



# International Marketing Trends Conference

## 21<sup>st</sup> International Marketing Trends *Conference* January 20-22 2022

# Program

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Asociación Española  
de Marketing  
Académico y Profesional



- > **Conference Venue**  
**LUMSA Università - Roma**  
**ITALY**
- > The conference is a **COMBINATION** of **ONLINE** sessions and a limited number of **ON-SITE** activities at LUMSA Università.
- > For **ONLINE ATTENDEES**, a connection link will be provided on the Conference's Website and by email by the EFFE ERRE agency.
- > For **ON-SITE ATTENDEES**, please refer to the sections of ON-SITE events in the program. Dedicated spaces at LUMSA Università are available for connection to the online sessions. If you decide to use these spaces, we recommend that you bring headsets to participate to the ONLINE sessions.



## PROGRAMME SUMMARY



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International  
Marketing  
Trends  
Conference

Roma  
IMTC  
January 20th-22th 2022



SATURDAY 22<sup>ND</sup> JANUARY 2022

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THURSDAY 20<sup>TH</sup> JANUARY 2022

THURSDAY 20.01.2022 – 12:45-13:00

- For Ph.D. Students ONLY*  
> **Doctoral Colloquium Registration**

THURSDAY 20.01.2022 - 13:00-13:15

- > **Doctoral Colloquium - Opening Conference**
- Chair :
    - . Pr. Jean-François LEMOINE, Université Paris 1 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. Béatrice CANEL-DEPITRE, Université du Havre, France
    - . Pr Bruno COHANIER, EADA Business School, Spain
    - . 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 de Bordeaux, France
    - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
    - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany



THURSDAY 20.01.2022 - 13:15-15:45

> **Doctoral Colloquium**

- Co-Chairs :

- . Pr. Roger BENNETT, Kingston University London, United Kingdom
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- . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
- . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
- .

- Z. JIANG, Università degli Studi di Padova, Italy

*Are luxury brands co-created in social media? Exploring consumer perceptions of luxury brands on Weibo using text-mining approaches*

- C. MENDEZ, Universidad de Lima, Peru

*Role of food routines in food waste at home..*

- X. YANG, IAE Nice, Université Côte d'Azur, France

*The influence of country of origin of the brand from emerging market multinational enterprises (EMNEs) on consumer brand perception --- Empirical study on perception of Chinese brands among young French consumers.*



THURSDAY 20.01.2022 - 13:15-15:45

> **Doctoral Colloquium**

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  - . Pr Bruno COHANIER, EADA Business School, Spain
  - . Pr. Dominique CRIE, Université de Lille 1, France
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  - . Pr. Alberto PASTORE, Sapienza Università di Roma, Italy
  - . Pr. Francis SALERNO, Université de Lille 1, France
  - . Pr. Jean-François TRINQUECOSTE, Université de Bordeaux, France
  - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
  - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
  
- M. VELOSO, Universidad Autónoma de Madrid, Spain  
*Experience dimensions in the hospitality market: attracting customers through WOM content.*
- G. VISENTIN, ESCP Business School, Italy  
*Big personality traits in small-world networks: How CEOs can improve customer satisfaction using social media.*
- S. YU, IAE Université Aix-Marseille, France  
*Deceptive information and brand trust: The role of virtual vs human influencers.*

