



Lisbon School
of Economics
& Management
Universidade de Lisboa



advance
Advanced Research Center
in Management ISEG



EMAC 2024

15th REGIONAL CONFERENCE



Exploring the Future of Marketing:
Reshaping Marketing's Role in
the Society

25 - 27 September 2024

ISEG, Lisbon

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EMAC REGIONAL 2024

Welcome to EMAC Regional Conference 2024



The ISEG – Lisbon School of Economics & Management, part of the University of Lisbon, is proud to host the 15th EMAC Regional Conference in Lisbon, the captivating capital of Portugal.

The University of Lisbon is the largest and most prestigious university in Portugal and includes the country's oldest economics and management school (ISEG) with a long tradition of a high standard of teaching with international recognition (Triple Crown school). Based on a culture of permanent innovation and continuous collaboration between students and professors, ISEG fosters sustainability, internationalization, and service to society.

The history of Portugal is recognized by maritime exploration and discoveries due to the intensive maritime journeys during the 15th and 16th centuries: the Age of Discovery. Portuguese sailors were at the vanguard of European exploration and brought riches, art, and ideas from all parts of the world. These journeys placed Portugal as a reference in the early globalization and impacted largely the Portuguese culture.

With the theme “Exploring the Future of Marketing: Reshaping Marketing’s Role in the Society” we aim to foster an environment for debating and addressing the role of marketing in society. Challenge by consumers more and more connected, using technology largely, concerned about the individual (e.g., safety, stability, identity, relationships) and environmental aspects (e.g., climate change, economy, politics), marketing is vital for organizations aiming to establish a meaningful purpose and that can provide real value solutions. This environment nurtures organizations to rethink their marketing strategies in a way that provides viable alternatives combining opportunities and available resources to make a difference in society.

With a record-breaking of more than 200 submissions, we are confident that EMAC Regional Conference 2024 will be a remarkable opportu-

nity to establish constructive new collaborations among researchers with diverse backgrounds aiming to expand their knowledge into their field of interest to develop high-quality and meaningful research in the Marketing domain.

We wish everyone a fantastic conference at ISEG and a great stay in Lisbon.

We want to express our gratitude to the EMAC Regional Conference 2024 Organizing Committee, to the management and staff of ISEG for their support throughout the organizing process, to our volunteers for their enthusiasm, and to EMAC’s Executive Secretary Anne-Laure Marteaux, for her continuous support and advice. Also, we extend our gratitude to our partners and sponsors, ADVANCE Research Center, FCT – Fundação para a Ciência e a Tecnologia, Banco Montepio, Fidelidade, Ren, and Turismo de Lisboa. A special thanks to the President of ISEG, Prof. João Duque, and the President of ADVANCE, Prof. Vitor Gonçalves, for their unconditional support and enthusiasm from the beginning of this project. Without their support, this conference wouldn’t have been possible.

Márcia Maurer Herter and Sandra Miranda
EMAC Regional Conference 2024 Chairs

Organizing Committee

Prof. Márcia Maurer Herter, PhD

Assistant Professor, ISEG – University of Lisbon, Portugal

Prof. Sandra Miranda, PhD

Assistant Professor, ISEG – University of Lisbon, Portugal

Prof. Vítor da Conceição Gonçalves, PhD

Full Professor, ISEG – University of Lisbon, Portugal

Prof. João Mesquita Mota, PhD

Full Professor, ISEG – University of Lisbon, Portugal

Prof. Helena Milagre Martins Gonçalves, PhD

Full Professor, ISEG – University of Lisbon, Portugal

Prof. José Manuel Cristóvão Veríssimo, PhD

*Associate Professor with Aggregation in Marketing,
ISEG – University of Lisbon, Portugal*

Sponsors

The EMAC Regional Conference 2024
Organizing Committee would like to thank the
conference sponsors:



**Banco
Montepio**



FIDELIDADE
SEGUROS DESDE 1808

REN

Acknowledgements


The EMAC Regional Conference 2024 Organizing Committee would like to thank the following people for their support:

- Vitor da Conceição Gonçalves, ADVANCE President, Portugal
- João Duque, ISEG Dean, Portugal
- Elif Karaosmanoglu, EMAC President, Turkey
- Anne-Laure Marteaux, EMAC Executive Secretary, Belgium
- Helena Laymé, Paula Monteiro, and Alice Vieira, ISEG Marketing Department, Portugal
- Luis Martins Gonçalves, Designer, Portugal
- ISEG management team, academia, and students
- ADVANCE Research Center
- EMAC Regional Conference 2024 partners and sponsors
- EMAC Regional Conference 2024 wine producers partner Bacalhôa, Encosta do Alqueve, and Soalheiro
- EMAC Regional Conference 2024 Reviewers
- EMAC Regional Conference Presenters and Participants
- Early Researcher Symposium Organizers, Presenters, and Participants
- EMAC Regional Conference Volunteers



General Information

Conference Venue

The conference will take place at ISEG in the Quelhas Building, Rua das Francesinhas 21 

How to get to ISEG?

Transports near ISEG



BUS

- 706 / 727**
Av. D. Carlos I
⌚ 1 minute
- 713 / 773**
Rua Borges Carneiro
⌚ 5 minutes
- 714 / 760 / 774**
Largo Conde Barão
⌚ 5 minutes
- 728**
Av. 24 de Julho
⌚ 7 minutes



SUBWAY

- Yellow Line**
with exit at Rato Station
⌚ 15 minutes
- Green Line**
with exit at Cais do Sodré Station
⌚ 15 minutes



TRAM

- 28 / 25**
Calçada da Estrela
⌚ 2 minutes
- 15 / 18**
Av. 24 de Julho
⌚ 5 minutes



