



MAY 25 - 28

ESIC BUSINESS & MARKETING SCHOOL
Pozuelo de Alarcón | Madrid



Mon	Tue	Wed	Thu	Fri
Search/Filter				

Times are listed in: Asia/Tokyo

21:00 - 00:00	
21:00	EMAC Steering Committee Meeting
00:00	Private
	Private



MAY 25 - 28

ESIC BUSINESS & MARKETING SCHOOL
Pozuelo de Alarcón | Madrid



Mon

Tue

Wed

Thu

Fri

Search/Filter

Times are listed in: Asia/Tokyo

21:00 - 23:00

21:00

23:00

EMAC Executive Committee Meeting: Working Groups

📍 Private

📄 Private





MAY 25 - 28

ESIC BUSINESS & MARKETING SCHOOL
Pozuelo de Alarcón | Madrid



Mon Tue **Wed** Thu Fri

Search/Filter

Times are listed in: Asia/Tokyo

16:15 - 16:30

16:15
16:30

Welcome
📍 Plenary Session
📁 Welcome



16:30 - 18:00

16:30
18:00

Session 1 Advertising Track: Digital and virtual advertising
📍 Room 11
📁 Competitive Paper Sessions



16:30
18:00

Session 1 Innovation Track: New Product Adoption
📍 Room 10
📁 Competitive Paper Sessions



16:30
18:00

Session 1 Marketing Strategy & Theory Track: Marketing Theory Development
📍 Room 13
📁 Competitive Paper Sessions



16:30
18:00

Session 1 Public Sector and non-profit marketing Track: Fundraising and processing donations: challenges and solutions
📍 Room 14
📁 Competitive Paper Sessions



16:30

18:00	<p>Session 1 Tourism Marketing Track: COVID and Marketing</p> <p>📍 Room 06</p> <p>📅 Competitive Paper Sessions</p>	>
16:30 18:00	<p>Session 11 Digital Marketing & Social Media Track</p> <p>📍 Room 07</p> <p>📅 Competitive Paper Sessions</p>	>
16:30 18:00	<p>Session 1: 2021 EMAC-GAMMA Joint Symposium: Marketing Innovation in Digital World.</p> <p>📍 Room 01</p> <p>📅 2021 EMAC-GAMMA</p>	>
16:30 18:00	<p>Session 2 Product and Brand Management Track: Brand communication II</p> <p>📍 Room 08</p> <p>📅 Competitive Paper Sessions</p>	>
16:30 18:00	<p>Session 7 Retailing Track: technology in retailing</p> <p>📍 Room 09</p> <p>📅 Competitive Paper Sessions</p>	>
16:30 18:00	<p>The Case Centre</p> <p>📍 Room 05</p> <p>📅 Sponsors</p>	>

18:00 - 19:30

18:00 19:30	<p>EMAC SIG: Quantitative Marketing</p> <p>📍 Room 04</p> <p>📅 EMAC Special Interest Group (SIG)</p>	>
18:00 19:30	<p>MBTN Academy Presentation and Workshop. Marketing Metrics / Analytics</p> <p>📍 Room 05</p> <p>📅 Sponsors</p>	>
18:00 19:30	<p>Session 10 Consumer Behaviour Track: Fit, attitudes and Mindsets</p> <p>📍 Room 12</p> <p>📅 Competitive Paper Sessions</p>	>