THURSDAY 20.01.2022 – 15:45-16:00

> **Doctoral Colloquium – Closing Remarks**

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



THURSDAY 20.01.2022- 16:00-18:00

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

- Chair :
  - . Pr. Jean-François LEMOINE, Université Paris 1 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
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  - . Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
  - . Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany
- M. GIOVANNETTI, Università degli Studi di Macerata UNIMC, Italy  
*Ambidexterity and sales: a career stage perspective.*
- S. GRAGUER, The Hebrew University of Jerusalem, Israel  
*Marketing Ambidexterity in Small and Medium High-Tech Units within Large Organizations.*
- S. IBANEZ-SANCHEZ, Universidad de Zaragoza, Spain  
*Engaging customers before the trip: experimental analysis of the role of virtual and augmented reality in the creation of tourism pre-experiences.*
- I. INDIBARA, Xavier School of Management Jamshedpur, India  
*Impact of Inter-Field Movement on Consumer Cynicism and Consequent Behaviour: Role of Habitus*
- E. MORA, Universidad de Burgos, Spain  
*Quantitative and qualitative approach to the cause-related marketing in social networks: a cross-cultural study.*
- L. MULIER, Universiteit Gent, Belgium  
*Make It Move: The Effectiveness of Using Motion Techniques in Visual Marketing Trends*
- M. SCARANO, Université de Lille, France  
*Le rôle de la circulation de produits et marques dans la modification d'un réseau de consommateurs.*
- M. SERRANO-ARCOS, Universidad de Almería, Spain  
*Analysis of image and affinity in the consumption of foreign products: an empirical approach from the Spanish horticultural sector.*
- R. VALESÌ, Libera Università di Lingue e Comunicazione IULM, Italy  
*Neurocinema: genesi di un modello valutativo dell'efficacia dei processi di comunicazione cinematografica. Un approccio neuroscientifico alla comprensione delle comunicazioni audiovisive*
- Z. ZHONG, Université Paris-Saclay, France  
*Understanding smart connected objects appropriation: a modelling approach using hierarchical components.*





FRIDAY 21<sup>ST</sup> JANUARY 2022

FRIDAY 21.01.2022 - 08:30-09:00

> **On-site & Online Registration**

FRIDAY 21.01.2022 - 09:00-09:30

> **Welcome Speeches**

- On behalf of the Organizing Committee:
  - . Ms. Françoise CONCHON-ANDREANI, IMTC President
- Chairs:
  - . Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
  - . Pr. Gennaro IASEVOLI, Università LUMSA Roma – Conference chair
- On behalf of Università LUMSA :
  - . Pr. Francesco BONINI, Università LUMSA
- On behalf of Società Italiana Marketing SIM:
  - . Pr. Angelo DI GREGORIO, President Società Italiana Marketing SIM
- On behalf of Società Italiana di Management SIMA:
  - . Pr. Sandro CASTALDO, President Società Italiana di Management SIMA
- On behalf of Association Française du Marketing AFM:
  - . Pr. Alain DECROP, President Association Française du Marketing AFM
- On behalf of Asociación Española de Marketing Académico y Profesional AEMARK:
  - . Pr. Angel HERRERO, President Asociación Española de Marketing Académico y Profesional AEMARK



FRIDAY 21.01.2022 - 09:30-11:00

> **Marketing Strategy Forum – Round Table  
Towards Hybrid Marketing**

- Chair: Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany  
Mr Eric PESTEL, CEO, LOOKADOC
- Mr Erik GRAB, Vice-President Strategic Anticipation, Innovation & Sustainable Development - MICHELIN
- Mr Alain CAPPANNELLI, Procurement and Merchandising Vice President – METRO
- Ms Laurence BONY, CEO – LBONY Consulting

FRIDAY 21.01.2022 - 11:00-11:15

> **Virtual Coffee Break**

FRIDAY 21.01.2022 - 11:15-12:30

> **Marketing Strategy Forum – Round Table  
“Hybrid” Product Innovation**

- Chair: Pr. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy  
Mr Jean-François DIET, CEO, PETGUARD
- Mr Nicolas MARESCAUX, Deputy Director, Meeting Customers Needs & Innovation – MACIF
- Ms Clémence SAINT-MACARY, Chief Marketing Officer – SAVENCIA
- Mr Steffen SCHMIDT, Director Marketing Science & Agile Insights - LINK

FRIDAY 21.01.2022 - 12:30-12:55

> **Plenary Session : IMTC Awards**

- Chairs:
  - . Pr. Gennaro IASEVOLI, Università LUMSA Roma – Conference Chair
  - . Pr. Julio JIMENEZ, Universidad Zaragoza – Conference Chair
  - . Pr. Klaus-Peter WIEDMANN, University Hannover – Conference Chair
  - . Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
  - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair

FRIDAY 21.01.2022 - 13:00-14:00

> **Virtual Lunch Break**



FRIDAY 21.01.2022 - 14:00-15:00

> **Marketing Strategy Forum – Round Table  
Sustainability and “Hybrid” Marketing**

- Chair: Pr. Julien SCHMITT, ESCP Business School, France  
Ms Laurence BONY, CEO – LBONY Consulting
  