TRAIN

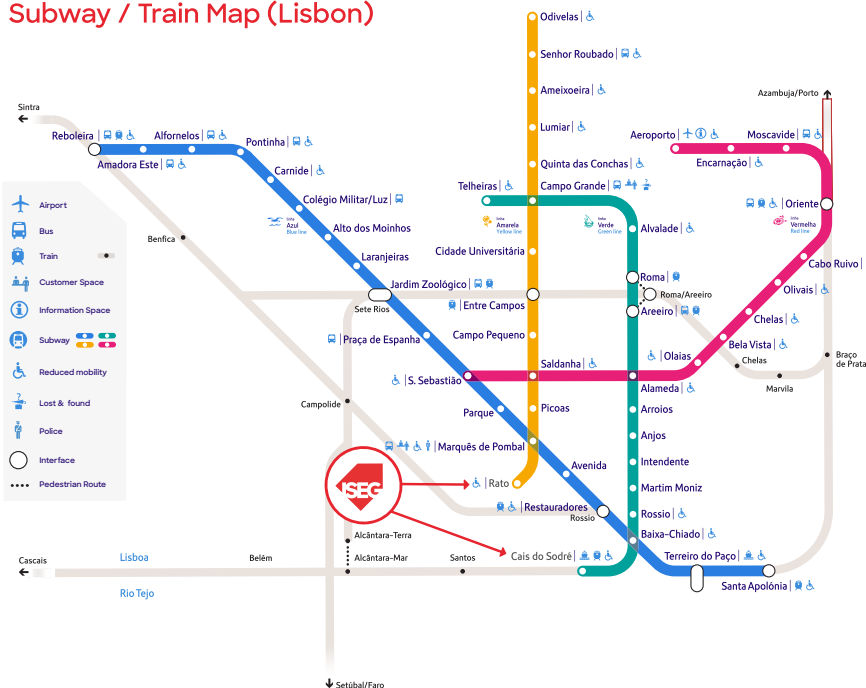
- Cascais Line**
with exit at Santos Station
⌚ 10 minutes



BOAT

- Connection to buses, trams or by foot from the Terreiro do Paço**
⌚ 20 minutes
- Connection to buses, trams or by foot from the Cais do Sodré Station**
⌚ 15 minutes

Subway / Train Map (Lisbon)



General Information

Registration Desk

EMAC Regional Conference 2024 delegates will receive their badge and all relevant conference information upon registration. The Registration Desk is located on the 2nd floor in the hall in front of room 202 of the Quelhas Building. There are signs indicating its location. By arriving in Rua das Francesinhas 21 please go up the stairs located on the left. The registration desk will be located at the end of that stairs. The opening hours of the Registration Desk are as follows:

📅 Wednesday, September 25th
🕒 11:00 – 20:00

📅 Thursday, September 26th
🕒 08:00 – 17:30

📅 Friday, September 27th
🕒 09:00 – 17:30

Certificate of Attendance

Certificates of attendance will be sent out electronically after the conference.

Presenter and poster presentation certificates will be sent on request by email to Anne-Laure Marteaux (anne-laure.marteaux@eiasm.be).



Reviewer and session chair certificates will be sent on request by email to Anne-Laure Marteaux (anne-laure.marteaux@eiasm.be).



Wi-fi

A free Wi-Fi network is available at the venue.

The credentials to connect to this WiFi are the following:

Network name: EMAC2024

Password: EMAC@ISEG#2024

Delegates can also access the internet via Eduroam.

Social Media

We invite you to join the discussion at the EMAC Regional Conference and The European Marketing Academy LinkedIn pages.

We would appreciate it if you would use *#EMACRegional2024* *@EMACRegionalConference* when posting anything about the conference.

Photos During Sessions

Photographs will be taken during the conference for future marketing use by EMAC or EIASM. Delegates are permitted to take photographs during presentations although we ask everyone to respect any presenters who may ask delegates to refrain from taking pictures.

Guidelines



Guidelines for Oral Presentations

Presentations must be done in English. Presenters are requested to check the final programme on the conference's official website (and in the printed brochure) for their exact room number and presentation time frame. Presenters are asked to be in the room in which they are presenting at least ten minutes before the session starts so that they can meet the chair of the session and upload their presentation before the session starts.

Chairs will remind presenters of their timings before the session starts. All presenters will have 15 minutes for their presentation. We strongly advise you to follow the structure of your paper by including the introduction, methodology, results, conclusions, and references. There will then be a further 5 minutes for discussion with the session chair, participants, and attendees.

Format

Presentations must be in PowerPoint (PC/Mac) format. If you wish you can use EMAC 2024 Regional template, available on the Conference website. All computers run Windows 11 and Office 365.

Support

If you have any challenges (technical or other types), volunteers will be available in all session rooms to help. Presenters are not required to bring their own laptops as all presentations are to be uploaded to the main session room computer. It is recommended that you bring your

presentation on a USB memory stick and, if possible, a backup USB version in case a file is corrupted.

The credentials to log in to the sessions' computer are the following:

Username: emac2024
Password: EMAC@2024

The credentials for Office 365 usage on the sessions' computer are the following:

Username: emac2024@iseg.ulisboa.pt
Password: EMAC@2024

Other recommendations

Please note that presentations should ONLY be uploaded on the day of your presentation. All presentations will be cleared from the computers at the end of each day, so ensure you upload your presentation on the day of your scheduled time. Moreover, if your presentation includes movie clips, you must bring the original movie files as well as the PowerPoint file, otherwise, your movie clips may not run.

Timekeeping

The programme contains a large number of presentations, so each session needs to start and finish on time. Please make sure that you keep your allocated presentation time, otherwise the Chair will ask you to conclude.

Guidelines for Poster Presentations

Presenters will engage with attendees while standing next to their posters. As attendees stroll by, they will look for topics of interest. To capture attention, presenters should offer a compelling topic and a visually appealing presentation. Organization and clarity are essential. A poster presentation should draw people's interest as they pass by and be easily reviewed to encourage one-on-one discussions with the presenters. The aim is to foster informed discussions about your research. The poster should be easily readable from a distance of 1.5 meters (4 feet). At least one author must be present during the session. If a single author represents a team, they should be prepared to answer questions about all aspects of the presentation.

Support

Although we will provide you with tools (adhesive tape, etc.) for hanging your poster, it is recommended that you bring your own materials as a backup. We will not be able to help with the printing of posters.

Format

There will also be other authors with their poster presentations in the gallery. You will have one poster spot available for your presentation indicated by your ID submission number.

The poster format is MANDATORILY A0 (84cm width X 120cm high).

Other recommendations

When choosing a background to frame your visual presentation, remember that neutral or greyish colors will be easier to see than bright colors. Space your information proportionately. A suggestion is to divide your presentation either horizontally or vertically into three or four sections, and place materials within those sections. We recommend you use illustrations, schemas, and graphics so that your presentation can be more attractive. Make sure to be at least 15 minutes before the session starts for hanging your poster. You can leave the poster on the wall after the session if you want. For any questions, please send an email to the organizers (emacregional2024@iseg.ulisboa.pt).

Timekeeping

The poster viewing session is scheduled on Thursday, 26th September 2024, from 15:00 to 16:00 on the 2nd floor, cloister hallway. During this session, all poster presenters are requested to be present next to their poster to answer delegate questions.