18:00	Session 13: Digital Marketing & Social Media Track	>
19:30	📍 Room 07 📄 Competitive Paper Sessions	
18:00	Session 2 Advertising Track: Advertising strategy and measurement	>
19:30	📍 Room 11 📄 Competitive Paper Sessions	
18:00	Session 2 Innovation Track: Sustainable Innovation	>
19:30	📍 Room 10 📄 Competitive Paper Sessions	
18:00	Session 2 Marketing Strategy & Theory Track: Digital Marketing Insights	>
19:30	📍 Room 13 📄 Competitive Paper Sessions	
18:00	Session 2 Public Sector and non-profit marketing Track: Sustainability and urban management	>
19:30	📍 Room 14 📄 Competitive Paper Sessions	
18:00	Session 2 Tourism Marketing Track: Drink Marketing	>
19:30	📍 Room 06 📄 Competitive Paper Sessions	
18:00	Session 2: 2021 EMAC-GAMMA Joint Symposium	>
19:30	📍 Room 01 📄 2021 EMAC-GAMMA	
18:00	Session 3 Product and Brand Management Track: Brand strategy I	>
19:30	📍 Room 08 📄 Competitive Paper Sessions	
18:00	Session 8 Retailing Track: Online & Omni-channel retail	>
19:30	📍 Room 09 📄 Competitive Paper Sessions	

19:30 - 21:00

19:30

21:00	<p>EMAC Marketing Department Head Forum</p> <p>📍 Private</p> <p>📄 Private</p>	>
19:30 21:00	<p>SIG Customer Relationship Management: The Future of CRM</p> <p>📍 Room 04</p> <p>📄 EMAC Special Interest Group (SIG)</p>	>
19:30 21:00	<p>Session 1 Product and Brand Management Track: Brand communication I</p> <p>📍 Room 08</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 11 Consumer Behaviour Track: Frames and Nudges for Healthy Choices</p> <p>📍 Room 12</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 14 Digital Marketing & Social Media Track</p> <p>📍 Room 07</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 3 Advertising Track: Consumer response to advertising</p> <p>📍 Room 11</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 3 Innovation Track: Product Development</p> <p>📍 Room 10</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 3 Marketing Strategy & Theory Track: Marketing Strategy and Performance</p> <p>📍 Room 13</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 3 Public Sector and non-profit marketing Track: Media, start-ups, and business interest associations: a public policy perspective</p> <p>📍 Room 14</p> <p>📄 Competitive Paper Sessions</p>	>
19:30		

21:00	Session 3 Tourism Marketing Track: Experience 📍 Room 06 <input type="checkbox"/> Competitive Paper Sessions	>
19:30 21:00	Session 9 Retailing Track: disruptive changes in retail 📍 Room 09 <input type="checkbox"/> Competitive Paper Sessions	>

21:00 - 22:30

21:00 22:30	Customer Success Management – What, Why and How 📍 Room 03 <input type="checkbox"/> Special Session	>
21:00 22:30	EMAC Climber Community: 1st session 📍 Private <input type="checkbox"/> Private	>
21:00 22:30	EMAC/Aimark Doctoral Dissertation Competition- Papers presentation 📍 Plenary Session <input type="checkbox"/> Plenary Session	>
21:00 22:30	Online Consumer Privacy 📍 Room 02 <input type="checkbox"/> Special Session	>
21:00 22:30	Responsible Retailing: Stimulating Healthy Choices and Reducing Food Waste 📍 Room 01 <input type="checkbox"/> Special Session	>
21:00 22:30	Session 1 Transformative Consumer Research Track: Coping with identity threats 📍 Room 09 <input type="checkbox"/> Competitive Paper Sessions	>
21:00 22:30	Session 12 Consumer Behaviour Track: Sensory Marketing and Product Perceptions 📍 Room 12 <input type="checkbox"/> Competitive Paper Sessions	>
21:00		

22:30	<p>Session 4 Advertising Track: Social advertising</p> <p>📍 Room 11</p> <p>☐ Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 4 Digital Marketing & Social Media Track</p> <p>📍 Room 07</p> <p>☐ Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 4 Innovation Track: Behavioral Perspective on Innovation 1</p> <p>📍 Room 10</p> <p>☐ Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 4 Marketing Strategy & Theory Track: Strategic Choices and their Marketing Implications</p> <p>📍 Room 13</p> <p>☐ Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 4 Product and Brand Management Track : Brand strategy II</p> <p>📍 Room 08</p> <p>☐ Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 4 Public Sector and non-profit marketing Track: Enhancing citizens' participation</p> <p>📍 Room 14</p> <p>☐ Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 4 Tourism Marketing Track: Hospitality Experience</p> <p>📍 Room 06</p> <p>☐ Competitive Paper Sessions</p>	>

