*The content of the retailers' relational emails: Its impact on consumers' perception.*
- LACOSTE-BADIE S., Université de Lille, DROULERS O., Université de Rennes I, France  
*Influence of time pressure on attention to shelf space: an eye-tracking study.*

> **E-Commerce**

- Chair: Pr. Elisa MARTINELLI, Unimore, Italy
- SCHROTENBOER D., CONSTANTINIDES E., HERRANDO C., DE VRIES S., Universiteit Twente, The Netherlands  
*The effects of omnichannel retailing on promotional strategy.*
- PRATLONG F., Université Paris I Panthéon Sorbonne, France  
*The Brazilian retail sector moving from omnichannel to ecosystem driver: opportunities and challenges of Digital Transformation.*
- COHANIER B., LUZZINI D., DIFRANCESCO R., EADA Business School Barcelona, Spain  
*Performance management in omnichannel retail.*
- BOUDKOUSS H., DJELASSI S., Université de Lille, France  
*Exploring the arbitration factors between interaction with a salesperson and interaction with interactive technology in a phygital store.*
- BASILE V., CANTONE L., TESTA P., Università degli Studi di Napoli Federico II, Italy  
*Customer e-loyalty in online retailing: Testing a measurement scale.*
- LAROUTIS D., EM Normandie – Metis Lab, BOISTEL P., ESC Amiens, TOURNESAC Y., ESC Amiens, France  
*Understanding the power of temporal retention of online retailers.*



SATURDAY 16.01.2021 - 09:30-12:30

> **Academic Research Sessions – Paper Presentations**  
**“Sectorial Marketing: Goods”**

*including 10:45-11:00: Coffee Break*

- Chairs: Pr. François COURVOISIER, Haute école de gestion Arc, Switzerland  
Pr. Jean-François BOSS, HEC Paris, France

> **Sectorial Marketing : Fashion & Luxury Brands**

- CACHERO-MARTINEZ S., Universidad de Oviedo, Spain  
*Managing the last mile delivery experience in the fashion sector: Importance of emotions in the creation of engagement.*
- DE LAMBALLERIE E., Université Paris-Dauphine, France  
*Textile materials’ cognitions and representations: An exploratory analysis in the case of clothing.*
- FONTAINE R., UQAM, Canada  
*How can management accounting help students in the fashion industry?*
- KHALFALLAH C., IHEC Carthage, Tunisia, MALEK F., ESSCA School of Management, France, BEN DAHMANE MOUELHI N., IHEC Carthage, Tunisia  
*Seniors’ motivations in luxury consumption: A cross-cultural comparison between France and Tunisia.*
- COURVOISIER F., HES-SO//Haute école de gestion Arc, AGUILLAUME C., Kömon Communication-Expériences, Switzerland  
*What are the benefits of a UNESCO label? The cases of Lavaux and watchmaking urbanism.*
- EL EUCH MALEJ M., INSEEC Paris, SALVADOR M., Institut Paul Bocuse, France  
*Product / Iconic brand interdependence: What role(s) in the management and development of a luxury brand?*

> **Sectorial Marketing : Food Industries**

- NOEL A., Carte Noire, DELANNOY A., EM Normandie – Metis Lab, SOHIER R., EM Normandie, France  
*The impact of nutri-score on consumer purchasing behavior.*
- PIPER L., Università degli Studi di Bari Aldo Moro, MILETI A., Università del Salento, PRETE M. I., Università del Salento, DE COSMO M. L., Università degli Studi di Bari Aldo Moro, SERGIO G., GUIDO G., Università del Salento, Italy  
*The effectiveness of visual and/or textual statements in alcohol warnings.*
- ARDOUIN O., PIRIS Y., Université Bretagne Sud, France  
*What’s the meaning to be given to the sacrifices made to consume local food products?*
- BLANC L., Kedge Business School, PANTIN-SOHIER G., Université d’Angers, France  
*Consumer acceptance toward innovative plant-based meat substitutes: Does copying meat enhance assimilation?*