Poster set-up time

Thursday from 12:00

Poster removal time

Before Thursday 17:30
(after the final parallel session of the day)

The organizers cannot be held responsible for any posters left after this time.

Useful Information

Time Zone

Western European Time (WEST), UTC +1

Staff

University students will be on-site as conference volunteers throughout the conference. A member of staff will be available in each room to assist with presentations and throughout the conference venues or registration desk to help with any queries. The staff will be easily identifiable by their red ISEG Volunteer T-shirts. Please feel free to approach them with any queries you may have.

Important Phone Numbers

Telephone Codes

International Calls: 00 + country area code
Portugal area code: +351

National Emergency Number

112

Public Health Line 24

(+351) 808 24 24 24 | 24h/24h

Police Tourism Station (PSP)

Praça dos Restauradores

(+351) 213 421 623 | 10:00h > 18:00h

Police Tourism Station (PSP)

Santa Apolónia

(+351) 218 804 030 | 24h/24h

Trains (CP)

(+351) 707 210 220

Buses (Carris)

(+351) 213 613 000 | 08:00h > 20:00h

Metro Lisboa

(+351) 213 500 115 | 08:30h > 19:00h

Taxi | Autocoope

(+351) 217 996 475

Lisbon Airport arrivals and departures

(+351) 218 413 500

Tourism Office Ask Me Lisboa | Airport

(+351) 218 450 660

Welcome Reception & Gala Dinner

Welcome Reception

📅 Wednesday, 25th September 2024

🕒 18:00 – 21:00

Let us welcome you to the EMAC 2024 Regional Conference by joining us at the Welcome Reception, which will take place at the ISEG Rooftop Terrace.

Attendance is included in the conference registration fee. Entry is not permitted before 18:00 hours and it is mandatory to use the Conference badge.



Conference Gala Dinner *Casa do Alentejo*

📅 Thursday, 26th September 2024

🕒 19:00 – 23:00

Let's celebrate the EMAC 2024 Regional Conference during the Gala Dinner that will take place at Casa do Alentejo.

We will receive the delegates with a welcome drink from 19:00 to 19:45, followed by dinner service starting at 20:00.

Attendance is included in the conference registration fee. Entry is not permitted before 19:00 hours and it is mandatory to use the Conference badge.

📍 [Rua Portas de Santo Antão, 58](#)

Subway: Restauradores (blue line)



Social Events

Lisbon Tuk Tuk Tour - 1h30

📅 Friday, September 27th 2024

🕒 17:30

Lisbon's charm is magical and captivating, but its seven hills can be very challenging if your aim is to explore as much of the city as possible.

Why walk or take the bus when you can explore the city in a single vehicle that allows you to reach hard-to-reach places? You can discover the city by Tuk Tuk without missing out on the narrow streets and hidden alleyways.



Sintra Half Day Tour - 4h

📅 Saturday, September 28th 2024

🕒 9:00

Sintra is one of those magical places where man and nature come together in a perfect symbiosis as if wishing to leave us in a state of permanent surprise.

You still have some time to visit the Quinta da Regaleira. Drive through the natural wonders of the Sintra Natural Park and stop for a fabulous photo opportunity at the Roca Cape cliffs, the westernmost point of Continental Europe.



Opening Session & Keynotes

📅 Thursday, September 26th 2024

🕒 8:30 - 10:00

📍 Auditorium CDG

Opening Session

Prof. João Duque
ISEG Dean

Prof. Elif Karaosmanoglu
EMAC President

Prof. Márcia Herter and Prof. Sandra Miranda
EMAC Regional Conference 2024 Chairs

Tuna Económicas

Keynotes

Adilson Borges
*Dean & Executive Director of Rennes School
of Business, France*

Sankar Sen
*Professor of Marketing at Baruch College,
City University of New York, USA*



Keynote Speakers



Adilson Borges

Dean & Executive Director of
Rennes School of Business, France

Academics are from Mars, Practitioners are from Venus: Building the Bridges between academia and industry to create value for organizations and society.

Adilson is the Dean and Executive Director of Rennes School of Business. He is the former Chief Learning Officer of Carrefour and the former IRC Professor of Marketing at Neoma Business School in France. Adilson holds a PhD in Marketing, and he has more than 25 years of experience with executive education, business transformation and innovation, working and teaching in many different countries like the USA, France, Brazil, and China, among others. Adilson also serves on the board of the Academy of Marketing Science and the GSV Workforce Insight Board. Adilson's research appears in numerous academic journals like the Journal of Marketing, Journal of Consumer Psychology, and Marketing Letters, as well as in books, chapters, and case studies.

Keynote Speakers



Sankar Sen

Professor of Marketing at
Baruch College, City University
of New York, USA

Wherefore Marketplace Morality?

Sen's primary research interest lies at the intersection of sustainability and consumer behavior. In particular, he investigates when, how, and why consumers and employees respond to companies' sustainability/ corporate social responsibility endeavors. He has lectured extensively on this topic in academic, company, and industry forums in Africa, Asia, Europe and North and South America, and his book, *Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value*, was published by Cambridge University Press. Sen is also interested, more generally, in prosocial behaviors, social marketing, and moral perspectives on consumption behavior.

Sen's research has appeared in several top academic and practitioner journals. He has consulted with various companies and his research has been cited in various media outlets. Sen is an associate editor at the *Journal of Consumer Psychology*, and serves on the editorial boards of the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Public Policy and Marketing*, and *Academy of Marketing Science Review*.

Meet the Editors

It is with great honour and pleasure that we are hosting two Meet the Editors Sessions. We would like to thank the Academic Journals that accepted our invitation and the distinguished colleagues who kindly agreed to participate.