22:30 - 00:00

22:30 00:00	<p>Marketing Analytics and Privacy</p> <p>📍 Room 05</p> <p>☐ Special Session</p>	>
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22:30 - 23:30

22:30		
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23:30	Networking 1st Day 📍 Room 04 ☐ Networking	>
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23:30 - 01:00

23:30 01:00	2021 EMAC-Sheth Foundation Sustainability Research Competition 📍 Plenary Session ☐ Plenary Session	>
23:30 01:00	AFM Special session: The role of marketing for a more inclusive society 📍 Room 03 ☐ Special Session	>
23:30 01:00	EMAC Climber Community: 2nd session 📍 Private ☐ Private	>
23:30 01:00	EMAC SIG: Research with Purpose: Providing Answers to Substantive Phenomena in Consumer Behavior 📍 Room 14 ☐ EMAC Special Interest Group (SIG)	>
23:30 01:00	Effective Influencer Marketing 📍 Room 01 ☐ Special Session	>
23:30 01:00	IJRM Special Issue on Contemporary Marketing Strategy Research: New Perspectives for the Digital Economy 📍 Room 04 ☐ Special Issue	>
23:30 01:00	Session 1 Business-To-Business Marketing & Supply Chain Management Track 📍 Room 08 ☐ Competitive Paper Sessions	>
23:30 01:00	Session 13 Consumer Behaviour Track: How Self Identity Affects Product Experiences 📍 Room 12 ☐ Competitive Paper Sessions	>

23:30 01:00	<p>Session 2 Transformative Consumer Research Track: Food culture transformations</p> <p>📍 Room 09</p> <p>📁 Competitive Paper Sessions</p>	>
23:30 01:00	<p>Session 5 Advertising Track: Antecedents of advertising success</p> <p>📍 Room 11</p> <p>📁 Competitive Paper Sessions</p>	>
23:30 01:00	<p>Session 5 Digital Marketing & Social Media Track</p> <p>📍 Room 07</p> <p>📁 Competitive Paper Sessions</p>	>
23:30 01:00	<p>Session 5 Innovation Track: Innovation Strategy</p> <p>📍 Room 10</p> <p>📁 Competitive Paper Sessions</p>	>
23:30 01:00	<p>Session 5 Product and Brand Management Track: Brand communication III</p> <p>📍 Room 13</p> <p>📁 Competitive Paper Sessions</p>	>
23:30 01:00	<p>Session 5 Tourism Marketing Track: Smart</p> <p>📍 Room 06</p> <p>📁 Competitive Paper Sessions</p>	>
23:30 01:00	<p>Wearables, smart cities, and cyborgs: how interaction with artificial intelligence affects consumer well-being</p> <p>📍 Room 02</p> <p>📁 Special Session</p>	>



MAY 25 - 28

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Pozuelo de Alarcón | Madrid



Mon Tue Wed **Thu** Fri

Times are listed in: Asia/Tokyo

00:30 - 02:00	
00:30 02:00	<p>IJRM Board Meeting ></p> <p>📍 Private</p> <p>📄 Private</p>
01:00 - 02:30	
01:00 02:30	<p>Experience and Inspiration in the Customer Journey ></p> <p>📍 Room 01</p> <p>📄 Special Session</p>
01:00 02:30	<p>Influencer Seeding ></p> <p>📍 Room 03</p> <p>📄 Special Session</p>
01:00 02:30	<p>Meet-the-editors (1). Consumer centered research in Marketing & Public Policy ></p> <p>📍 Plenary Session</p> <p>📄 Meet the editor</p>
01:00 02:30	<p>Session 14 Consumer Behaviour Track: Cognitive and Affective Antecedents of Green Consumption ></p> <p>📍 Room 12</p> <p>📄 Competitive Paper Sessions</p>
01:00 02:30	<p>Session 2 Business-To-Business Marketing & Supply Chain Management Track ></p> <p>📍 Room 08</p>