SATURDAY 16.01.2021 - 09:30-12:30

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

*including 10:45-11:00: Coffee Break*

- Chair: Pr. Carmina FANDOS, Universidad de Zaragoza, Spain

> **Sectorial Marketing : Tourism and Hospitality**

- BEN AMMAR R., ELLOUMI F., Université de Sfax, Tunisia  
*Tourism performance during the COVID 19 pandemic: the case of Africa.*
- DAVID M., Université de Tours, MAUBISSON L., Université de Tours, BOURLIATIAUX-LAJOINIE S., Conservatoire National des Arts et Métiers CNAM Paris, France  
*Tourism destination image: Analytical framework definition based on a comparative study of the Loire Valley castles.*
- DUONG L., Université de Haute-Alsace , France  
*The matter of money in the home exchange, a new research framework.*
- GALLARZA M., Universitat de València, Spain, RIVIERE A., Université de Tours, France, MAUBISSON L., Université de Tours, France, SÁNCHEZ-FERNÁNDEZ R., Universidad de Almería, Spain  
*The value-satisfaction-loyalty chain in the context of heritage tourism: The case of the castle of Chambord.*
- KOHLI M., IHEC, NEFZI A., ESSEC, Tunisia  
*The effects of the quality of information in social media on cognitive destination image: Case study of Tunisia.*
- PECO-TORRES Francisco, POLO-PENA A., FRIAS-JAMILENA D., Universidad de Granada, Spain  
*Effect of the use of online strategies by tourism firms on the online reputation assessed by consumers.*

> **Sectorial Marketing : Arts, Cultural and Creative Industries**

- BEN MBAREK O., SAIED-BENRACHED K., FSEGT, Tunisia  
*Augmented reality experience and value creation in museums.*
- BESANA A., ESPOSITO A., FISICELLA C., VANNINI M. C., Università IULM, Italy  
*The lessons of COVID-19 from a comparative perspective. Insight about innovation in museums' management.*

SATURDAY 16.01.2021 - 12:30-12:35

> **Best Paper Award**

- Pr. Julio JIMENEZ, Universidad Zaragoza – Conference Chair
- Pr. Michael LINGENFELDER, Philipps-Universität Marburg – Conference Chair
- Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
- Pr. Jean-Louis MOULINS, Université Aix-Marseille – Conference Chair
- Pr. Jean-François TRINQUECOSTE, Université de Bordeaux – Conference Chair



SATURDAY 16.01.2021 - 12:35-12:45

> **Launch IMTC 2022 Roma**

- On behalf of IMTC 2022 Roma:
  - . Pr. Gennaro IASEVOLI, Università LUMSA Roma, Italy



SATURDAY 16.01.2021 - 12:45-13:00

> **Closing Remarks**

- Ms. Françoise CONCHON-ANDREANI, IMTC President
- Chairs:
  - . Pr. Julio JIMENEZ, Universidad Zaragoza – Conference Chair
  - . Pr. Michael LINGENFELDER, Philipps-Universität Marburg – Conference Chair
  - . Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
  - . Pr. Jean-Louis MOULINS, Université Aix-Marseille – Conference Chair
  - . Pr. Julien SCHMITT, ESCP Business School
  - . Pr. Jean-François TRINQUECOSTE, Université de Bordeaux – Conference Chair





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

**Pr. Jean-François LEMOINE**

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



> Track Chairs

**Poster Session**

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

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

| Pr. Lorena BLASCO (ESCP Madrid – France)

**Branding and Marketing Communication**

| Pr. Estela FERNANDEZ SABIOTE (Universidad de Murcia – Spain)

**Consumer Behavior and Marketing Research**

| Pr. Costanza NOSI (Università Lumsa di Roma – Italy)

| Pr. Silvia RANFAGNI (Università di Firenze – Italy)

**Digital Marketing**

| Pr. Francesca CHECCHINATO (Università Ca' Foscari Venezia – Italy)

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| Pr. Miriam FIESTAS (Universidad de Granada – Spain )

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| Pr. Elisa MARTINELLI (Unimore – Italy)

| Pr. Catherine VIOT, Université de Lyon

**Sales, CRM, Pricing and Promotion**

| Pr. Catherine VIOT (Université de Lyon – France)

**Sectorial Marketing – Services**

| Pr. Carmina FANDOS (Universidad de Zaragoza – Spain)

**Sectorial Marketing – Goods**

| Pr. François COURVOISIER (Haute école de gestion Arc – Switzerland)

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

**Virus Recovery “The contribution of marketing to Virus Recovery.”**

| Pr. Dominique CRIE (Université de Lille – France)



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NOTES

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> **Conference Venue**

Venice  
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Detailed information on connection and passwords will be provided directly to the participants by PRIMO ROUND, the agency who is managing the conference platform.

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