SESSION I

📅 Friday, September 27th 2024

🕒 11:30 - 13:00

📍 Auditorium 2

International Journal of Research in Marketing

Michael Haenlein, ESCP Business School, France; University of Liverpool, UK

Journal of Consumer Behaviour

Philipp Brüggemann, FernUniversität in Hagen, Germany

Journal of Consumer Psychology

Sankar Sen, City University of New York, USA

Journal of Marketing Analytics

Philipp Brüggemann, FernUniversität in Hagen, Germany

Psychology & Marketing

Giampaolo Viglia, University of Portsmouth, UK

SESSION II

📅 Friday, September 27th 2024

🕒 14:30 - 16:00

📍 Auditorium 2

European Journal of Management Studies

Tiago Cardão-Pito, ISEG – University of Lisbon, Portugal

International Journal of Consumer Studies

Luis Martinez, Nova School of Business and Economics, Portugal

Journal of Advertising Research

Jean-Luc Herrmann, University of Lorraine, France

Journal of Sustainable Marketing

Elif Karaosmanoglu, Istanbul Technical University, Turkey

Journal of the Academy of Marketing Science

Stephanie Noble, University of Tennessee, USA

Special Sessions

Workshop on Experimental Research

📅 Thursday, September 26th 2024

🕒 10:30 - 12:00

📍 Auditorium 2

The workshop on Experimental Research aims to discuss Correlation, Causality, Randomization, Laboratory Experiments vs. field experiments, and Statistical tests to analyze experimental data. The workshop will be led by Prof. Giampaolo Viglia, University of Portsmouth, UK.



Giampaolo Viglia

Professor at University of Portsmouth, UK

Giampaolo is a Professor of Marketing at the University of Portsmouth's Faculty of Business and Law, where he also serves as the Research Lead for the Marketing Subject Group. He is Editor-in-Chief of Psychology & Marketing and an Associate Editor of Annals of Tourism Research and Journal of Business Research. Additionally, he serves on the Editorial Boards of several prestigious journals, including Tourism Management, Journal of Service Research, Journal of Travel Research, Journal of Advertising Research, Journal of Business Research, International Journal of Hospitality Management, and Journal of Services Marketing. Giampaolo holds two PhDs: one in Applied Statistics for Business from the University of Turin (Italy, 2012) and another in Marketing from the University Pompeu Fabra (2015). His research focuses on consumer decision-making, pricing, and services, including tourism and hospitality marketing. He has published, reviewed, and guest-edited for top journals in the Marketing field, such as the Journal of the Academy of Marketing Science, the Journal of Retailing, the International Journal of Research in Marketing, the Journal of Product Innovation Management, and the Journal of Service Research.

Special Sessions

Strategic Marketing Orientations – A Grounded Cognition Approach Using Wine

📅 Thursday, September 26th 2024

🕒 16:00 - 17:30

📍 Room 202

One of the first lessons marketing students learn relates to strategic orientation. For example, should a firm opt for a consumer orientation – tailoring the products according to market needs or should they opt for a production orientation – make a great product and people will request it. Is one better than the other? It depends... In this session, we delve into these orientations via a grounded cognition approach using Portuguese wines. Participants will learn about how history as well as current firm and market drivers shape the strategic choices wine firms take when developing orientations for the brands. The session will be headed by Prof. Nathalie Spielmann, NEOMA Business School, France.



Nathalie Spielmann

Professor of Marketing and Director of the MSc Wine & Gastronomy at NEOMA Business School, France

Nathalie Spielmann (PhD) is a Professor of Marketing and Director of the MSc Wine & Gastronomy at NEOMA Business School in Reims France. Dr. Spielmann's research centers on understanding how product and advertising cues, especially those related to traceability, authenticity and sustainability, are likely to persuade and influence consumers. Her research has been published in the International Business Review, Journal of Business Research, the European Journal of Marketing, the Journal of Advertising Research, the Journal of Service Research, among others. In parallel she is an avid wine student and holds the WSET Diploma, is an Italian Wine Ambassador, a certified Sherry Educator, and a French Wine Scholar.

Early-Stage Researcher Symposium

Pre-Conference 5th Early-Stage Researcher Symposium

📅 Wednesday, September 25th 2024

ERS is an initiative of EMAC for early-stage researchers, including young lecturers, postdocs, PhD students as well as senior researchers who want to learn more about how to conduct research and publish. The symposium provides an opportunity to learn from experienced researchers and supports the development of professional skills for building an academic career. The ERS is an opportunity to meet like-minded people, present your research interests, exchange ideas, and potentially start project collaborations and networking.

Programme

🕒 12:30-12:45

Welcome

Vesna Zabkar, University of Ljubljana,
ERS Co-Chair

🕒 12:45-13:45

ERS Session 1: How to supervise master
and PhD students

José Veríssimo, ISEG

🕒 13:45-14:45

ERS Session 2: How to be a good reviewer

Ursa Golob Podnar, University
of Ljubljana

🕒 14:45-15:15

Break

🕒 15:15-16:15

ERS Session 3: How to find the right work/life/
family/friends balance

Corina Pelau, Bucharest University of
Economic Studies

🕒 16:15-17:30

ERS Networking Session & Research
Collaborations

Vesna Zabkar, University of Ljubljana,
ERS Co-Chair with presenters from
the ERS session

Attendance is included in the conference registration fee.

Programme Overview

| 26th September

Thursday

FLOOR 2					
	Cloister	Auditorium CGD	Auditorium 2	Auditorium 3	Room 202
08:30 - 10:00 <i>Opening Session & Keynotes</i>		Opening Session & Keynotes			
10:00 - 10:30 <i>Coffee Break</i>	Coffee Break				
10:30 - 12:00 <i>Parallel Sessions</i>			Workshop Exp. Design	BRA I	
12:00 - 13:30 <i>Lunch</i>					
13:30 - 15:00 <i>Parallel Sessions</i>			CB II	MS	
15:00 - 16:00 <i>Poster Session & Coffee Break</i>	Poster Session & Coffee Break				
16:00 - 17:30 <i>Parallel Sessions</i>			CB IV	BRA II	Workshop Strategic MKT Orientations
19:00 - 23:00 <i>Gala Dinner</i>					

FLOOR 4					
	Amphitheater 1	Amphitheater 2 - Novo Banco	Amphitheater 3	Amphitheater 4	Noble Hall
08:30 - 10:00 <i>Opening Session & Keynotes</i>					
10:00 - 10:30 <i>Coffee Break</i>					
10:30 - 12:00 <i>Parallel Sessions</i>	B2B I	CB I	ADV	SMKT	
12:00 - 13:30 <i>Lunch</i>					Lunch
13:30 - 15:00 <i>Parallel Sessions</i>	B2B II	CB III	MC	PD I	
15:00 - 16:00 <i>Poster Session & Coffee Break</i>					
16:00 - 17:30 <i>Parallel Sessions</i>	DMI	CB V	CCIM		
19:00 - 23:00 <i>Gala Dinner</i>					