	<input type="checkbox"/> Competitive Paper Sessions
01:00 02:30	Session 3 Transformative Consumer Research Track: Voluntary and involuntary simplifying consumers > 📍 Room 09 <input type="checkbox"/> Competitive Paper Sessions
01:00 02:30	Session 5 Public Sector and non-profit marketing Track: Consumer needs, literacy, and consumption > 📍 Room 14 <input type="checkbox"/> Competitive Paper Sessions
01:00 02:30	Session 6 Advertising Track: Advanced topics in advertising > 📍 Room 11 <input type="checkbox"/> Competitive Paper Sessions
01:00 02:30	Session 6 Digital Marketing & Social Media Track > 📍 Room 07 <input type="checkbox"/> Competitive Paper Sessions
01:00 02:30	Session 6 Innovation Track: Behavioral Perspective on Innovation 2 > 📍 Room 10 <input type="checkbox"/> Competitive Paper Sessions
01:00 02:30	Session 6 Product and Brand Management Track: Brand strategy III > 📍 Room 13
01:00 02:30	Session 6 Tourism Marketing Track: Social Media Marketing > 📍 Room 06 <input type="checkbox"/> Competitive Paper Sessions

16:30 - 18:00

16:30 18:00	EMAC SIG: Innovation & Stakeholders: “Expecting the Unexpected” > 📍 Room 04 <input type="checkbox"/> EMAC Special Interest Group (SIG)
16:30	

18:00	<p>Session 1 Consumer Behaviour Track: We are what we eat: Food choices, labels and connected emotional responses</p> <p>📍 Room 11</p> <p>📄 Competitive Paper Sessions</p>	>
16:30 18:00	<p>Session 1 International Marketing & Marketing in Emerging Countries Track: Stereotypes, COO, & Country Bias</p> <p>📍 Room 06</p> <p>📄 Competitive Paper Sessions</p>	>
16:30 18:00	<p>Session 1 Social Responsibility. Track: CSR: strategic orientation and institutional change</p> <p>📍 Room 13</p> <p>📄 Competitive Paper Sessions</p>	>
16:30 18:00	<p>Session 3 Business-To-Business Marketing & Supply Chain Management Track</p> <p>📍 Room 08</p> <p>📄 Competitive Paper Sessions</p>	>
16:30 18:00	<p>Session 3: 2021 EMAC-GAMMA Joint Symposium: Consumer Behavior in the Pandemic Era.</p> <p>📍 Room 01</p> <p>📄 2021 EMAC-GAMMA</p>	>
16:30 18:00	<p>Session 4 Transformative Consumer Research Track: Digital <> social?</p> <p>📍 Room 09</p> <p>📄 Competitive Paper Sessions</p>	>
16:30 18:00	<p>Session 5 Marketing Strategy & Theory Track: Human Effect in Marketing</p> <p>📍 Room 14</p> <p>📄 Competitive Paper Sessions</p>	>
16:30 18:00	<p>Session 9 Digital Marketing & Social Media Track. Advertising</p> <p>📍 Room 07</p> <p>📄 Competitive Paper Sessions</p>	>