- Ms Valérie BERTHEAU, Group Product Policy VICE-President, THALES GROUP
- Ms Delphine DESGURSE-POTIGNON, Innovation Director – IKO REAL ESTATE
- Ms Mathilde HEBERT-GUENET, Customer Experience & Digital Marketing Director – SAINT-  
GOBAIN GROUP

FRIDAY 21.01.2022 - 15:00-16:00

> **Meet the Editors – Session 1**

- Chair:
  - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair
  
- Pr. Andrew FARRELL, European Journal of Marketing
- Pr. Saha ROBINSON, European Management Journal
- Pr. Marta UGOLINI, Sinergie - Italian Journal of Management



FRIDAY 21.01.2022 - 16:00-18:30

> **Academic Research Sessions – Paper Presentations**

**The Future of Marketing Trends**

- Chairs: Pr. Silvia CACHO ELIZONDO, IPADE Business School Universidad Panamerica, Mexico  
Pr. Matti JAAKKOLA, The University of Manchester, United Kingdom
- L. BENRAISS-NOAILLES, O. HERRBACH, IAE Bordeaux, C. VIOT, Université Lyon 1 - IUT Techniques de commercialisation, France  
*Digital-sector SMEs, the eldorado of Generation Z?*
- M. BOYAVAL, IAE Lille University School of Management, M. GARNIER, Grenoble Ecole de Management, O. NICOLAS, IAE Lille University School of Management, A. TIERCELIN, IUT de Troyes - Université Reims Champagne Ardennes, A. DELANNOY, Metis Lab, EM Normandie, France  
*Understanding the trend of subcultural dissemination and appropriation into mainstream marketing: When Luxury plays it Geek.*
- C. CANTU, E. M. MARTINELLI, A. TUNISINI, Università Cattolica del Sacro Cuore, Italy  
*Trends in Marketing Channels transformation in Italian SMEs*
- A. DELANNOY, P. BAUDIER, T. DE VASSOIGNE, Metis Lab, EM Normandie, France  
*Impact of mobility on the generational behavior of e-consumer: Luxury between tradition and modernity*
- J. LALLEMENT, F. DE FERRAN, Université de La Rochelle, G. SERE DE LANAUZE, Université de Montpellier, France  
*Rethinking mobility: the impact of Covid*
- A. MONTAGNAC, Université de Bourgogne, France  
*Consumers' criteria to select food retailers revisited in the current environment.*
- M. SCARANO, Université de Lille, France  
*What if resources were in competition? The consumer's resistance to integrate resources according to S-D Logic*



FRIDAY 21.01.2022 - 16:00-18:30

> **Academic Research Sessions – Paper Presentations**  
**Innovation and Product Management**

- Chairs: Pr. Emmanuelle LE NAGARD, ESSEC Business School, France  
Pr. Pr. Gianfranco WALSH, Friedrich-Schiller-Universität Jena, Germany
- R. CARILLO LABELLA, University of Jaen, Spain, F. FORT, Institut Agro, Montpellier SupAgro/IRC, France, M. PARRAS ROSA, University of Jaen, Spain  
*Commercial performance of the integration of standards in olive oil and agri-food marketing*
- Y. CHEN, Toulouse Business School, France  
*Consume to affirm with status products: an investigation of the role of shame restorative response in China*
- J. ELSPAB, EBS Universität für Wirtschaft und Recht, Germany  
*Is Regional the New Organic? Experiment on the influence of sustainability-related product labels on sustainability assessment.*
- D. GUHL, D. KLAPPER, M. SACHSE, Humboldt-Universität zu Berlin, Germany  
*Intertemporal preferences and the adoption decision for bluetooth speakers*
- P. GURVIEZ, AgroParisTech Université Paris-Saclay, O. MUGEL, Ferrandi Paris, France  
*Eating behaviour change and food well-being improvement with a food app: A pilot study with vulnerable consumers*
- M. KOHLI, J. BOUABOUA, N. BEN DAHMANE MOUEL, IHEC Carthage, Tunisia  
*What about meat without meat? The exploration of the pull and push factors for Tunisians concerning the consumption of cultured meat*