Programme Overview

| 27th September

Friday

	FLOOR 2			
	Auditorium CGD	Auditorium 2	Auditorium 3	Room 202
09:30 - 11:00 <i>Parallel Sessions</i>		CB VI	RTL	
11:00 - 11:30 <i>Coffee Break</i>				
11:30 - 13:00 <i>Parallel Sessions</i>		Meet the Editors I	BRA III	
13:00 - 14:30 <i>Lunch</i>				
14:30 - 16:00 <i>Parallel Sessions</i>		Meet the Editors II	IM II	B2B III
16:00 - 16:30 <i>Coffee Break</i>				
16:30 - 17:00 <i>Conference Closing & Presentation of EMAC RC 2025</i>	Closing & Presentation of EMAC RC 2025			
17:30 <i>Social Event</i>				

FLOOR 4						
	Amphitheater 1	Amphitheater 2 Novo Banco	Amphitheater 3	Amphitheater 4	Noble Hall	Cloister
09:30 - 11:00 <i>Parallel Sessions</i>		DM II	MKTMIX	SM		
11:00 - 11:30 <i>Coffee Break</i>						Coffee Break
11:30 - 13:00 <i>Parallel Sessions</i>	META	CB VII	PD II	IMI		
13:00 - 14:30 <i>Lunch</i>					Lunch	
14:30 - 16:00 <i>Parallel Sessions</i>			EC	CB VIII		
16:00 - 16:30 <i>Coffee Break</i>						Coffee Break
16:30 - 17:00 <i>Conference Closing & Presentation of EMAC RC 2025</i>						
17:30 <i>Social Event</i>						

EMAC REGIONAL 2024

Detailed Programme



Oral Presentations

26th September / Thursday

10:30 - Session: **CB I - Consumer Behavior & New Technologies**

12:00 Room: **Amphitheater 2 - Novo Banco**

Session Chair: **Simoni Rohden**

ID 75 - Customer experience unveiled: A neuroscientific exploration of AI-powered chatbots in online retail

Mike Trynczyk, Ellen Roemer, Carina Eisel-Ende

ID 129 - Cognitive and gender bias in voice commerce

Gaia Rancati, Carsten Schultz, Maurizio Mauri

ID 151 - "I would rather receive a recommendation from a voice assistant than a salesperson!": Consumer responses to interactions with artificial intelligence.

Simoni Rohden, Júlia Lopes, Lelis Espartel

ID 180 - The feeling economy in healthcare: Satisfaction with conversational AI

Mariana Girão Carrilho, Diego Costa Pinto

10:30 - Session: **B2B I - Business-to-Business Marketing**

12:00 Room: **Amphitheater 1**

Session Chair: **Vesna Zabkar**

ID 54 - Competitive unpredictability and business performance

João Oliveira, Anne Souchon, Paul Hughes, Ian R. Hodgkinson, Nathaniel Boso, Nemkova Ekaterina, Magnus Hultman, Joseph Sy-Changco

ID 58 - Customer knowledge asset in b2b-companies:

Conceptualization and a typology of attributes

Tamara Keszey, Silja Korhonen-Sande

ID 102 - Family-friendly business events: A "mule" within the industry?

Kitti Boros, Eva Markos-Kujbus, Tamás Csordás

ID 148 - How does family ownership shape the impact of motives on SMES' sustainability practices?

Mateja Bodlaj, Barbara Cater, Patricia Milić, Tomaž Čater, Vesna Zabkar

Oral Presentations

26th September / Thursday

10:30 - Session: ADV – Advertising & Social Media

12:00 Room: Amphitheater 3

Session Chair: Jyothis Franklin

ID 46 - Understanding the literature on advertising ethics

Jyothis Franklin, Jayasankar Ramanathan

ID 166 - Fear, guilt, hope or humour? Understanding emotional responses to water safety advertising in young adult men using OCOsense eyewear technology

Jill Nash

ID 158 - Understanding consumer engagement and sentiment in social media activism

Chrystyna Misiewicz, Karolina Małagocka, Elwira Duś-Prieto

ID 198 - The whole or the parts? Exploring the role of gestalts in multiple celebrity-endorsed advertisements

Subhadip Roy, Kirti Sharma

10:30 - Session: SMKT - Social Marketing

12:00 Room: Amphitheater 4

Session Chair: Joanna Krywalski-Santiago

ID 13 - Belief in action: Exploring the influence of religiosity on crowdfunding intentions through the theory of planned behavior and donation behavior

Hasnan Baber

ID 119 - Needed competences for volunteering with Ukrainian refugees

Bettina Bifkovics, Erzsebet Malota

ID 123 - Waiting lines as a liminal space-times for identity negotiation:

The case of beneficiaries' queuing for food aid in France

Anis Jounaid, Amine Abdelmajid

ID 176 - Consumer choices around corporate giving: Should companies prioritise aid to the most effective causes?

Aaron Shine, Yvetta Simonyan, Samuel Johnson

Oral Presentations

26th September / Thursday

10:30 - 12:00 - **Session: BRA I - Branding**
Room: Auditorium 3
Session Chair: Paulo Prado

ID 109 - Do line extensions increase the success of a brand?

An empirical analysis in the food retail sector

Linda Siegmund-Schultze, Nina Lehmann-Zschunke, Rainer Olbrich

ID 113 - Navigating brand crises in the digital era: A comprehensive approach to understanding the psychological processes of consumer coping strategies

Khoulood Chhaider, Mbaye Diallo

ID 191 - Handmade consumption: The relationship between the craftsmanship production, authenticity and need for uniqueness

Paulo Prado, Juliana Greco

ID 192 - Customer Participation and Loyalty: Current Production and Potential Research Avenues

Cleverson Costa, Christian Munaier

13:30 - 15:00 - **Session: CB II - Consumer Behavior, Circular Economy & Sustainability**
Room: Auditorium 2
Session Chair: Markos Tsogas

ID 114 - Antecedents of consumers' participation in peer-to-peer exchanges:

A cross-cultural study of India and Japan

Mototaka Sakashita, Rahul Goswami, Swagato Chatterjee

ID 169 - Extending the theory of planned behavior: Price sensitivity, love of money, and environmental concern in sustainable clothing

Nazlı Dikmen Özcan, Beyza Gultekin

ID 177 - Exploring the impact of ethnocentrism and cosmopolitanism on quality of life:

A study of collaborative consumption intentions

Agnieszka Małecka, Maciej Mitreęga, Gregor Pfajfar

ID 179 - From small compromises to lifestyle transformations: Conceptualizing sacrifice in sustainable consumption