18:00 - 19:30

18:00 19:30	<p>MBTN Academy. MBTN Modules and Certifications throughout the marketing curriculum.</p> <p>📍 Room 05</p> <p>📁 Sponsors</p>	>
18:00 19:30	<p>Session 1 Methods, Modelling & Marketing Analytics Track: Methodological Improvements in Marketing Analytics</p> <p>📍 Room 14</p> <p>📁 Competitive Paper Sessions</p>	>
18:00 19:30	<p>Session 10 Digital Marketing & Social Media Track</p> <p>📍 Room 07</p> <p>📁 Competitive Paper Sessions</p>	>
18:00 19:30	<p>Session 15 Consumer Behaviour Track: Nudging for Self-control Goals</p> <p>📍 Room 12</p> <p>📁 Competitive Paper Sessions</p>	>
18:00 19:30	<p>Session 2 Consumer Behaviour Track: Healthy Living is Contextual but Motivational Response</p> <p>📍 Room 11</p> <p>📁 Competitive Paper Sessions</p>	>
18:00 19:30	<p>Session 2 International Marketing & Marketing in Emerging Countries Track: Developing and Emerging Market Issues</p> <p>📍 Room 06</p> <p>📁 Competitive Paper Sessions</p>	>
18:00 19:30	<p>Session 2 Social Responsibility. Track: CSR and company performance</p> <p>📍 Room 13</p> <p>📁 Competitive Paper Sessions</p>	>
18:00 19:30	<p>Session 4 Business-To-Business Marketing & Supply Chain Management Track</p> <p>📍 Room 08</p> <p>📁 Competitive Paper Sessions</p>	>
18:00 19:30	<p>Session 4: 2021 EMAC-GAMMA Joint Symposium: The Extended Experience of Untact Technology.</p> <p>📍 Room 01</p> <p>📁 2021 EMAC-GAMMA</p>	>

18:00	Session 5 Transformative Consumer Research Track: There's no such thing as waste! 📍 Room 09 <input type="checkbox"/> Competitive Paper Sessions	>
19:30		
18:00	Session 7 Innovation Track: Entrepreneurship 📍 Room 10 <input type="checkbox"/> Competitive Paper Sessions	>
19:30		


















19:30 - 21:00

19:30	Session 1 Retailing Track: experiential retailing 📍 Room 08 <input type="checkbox"/> Competitive Paper Sessions	>
21:00		
19:30	Session 12 Digital Marketing & Social Media Track 📍 Room 07 <input type="checkbox"/> Competitive Paper Sessions	>
21:00		
19:30	Session 16 Consumer Behaviour Track: Effects of the Macro Environment 📍 Room 12 <input type="checkbox"/> Competitive Paper Sessions	>
21:00		
19:30	Session 2 Methods, Modelling & Marketing Analytics Track: Analyzing and Managing Customers 1 📍 Room 14 <input type="checkbox"/> Competitive Paper Sessions	>
21:00		
19:30	Session 3 Consumer Behaviour Track: Decision Making: Contextual and Norm-based Influences 📍 Room 11 <input type="checkbox"/> Competitive Paper Sessions	>
21:00		
19:30	Session 3 International Marketing & Marketing in Emerging Countries Track: COVID and international marketing issues 📍 Room 06 <input type="checkbox"/> Competitive Paper Sessions	>
21:00		
19:30	Session 3 Social Responsibility. Track: Unethical corporate behaviors 📍 Room 13 <input type="checkbox"/> Competitive Paper Sessions	>
21:00		

19:30 21:00	Session 6 Transformative Consumer Research Track: Consumers losing and claiming control 📍 Room 09 <input type="checkbox"/> Competitive Paper Sessions	>
19:30 21:00	Session 7 Services Marketing Track: Services for health and well-being 📍 Room 10 <input type="checkbox"/> Competitive Paper Sessions	>
19:30 21:00	The Case Centre 📍 Room 05 <input type="checkbox"/> Sponsors	>

21:00 - 22:30

21:00 22:30	Challenges in Omnichannel Customer Management 📍 Room 01 <input type="checkbox"/> Special Session	>
21:00 22:30	Digital Analytics: Opportunities and Challenges of Promoting Products Online 📍 Room 02 <input type="checkbox"/> Special Session	>
21:00 22:30	EMAC Fellows meeting 📍 Private <input type="checkbox"/> Private	>
21:00 22:30	Educational Innovation: new approaches and evaluation methods 📍 Room 03 <input type="checkbox"/> Special Session	>
21:00 22:30	IJRM Special Issue on Technology and Marketing: Examining the Tension between Positive and Negative Outcomes 📍 Room 04 <input type="checkbox"/> Special Issue	>
21:00 22:30	Interpretive Simulations. Best Practices Using Simulations: Ensuring Learning Outcomes 📍 Room 05	>