FRIDAY 21.01.2022 - 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
- S. BORRAZ, NEOMA Business School, D. DION, ESSEC Business School, C. DUBREUIL, IPAG Business School, France  
*For the love of the game: Moral ambivalence and justification work in consuming violence*
- P. COTTET, Université de Reims, J.-M. FERRANDI, ONIRIS, M. C. LICHTLE, Université de Montpellier, V. PLICHON, Université de Tours, France  
*Psychological Distance Scale: An Application Toward Covid-19*
- M. MATARAZZO, Università degli studi Guglielmo Marconi Telematica, Italy, A. DIAMANTOPOULOS, M. MAACK, University of Vienna, Austria  
*Does consumer xenocentrism have a “dark side”? Its impact on compulsive buying and brand addiction*
- B. D. NGUYEN, F. SCHIRMER, F. SIEMS, Technische Universität Dresden, Germany  
*Customer Education: Theory and Challenges of Implementation*
- E. SAVELLI, Università degli Studi di Urbino Carlo Bo, Italy, France  
*Neuromarketing: ethical dilemma and consumers’ perception*
- M. LAPOSTOLLE, J. SCHMITT, ESCP Business School, France  
*Family identity: an essential lens to understand family consumption.*



FRIDAY 21.01.2022 - 16:00-18:30

> **Academic Research Sessions – Paper Presentations**

**Branding**

- Chairs: Pr. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain  
Pr. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany
- G. BOTSCHEN, Leopold-Franzens-Universität Innsbruck, A. HERMANN, Business Beat, J. BERNHART, EURAC Research Bolzano, K. PROMBERGER, Leopold-Franzens-Universität Innsbruck, Austria  
*Brand Resonance Through Employees' Intrinsic Touch Point Engagement*
- A. CAMMAROTA, , Università degli Studi del Sannio, M. D'ARCO, Università degli Studi di Salerno, V. MARINO, R. RESCINITI, Università degli Studi del Sannio, Italy  
*The "Authenticity" in the Consumer Response to Brand Activism*
- T. FELGUEIRA, M. I. DIAS, T. PAIVA, Instituto Politécnico da Guarda, Portugal  
*Brand Love, really exist to the actual consumer?*
- E. FONS, M-J. MIQUEL-ROMERO, M. CUADRADO-GARCIA, J. MONTORO-PONS, Universidad de Valencia, Spain  
*Celebrity endorsement weakening: when brand's impact on fans goes beyond endorsers.*
- O. LHACHIMI, ISC Paris, France  
*The perception of the Western Brand in a Maghrebian and Muslim context : The specific case of ready-to-wear in Morocco*
- C. WELSER, M. TERBLANCHE-SMIT, , Stellenbosch University, South Africa  
*Brand Activism Strategy and its transformative character in the automotive industry*
- M. K. WITEK-HAJDUK, SGH Warsaw School of Economics, Poland  
*Reasons for ignoring country-of-origin (COO) by consumers of durable goods*



FRIDAY 21.01.2022 - 16:00-18:30

> **Academic Research Sessions**

**Retailing and E-Commerce**

- Chairs: Pr. Elisa MARTINELLI , Unimore, Italy  
Pr. Carmen-Maria ALBRECHT, MSB Münster School of Business, Germany
- C.-M. ALBRECHT, M. HONEKAMP, MSB Münster School of Business, Germany  
*Humanoid Robots In Retail: Whether And How Do Consumers Perceive Deep And Surface Acting Of Robots In Customer-Robot Interactions?*
- S. BELAID, EM Normandie, France, S. KAROUI, ISG Sousse, Tunisia, J. LACOEUILHE, IUT Sénart-Fontainebleau  
*Perceptual drivers of private-label purchase: the case of non-buyers and occasional buyers*
- D. O. DIOUF, J.-F. LEMOINE, Université Paris 1 Panthéon- Sorbonne, France  
*Influence of website color and typography on Internet users; reactions: An exploratory and experimental study of their interaction effects*
- N. GARCIA DE FRUTOS, J. M. ORTEGA EGEA, Universidad de Almería, Spain  
*Exploring Local E-Commerce Support: The Role Of Motives For, Against And Global Identity*
- T. HANSEN, Copenhagen Business School, Denmark  
*The moderating influence of supermarket satisfaction on out-of-stock store switching behaviour*
- X. YANG, M. GARNIER, Grenoble Ecole de Management, France  
*The dilemma of playing it interactive a cool but intrusive trend*