Stefanie Wannow, Martin Haupt

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13:30 - Session: **CB III - Consumer Behavior & Food Consumption I**

15:00 Room: **Amphitheater 2 - Novo Banco**

Session Chair: **Ana Brochado**

ID 21 - Integrating decision support system to food choices for better digital customer experience

Bahar Tasar, Keti Ventura, Ural Gokay Cicekli

ID 153 - Extra words, extra worth? Exploring the impact of hedonic, health and natural cues in online product names

Diana Duque, Simona Haasova, Sandor Czellar

ID 163 - The role of the moderating effect of regional affiliation on the influence of the perceived authenticity of the label of a traditional food product on the consumer's perceived value and purchase intention

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ID 197 - Luxury or sustenance: Consumer perceptions of wild meat in China

Dinah Cohen-Vernik, Peter Li

13:30 - Session: **B2B II - Business-to-Business Marketing & Digital Transformation**

15:00 Room: **Amphitheater 1**

Session Chair: **José Novais Santos**

ID 39 - Reviewing the digital transformation in B2B relationships.

Is it still about the relationships?

Piotr Kwiatek, Grzegorz Leszczyński

ID 66 - Market translations mechanisms: Interconnection between technology development and market shaping

Marlon Dalmoro, Daniel de Rezende

ID 103 - Intelligent sales tool in business-to-business markets: Digitally guided buying

Tommi Mahlamäki, Mika Ojala

ID 200 - Complementors as network actors in electronic platforms: An exploratory study

José Novais Santos, João Mota

Oral Presentations

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13:30 - Session: MC - Marketing Communication

15:00 Room: Amphitheater 3

Session Chair: Cátia Crespo

ID 3 - A consumer neuroscience approach to Instagram advertising features and consumer attention for generation Z

Pragasen Pillay, Rebecca Perrot, Innes De Ferry

ID 86 - Antecedents and impact of the perceived value of an ad on consumers' perceptions and behavior: A cross-cultural study

Cátia Crespo, Alcina Ferreira, Fábio Ribeiro, Tatiana Alshevskaya

ID 178 - Visual complexity versus visual simplicity: The effect of product presentation strategies on consumer meta cognitive experiences and purchase intentions

Polly Sokolova, Paurav Shukla

13:30 - Session: PDI - Product Development & Innovation

15:00 Room: Amphitheater 4

Session Chair: Sven Heidenreich

ID 29 - The sustainable connection? Examining the effects of companies' sustainability on customers' co-creation intention

Slawka Jordanow

ID 62 - From linear to circular: How circular product design strategies affect consumer adoption

Franziska Janz, Slawka Jordanow, Sven Heidenreich

ID 183 - Harvesting innovation: Leveraging digital data for innovating agri-food product

Moreno Frau, Tamara Keszey

ID 185 - "I should have won": Deconstructing (un)fairness perceptions in creative crowdsourcing contests

Min Shuai, Nadia Steils

Oral Presentations

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15:00 Room: **Auditorium 3**

Session Chair: **Elissar Toufaily**

ID 55 - Understanding the role of viability and benefits in influencing blockchain technology adoption in the hospitality industry
Mohamed Abdelwahab

ID 101 - Metaverse: The essence, research streams and potential applications in marketing
Jolanta Tkaczyk, Marcin Awdziej, Dagmara Plata-Alf

ID 154 - Dynamics of value proposition change
Amanda Piepponen

ID 184 - Tokenizing luxury: Exploring the value of NFT in the fashion luxury industry
Elissar Toufaily, Efstathios Polyzos, Tatiana Zalan

16:00 - Session: **CB IV - Consumer Behavior & Sustainability I**

17:30 Room: **Auditorium 2**

Session Chair: **Marcelo Perin**

ID 67 - Corporate sustainability: What arouses consumer skepticism?
Francine Bagatini, Marcelo Perin

ID 104 - Effect of psychological distance on environmental concern: The case of pollinator park, a virtual reality educational experience on the decline of pollinating Insects
Caroline Bonnetier, Imed Ben Nasr, Coutelle Patricia, Laurent Maubisson

ID 137 - How to foster consumer climate (change) engagement: A system 1 and system 2 thinking perspective
Khan Taufique

ID 196 - Emotional fabrics: Moderation and mediation of the effect of emotions on sustainable fashion consumption
Bernardo Chagas, Sandra Miranda, Helena Gonçalves

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16:00 - Session: **CB V - Consumer Behavior & Sustainability II**

17:30 Room: **Amphitheater 2 - Novo Banco**

Session Chair: **João Oliveira**

ID 11 - A comparative consumer behavioural intention model for green hospitality services: Evidences from hotels, restaurants & theme parks
Debdutta Choudhury

ID 112 - What impacts sustainable purchases in uncertain times? A longitudinal empirical investigation
Benjamin Klink, Philipp Brüggemann, Luis Martinez, Manuel Chica Serrano

ID 170 - Effect of green nudging on green behavior: A cross-cultural perspective
Sunny Arora, Sahil Arora, Eszter Jakopánecz

16:00 - Session: **DM I - Digital Marketing**

17:30 Room: **Amphitheater 1**

Session Chair: **Marlon Dalmoro**

ID 53 - New type of teammates: A systematic review on AI and generative AI
Darina Vorobeva, Benjamin Voyer, Diego Costa Pinto, Hector González

ID 116 - Virtuality and embodiedness practices: How the mix and match of corporeal and virtual rebuilds the practice of dating
Stefania de Almeida, Rafael Mello, Manoela Radtke, Marlon Dalmoro

ID 121 - Do digital marketing innovations outperform non-digital marketing innovations in profitability? The landscape of European retailing
Agardi Irma, Zombor Berezhvai, Mónika Alt

ID 124 - The mobile augmented reality app experience in retail: A systematic literature review
Katalin Hartl, Akos Varga, Ildikó Kemény

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16:00 - Session: BRA II - Branding

17:30 Room: Auditorium 3

Session Chair: Adamantios Diamantopoulos

ID 5 - Managers' views on narrowing the relevance-gap in brand research: Results from an exploratory study
Joern Redler, Sascha Gres

ID 61 - Revisiting brand stereotypes: Experimental insights into stereotype change
Živa Kolbl, Adamantios Diamantopoulos

ID 164 - Revisiting perceived brand localness in retailing: Conceptualization, antecedents, and effects
Florian Weyerhäuser, Bastian Popp