		<p> Sponsors</p>	
21:00 22:30	<p>Session 1 Sales Management and Personal Selling Track: The Rising Challenges of the Sales Job: Creativity & Ethics, Networking & Learning, Mindfulness & Job Stress</p> <p> Room 10</p> <p> Competitive Paper Sessions</p>		>
21:00 22:30	<p>Session 1 Services Marketing Track: New challenges in the service frontline</p> <p> Room 09</p> <p> Competitive Paper Sessions</p>		>
21:00 22:30	<p>Session 15 Digital Marketing & Social Media Track</p> <p> Room 07</p> <p> Competitive Paper Sessions</p>		>
21:00 22:30	<p>Session 17 Consumer Behaviour Track: Social Influences in Consumption</p> <p> Room 12</p> <p> Competitive Paper Sessions</p>		>
21:00 22:30	<p>Session 2 Retailing Track: New insights into customer knowledge & loyalty management</p> <p> Room 08</p> <p> Competitive Paper Sessions</p>		>
21:00 22:30	<p>Session 3 Methods, Modelling & Marketing Analytics Track: Analyzing and Managing Customers 2</p> <p> Room 14</p> <p> Competitive Paper Sessions</p>		>
21:00 22:30	<p>Session 4 Consumer Behaviour Track: Context-based Influences in Consumer Persuasion</p> <p> Room 11</p> <p> Competitive Paper Sessions</p>		>
21:00 22:30	<p>Session 4 International Marketing & Marketing in Emerging Countries</p> <p> Room 06</p> <p> Competitive Paper Sessions</p>		>
21:00			

22:30	<p>Session 4 Social Responsibility. Track: Unethical consumer behaviors</p> <p>📍 Room 13</p> <p>📁 Competitive Paper Sessions</p>	>
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22:30 - 00:00

22:30 00:00	<p>Deloitte. Case studies Marketing Mix Modelling 2021</p> <p>📍 Room 05</p> <p>📁 Sponsors</p>	>
22:30 00:00	<p>Different Facets of Online Reviews</p> <p>📍 Room 02</p> <p>📁 Special Session</p>	>
22:30 00:00	<p>Meet-the-editors (2). Join our networking session</p> <p>📍 Plenary Session</p> <p>📁 Meet the editor</p>	>
22:30 00:00	<p>Monetizing Marketing Assets and Customer Experiences in Digital Environments</p> <p>📍 Room 01</p> <p>📁 Special Session</p>	>
22:30 00:00	<p>Session 1 Digital Marketing & Social Media Track</p> <p>📍 Room 06</p> <p>📁 Competitive Paper Sessions</p>	>
22:30 00:00	<p>Session 16 Digital Marketing & Social Media Track</p> <p>📍 Room 07</p> <p>📁 Competitive Paper Sessions</p>	>
22:30 00:00	<p>Session 18 Consumer Behaviour Track: Effects on WOM on Brand Choice</p> <p>📍 Room 12</p> <p>📁 Competitive Paper Sessions</p>	>
22:30 00:00	<p>Session 2 Sales Management and Personal Selling Track: Individual Difference Factors in the Sales Force: Managers, Salespeople, Customers</p> <p>📍 Room 10</p> <p>📁 Competitive Paper Sessions</p>	>

22:30 00:00	<p>Session 2 Services Marketing Track: Service failure and recovery</p> <p>📍 Room 09</p> <p>📁 Competitive Paper Sessions</p>	>
22:30 00:00	<p>Session 3 Retailing Track: responsible retailing</p> <p>📍 Room 08</p> <p>📁 Competitive Paper Sessions</p>	>
22:30 00:00	<p>Session 4 Methods, Modelling & Marketing Analytics Track: Getting insights from Texts, Images, Audios, and Videos 1</p> <p>📍 Room 14</p> <p>📁 Competitive Paper Sessions</p>	>
22:30 00:00	<p>Session 5 Consumer Behaviour Track: Consumer Information Disclosure and Privacy Issues</p> <p>📍 Room 11</p> <p>📁 Competitive Paper Sessions</p>	>
22:30 00:00	<p>Session 5 Social Responsibility. Track: Impact of CSR on consumers (1)</p> <p>📍 Room 13</p> <p>📁 Competitive Paper Sessions</p>	>
22:30 00:00	<p>The Impact of Manufacturer Distribution Decisions on Their Interaction with Retailers</p> <p>📍 Room 03</p> <p>📁 Special Session</p>	>

EMAC
2021
M A D R I D



MAY 25 - 28

ESIC BUSINESS & MARKETING SCHOOL
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Mon

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Times are listed in: Asia/Tokyo

00:00 - 00:45

00:00
00:45

Keynote: "Marketing for Growth: Research Challenges and Opportunities" by Dominique M. Hanssens, UCLA Anderson School of Management, USA

📍 Plenary Session
📅 Plenary Session



00:45 - 01:30

00:45
01:30

EMAC Awards Ceremony

📍 Plenary Session
📅 EMAC Awards Ceremony



16:30 - 18:00

16:30
18:00

EMAC SIG Digital Marketing: Data driven or theory driven research on digital marketing?

📍 Room 04
📅 EMAC Special Interest Group (SIG)



16:30
18:00

Session 2 Digital Marketing & Social Media Track

📍 Room 06
📅 Competitive Paper Sessions



16:30
18:00

Session 3 Services Marketing Track: Acceptance of technology-based services

📍 Room 09



	<input type="checkbox"/> Competitive Paper Sessions	
16:30 18:00	Session 5 Methods, Modelling & Marketing Analytics Track: Getting insights from Texts, Images, Audios, and Videos 2 📍 Room 14 <input type="checkbox"/> Competitive Paper Sessions	>
16:30 18:00	Session 6 Consumer Behaviour Track: Role of Fluency in Product Evaluations 📍 Room 11 <input type="checkbox"/> Competitive Paper Sessions	>
16:30 18:00	Session 6 Social Responsibility. Track: Impact of CSR on consumers (2) 📍 Room 13 <input type="checkbox"/> Competitive Paper Sessions	>

18:00 - 19:30

18:00 19:30	EMAC SIG: The Role of B2B SIGs in Advancing B2B Research: A Global Perspective”. 📍 Room 04 <input type="checkbox"/> EMAC Special Interest Group (SIG)	>
18:00 19:30	Session 1 Pricing Track: What drives price perceptions? 📍 Room 07 <input type="checkbox"/> Competitive Paper Sessions	>
18:00 19:30	Session 1 Relationship Marketing Session Track: Customer attitudes, emotions and experiences 📍 Room 10 <input type="checkbox"/> Competitive Paper Sessions	>
18:00 19:30	Session 3 Digital Marketing & Social Media Track 📍 Room 06 <input type="checkbox"/> Competitive Paper Sessions	>
18:00 19:30	Session 4 Retailing Track: Online & offline retail mix 📍 Room 08 <input type="checkbox"/> Competitive Paper Sessions	>
18:00		

19:30	<p>Session 4 Services Marketing Track: Value and co-creation in services</p> <p>📍 Room 09</p> <p>📁 Competitive Paper Sessions</p>	>
18:00 19:30	<p>Session 6 Methods, Modelling & Marketing Analytics Track: OR Spectrum SI "Predicting and Optimizing Marketing Performance in Dynamic Markets"</p> <p>📍 Room 14</p> <p>📁 Competitive Paper Sessions</p>	>
18:00 19:30	<p>Session 7 Consumer Behaviour Track: Antecedents of Prosocial/Moral Consumer Behavior</p> <p>📍 Room 11</p> <p>📁 Competitive Paper Sessions</p>	>
18:00 19:30	<p>Session 7 Social Responsibility. Track: Impact of CSR on consumers (2)</p> <p>📍 Room 13</p> <p>📁 Competitive Paper Sessions</p>	>