16:00 - Session: CCIM - Cross-Cultural and International Marketing

17:30 Room: Amphitheater 3

Session Chair: Nuno Crespo

ID 20 - Socio-cultural adaptation in cross-cultural transitions of digital nomads: A self-discrepancy view
Dario Miocevic

ID 41 - Behavioral economics strategies to improve road safety in emerging countries: A vision zero approach perspective
Christian Munaier, Jose Mazzon, Iuri Lara

ID 132 - Export decision making in Smes: The significance and contribution of product and marketing innovations in export performance
Markos Tsogas, Marina Kyriakou, Paraskevi Karaververi

ID 168 - The family effect in the relationship between marketing strategy and international growth
Nuno Crespo, Maria Guedes, Cátia Crespo, Pankaj Patel

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09:30-11:00 **Session: DM II – Digital Marketing Strategy**
Room: Amphitheater 2 - Novo Banco
Session Chair: Ji Park

*ID 28 - Customer satisfaction and retention in online grocery services:
 Avoid customer churn and retain already satisfied customers*
 Marc Ebel, Sandra Gronover

*ID 43 - Is the third-party retailer a threat or an opportunity at online marketplace?
 Pricing response to entry*
 Ji Park, Shijin Yoo

*ID 50 - Dignity-arming: Subsistence entrepreneurs' defense in
 transactional marketplaces*
 Sarthak Mohapatra, Srinivas Venugopal, Ramendra Singh

*ID 96 - The times they are a-changin: Adapting to new agricultural paradigms
 through direct sales*
 Julia König, Sandra Holub

09:30-11:00 **Session: SM - Social Media**
Room: Amphitheater 4
Session Chair: Elif Karaosmanoglu

ID 81 - Analysis of food well-being on Instagram: The case of French female students
 Lamia Sadoun

*ID 108 - Text mining applications to brands' social media messages pre-, during
 and post-pandemic*
 M. Murat Cerit, Elif Karaosmanoglu

ID 140 - Inter-industry linkages: A pilot study on digital engagement
 Siphwe Dlamini, James Lappeman

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09:30-11:00 - **Session: MKTMIX - Marketing Mix**
Room: Amphitheater 3
Session Chair: Rita Coelho do Vale

ID 17 - Refining marketing of art and culture with marketing mix modelling
Maciej Czerwiński

ID 60 - Improving companies' sustainable marketing mix by understanding the antecedents of consumers' sustainable food purchase behaviour
Patricia Milić, Tomaž Čater

ID 107 - The impact of store atmosphere and retailers' price positioning on economy, standard, and premium private labels
Oliver Thomas, Olivier Reimann, Liane Nagengast, Gunther Kucza

ID 173 - Exploring the role of targeting approaches on business strategy
Marina Kyriakou, Markos Tsogas

09:30-11:00 - **Session: RTL – Retailing**
Room: Auditorium 3
Session Chair: Jonne Guyt

ID 6 - My shopping place can also be my favorite place: An analysis of the experiences involved in an urban retail agglomeration
Thiago Guedes, Marcelo Brandao, Maria Clara Leite, Walter Assis

ID 14 - Facial pattern recognition in retailing: Acceptance by shoppers personal targeting and profits of fashion retailers
Amir Heiman, Udo Wagner

ID 69 - Channel integration perception: Determining the role of touchpoints in omnichannel retailing
Giada Salvietti, Marco Ieva, Cristina Ziliani

ID 145 - Retiring the store flyer: Effects of voluntarily ceasing print store flyers on household grocery shopping behavior
Jonne Guyt, Arjen van Lin, Kristopher Keller

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09:30-11:00 - **Session: CB VI - Consumer Behavior & Food Consumption II**
Room: Auditorium 2
Session Chair: Susana Santos

ID 70 - The theory of planned behaviour applied to predict the European's insect-based food consumption intention: an overview.

Andreia Ferreira, Ricardo Rodrigues, Oliva Martins, Ana Gouveia

ID 130 - Promoting sustainable food consumption through interventions: Consumer perspective

Anna Rogala, Renata Nestorowicz, Ewa Jerzyk

ID 133 - Perspectives for sustainable consumption: A study of gen Z behaviour on halal consumerism

Sulistyodewi Wiyono, Hesty Nurul Utami

11:30 - 13:00 - **Session: CB VII - Consumer Behavior, Data Protection & Privacy**
Room: Amphitheater 2 - Novo Banco
Session Chair: Stefania de Almeida

ID 64 - Impact of narcissism and neuroticism on disclosure of personal data on social media: The moderation of trust

Neda Letukytė, Sigitas Urbonavicius

ID 157 - How consumers in digital insecurity cope with the dematerialization of public services? A perspective from France

Kamilia Aouaa, Amine Abdelmajid

ID 172 - Enhancing transparency in mobile app privacy notices: The impact of content and format on user perceptions

Niccolò Testi, Giacomo Gistri

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11:30 - Session: META – Metaverse
13:00 Room: Amphitheater 1
Session Chair: Iviane Ramos de Luna

ID 122 - From skepticism to acceptance: Exploring the psychological barriers and motivations to metaverse adoption
Iviane Ramos de Luna, Doa'a Herzallah, Francisco Liébana-Cabanillas

ID 125 - Navigating the metaverse: Assessing the influence of web3, blockchain, and cryptocurrency knowledge on user adoption
Michael Hollaus, Meri Grant

11:30 - Session: IM I - Influencer Marketing I
13:00 Room: Amphitheater 4
Session Chair: Susana Silva

ID 22 - Conceptualization and operationalization of influencer image
Gözde Baycur Kececi, Hüseyin Karaca

ID 42 - Virtual influencers: The impact of cultural intelligence on perceived credibility
Maike Hübner, Julia Thalmann, Andrea Schmidt

ID 143 - Virtual influencers' attributes impact on attachment and purchase intentions
Susana Silva, Catarina Francisco, Roberta De Cicco, Cristiana Lages

ID 147 - Cultural engagement in the digital age: The role of social media influencers among generation Z
Joanna Krywalski-Santiago, Noemi Danesi

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11:30 - 13:00 *Session: BRA III - Branding*
Room: Auditorium 3
Session Chair: Bernardo Chagas

ID 76 - Driving brand emotional attachment through eco-efficient packaging: The role of utilitarian, symbolic and hedonic benefits
 Susana Rijo, Cátia Crespo, Tânia Silva

ID 106 - Private labels and negative marketing events: Inter-category spillover effects to competing retailers' private labels
 Olivier Reimann, Liane Nagengast, Oliver Thomas, Gunther Kucza