19:30 - 21:00

19:30 21:00	<p>Changes in Consumer Behaviours and Firm Strategies due to Digitalization</p> <p>📍 Room 02</p> <p>📁 Special Session</p>	>
19:30 21:00	<p>Modeling Attention in Choice</p> <p>📍 Room 03</p> <p>📁 Special Session</p>	>
19:30 21:00	<p>Networking 3rd Day</p> <p>📍 Room 04</p> <p>📁 Networking</p>	>
19:30 21:00	<p>Robots, AI, and Virtual Influencers, Oh My! The Role of Anthropomorphism and Social Influences on Consumer Response to AI</p> <p>📍 Room 01</p> <p>📁 Special Session</p>	>
19:30		

21:00	<p>Session 19 Consumer Behaviour Track: Methodology and Measurement</p> <p>📍 Room 12</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 2 Pricing Track: Transparency</p> <p>📍 Room 07</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 2 Relationship Marketing Session Track: Interactions, touchpoints and consumer privacy</p> <p>📍 Room 10</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 5 Retailing Track: Safety and security</p> <p>📍 Room 08</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 5 Services Marketing Track: AI-powered services</p> <p>📍 Room 09</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 7 Digital Marketing & Social Media Track</p> <p>📍 Room 06</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 8 Consumer Behaviour Track: Unintended Effects of Online Recommendations</p> <p>📍 Room 11</p> <p>📄 Competitive Paper Sessions</p>	>
19:30 21:00	<p>Session 8 Social Responsibility. Track: Sustainable consumer behavior (1)</p> <p>📍 Room 13</p> <p>📄 Competitive Paper Sessions</p>	>

21:00 - 22:30

21:00 22:30	<p>Going Beyond Mere Relevance: Research on Topics of Managerial Importance</p> <p>📍 Room 02</p> <p>📄 Special Session</p>	>
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21:00 22:30	<p>INTERACTIVE WORKSHOP: Journal of Public Policy & Marketing, an AMA Journal: Research at the Intersection of Marketing, Public Interest, and Well-Being</p> <p>📍 Room 03</p> <p>☐ Special Session</p>	>
21:00 22:30	<p>Large-Scale Demand Estimation: Frontier Methods and Applications</p> <p>📍 Room 01</p> <p>☐ Special Session</p>	>
21:00 22:30	<p>Meet-the-editors (3). Marketing Actions, Interactions and Strategies in Digitalized, Globalized and Fast Changing Business Environments</p> <p>📍 Plenary Session</p> <p>☐ Meet the editor</p>	>
21:00 22:30	<p>Session 20 Consumer Behaviour Track: Mental Representations, Narratives and Brand Responses</p> <p>📍 Room 12</p> <p>☐ Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 3 Pricing Track: Price discounts: how to price?</p> <p>📍 Room 07</p> <p>☐ Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 3 Relationship Marketing Session Track: Social influence, solidarity and sponsorship in CRM</p> <p>📍 Room 10</p> <p>☐ Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 6 Retailing Track: service failure & returning</p> <p>📍 Room 08</p> <p>☐ Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 6 Services Marketing Track: Technology infusion in services</p> <p>📍 Room 09</p> <p>☐ Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 8 Digital Marketing & Social Media Track</p> <p>📍 Room 06</p> <p>☐ Competitive Paper Sessions</p>	>
21:00		

22:30	<p>Session 9 Consumer Behaviour Track: Information Processing driving Food Consumption</p> <p>📍 Room 11</p> <p>📁 Competitive Paper Sessions</p>	>
21:00 22:30	<p>Session 9 Social Responsibility. Track: Sustainable consumer behavior (2)</p> <p>📍 Room 13</p> <p>📁 Competitive Paper Sessions</p>	>

22:30 - 23:00

22:30 23:00	<p>Closing Session</p> <p>📍 Plenary Session</p> <p>📁 Plenary Session</p>	>
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23:00 - 00:00

23:00 00:00	<p>EMAC General Assembly</p> <p>📍 Private</p> <p>📁 Private</p>	>
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