ID 139 - The impact of environmental consciousness and health awareness on the brand-relationship quality: An examination of community of package-free stores in Hungary
 Tünde Szász, Erika Hlédik, Ottilia Táskai

11:30 - 13:00 *Session: PD II – Product Strategy*
Room: Amphitheater 3
Session Chair: Sergios Dimitriadis

ID 33 - Consumer collaboration on CSR initiatives: Reasons and consequences on companies and products evaluation
 Rita Coelho do Vale, Pedro Verga Matos

ID 35 - Reconsidering WOM activity in the context of the customer journey: Empirical evidence from an innovative, high-involvement product
 Sergios Dimitriadis, Anna Karadimitriou

ID 59 - Our vineyard is burning!
 Anna Granstedt, Martin Nordell

ID 188 - Functionality, symbolism, and quality: Antecedents of purchase intention for sports footwear in Brazil
 Ítalo Dantas, Marcelo Curth, Alan Ferreira, Vera Pedragosa

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14:30 - Session: EC - E-commerce

16:00 Room: Amphitheater 3

Session Chair: Lelis Espartel

ID 7 - Purchase intention on social media for the healthcare service sector: analysis of mechanisms and conditionings

Walter Assis, Bruno Vilela, Marcelo Brandao, Tiago Tavares, Thiago Guedes

ID 40 - The state of flow on social commerce: A comprehensive literature review

Ricardo Soares, Iviane Ramos de Luna, Gisela Ammetller

ID 52 - Striking a balance: Information sensitivity in smart retailing and consumer responses

Lelis Espartel, Simoni Rohden

ID 134 - "They made me excited, will I stay?": The role of online customer engagement on behavioural intention in food social commerce context

Hesty Nurul Utami, Sulistyodewi Wiyono, Dwi Sari

14:30 - Session: CB VIII - Consumer Behavior

16:00 Room: Amphitheater 4

Session Chair: Helena Gonçalves

ID 48 - Can our large cars make us bad drivers? Analysis of complete national records of vehicle weight and its association with risky driving behavior

Stav Rosenzweig, Aviv Steren, Ofir Rubin

ID 100 - Gender role in social influence effects on behavioral intentions for mobile application usage

Magdalena Kowalska

ID 136 - Inside the game: Understanding motivations and constraints in sports4all

Pedro Dionísio, Ana Brochado, Maria do Carmo Leal, Adrien Bouchet

ID 144 - Exploring partial and full switching intentions to digital-only banks by Gen Y

Marcelle Laubscher, Christo Boshoff, Jacques Nel

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14:30 - Session: IM II - Influencer Marketing II

16:00 Room: Auditorium 3

Session Chair: Saleh Shuqair

ID 71 - Beyond the hype: Unveiling the implications of influencer marketing on consumers and society

Matthias Werner, Annika Pezold, Carsten Rennhak

ID 80 - The impact of social media on women's paths to cosmetic enhancement

Susana Santos, Bernardo Chagas, Patrícia Tavares

ID 97 - The negative impact of self-idealized content on consumers' health journey

Saleh Shuqair, Diego Costa Pinto

14:30 - Session: B2B III - Business-to-Business Marketing & Marketing Strategy

16:00 Room: 202

Session Chair: Vitor Gonçalves

ID 49 - Towards full automation of systematic literature reviews

Przemysław Tomczyk, Demetris Vrontis

ID 78 - Contract ambiguity, psychological contract schema, and customer participation in supplier product innovation

Xinchun Wang, Ruiqi Wei, Ongchuan (Kevin) Bao

ID 110 - Evaluating the multiple benefits of Corporate Social Responsibility adoption

Efthimios Dragotis, Despina Karayanni

ID 201 - Understanding segmentation of non-core business suppliers

Maria Ana Morais, José Novais Santos

Poster Presentations

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Thursday

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D 4 - Reusable takeaway packaging: What stimuli increases the consumer's willingness to use reusable packages?

Raquel Meneses, Francisca Correia, Susana Silva, Paulo Duarte

ID 23 - A systematic review of brand equity determinants:

Where do we come from, where should we go?

Jorge Vieira, Marta Bicho

ID 37 - How to retain paying users on a freemium platform?

An empirical analysis of factors that lead to subscription cancellation

Nina Lehmann-Zschunke, Linda Siegmund-Schultze

ID 44 - Race diversity in social media branded content:

Exploring audience responses

Daniela Langaro, Catarina Marques, Mariana Cintra

ID 47 - Indirect impact of professional interpersonal communication styles on service use intentions and moderating role of consumer cynicism:

Insights from prospective online MBA students

Svetlana De Vos, Bora Qesja, Gediminas Lipnickas

ID 68 - Leveraging the competitive segmentation analysis to orchestrate organic and nonorganic revenue streams

Niklas Mergner, Philipp Brüggemann, Rainer Olbrich

ID 82 - Beyond wiener würstel: Investigating Austrian consumer sentiments towards meat alternatives

Marion Garaus, Christian Garaus, Sandra Holub

ID 84 - Try again. Fail again. Fail better. E-commerce service failures in small and medium-sized enterprises

Ana Brochado, Maria Gabriela Patrocínio, Helena Rodrigues,

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Poster Presentations

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Thursday

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ID 98 - Investigating the roles of customers in collective actions underpinning a business ecosystem

Hsin-Hui Chou

ID 115 - Exploring perceived value and post-trip consequences in regenerative tourism: A case study of sadhana forest

Thuy-Trang Ta-Hoang, Brigitte Müller, Vincent Chauvet

ID 126 - Current solutions supporting last mile logistics as perceived by e-consumers

Ewa Prymon-Rys

ID 128 - Do smart consumers recognise a good deal when they see one? IQ and sensitivity to price promotions in the online horse betting market

Jani Saastamoinen, Niko Suhonen, Tuomo Kainulainen, David Forrest, Jussi Palomäki, Tommi Laukkanen, Mika Kortelainen

ID 159 - USP-crisis fit in a product harm crisis: The role of corporate hypocrisy perceptions

Esmeralda Marić, Maja Arslanagic-Kalajdzic

ID 160 - The ad-likeability impact of different nudging strategies in advertising-based marketing campaigns promoting sustainable consumer behaviour

Patrick Vyncke, Hayley Pearce

ID 167 - How accessibility shapes brand's experience of guests with disabilities

João Tiago Lourenço, Raquel Soares, Ana Ramires

ID 199 - The role of service-related and social factors in digital servitization

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