FRIDAY 21.01.2022 - 16:00-18:30

> **Academic Research Sessions – Paper Presentations**

**Sectorial Marketing – Goods**

- Chairs: Pr. François COURVOISIER, Haute école de gestion Arc, Switzerland  
Pr. Elena CEDROLA, Università di Macerata, Italy

**Food Industries**

- B. CARDINAL, Université de Cergy, France  
*Industrial Foods And Gastronomic Meals : Social Representations And Perception Of Risk*
- A. GRACIOTTI, Università degli Studi di Macerata, Italy  
*Food 'localness': A systematic literature review*
- E. MARTINELLI, F. DE CANIO, M. PERUZZINI, S. CAVALLARO, University of Modena and Reggio Emilia, Italy  
*Experiencing food by visiting its production site*
- R. MORPHITOU, M. DEMETRIOU, A. MORPHITIS, University of Nicosia, Cyprus  
*Coffee Culture Perceptions: A qualitative research study among the students of the University of Nicosia*
- E. SUAREZ DOMINGUEZ, G. SERE DE LANAUZE, L. SIRIEIX, Université de Montpellier, France  
*Intra And Extra Community Influences: A Social Identity Approach To Veg\*N Behaviors*
- M. TRELOHAN, South Champagne Business School, J. STEFAN, Askoria, France  
*The attractiveness of vegetarian products to men and women. The role of gender and type of experience.*
- T. H. YEN LE, N. FLECK, Le Mans Université, France  
*Old habit is strong: consumer responses to CSR, country-of-origin, and production process & the moderating effect of habituation*



FRIDAY 21.01.2022 - 16:00-18:30

> **Academic Research Sessions – Paper Presentations**

**Sectorial Marketing – Services**

- Chairs: Pr. Carmina FANDOS, Universidad de Zaragoza, Spain  
Pr. Maja SERIC, Universitat de València, Spain

**E-Services**

- F. JACOB, N. BULAWA, ESCP Business School, Germany  
*Disentangling Value-in-Use for e-services – a regulatory mode theory perspective*

**Arts, Cultural and Creative Industries**

- D. BAYONA-CUALLADO, Universidad de Valencia, Spain  
*Studying the correlation between people's personality and artists' personality. An empirical study in the music industry*
- D. CHANEY, EM Normandie, P. BRASSIER, Université Clermont Auvergne, France  
*The future of our common heritage: An anthropomorphic perspective on individuals' reaction to the Notre-Dame cathedral fire*

**Banking**

- P. BOISTEL, D. LAROUTIS, ESC Amiens, France  
*Awareness of online banking services: the case of French customers*
- B. SHAFIQ BANGASH, O. DE LA VILLARMOIS, IAE Paris, France  
*Basic Psychological Needs Of Sdt: A Mediator Between Customer Control And Employee Behaviours. A Novel Study On Bank Employees*

**Sports**

- A. VIVARELLI, N. FLECK, Université du Mans, M. FOURNIER, Université de Lorraine, France  
*Why is a sports fan a fan? Analysis of the sports spectacle as a consumer object through the motivations of the fan*



FRIDAY 21.01.2022 - 16:00-18:30

> **Academic Research Sessions**  
**Work-in-Progress Session**

**Work-in-Progress**

- Chair: Pr. Roger BENNETT, Kingston University London, United Kingdom  
Pr. Jean-François BOSS, HEC Paris, France
  
- A. BAZZANI, S. BRUNO, G. GASPARINI, F. STARACE, L. TRIESTE, G TURCHETTI, Scuola superiore di studi universitari e di perfezionamento Sant'Anna, Italy  
*The colours of politics: a psycho-marketing study on the association between colours and political sides*
  
- TPM. HOANG, P. JUNGKUN, H. HYOWON, Business School, Hanyang University, South Korea  
*How does an emotional e-assistant influence customer's behavioral responses toward the luxury Brand's service recovery ? The moderation of trust in Luxury brand*
  
- A. PEDRI, A. BAZZANI, L. TRIESTE, G. TURCHETTI, scuola superiore di studi universitari e di perfezionamento Sant'Anna, Italy  
*Enhancing knowledge (and competitiveness) of the wine sector through*
  
- D. L. VARACALLI, A. BAZZANI, O. BONAFEDE, G. TURCHETTI, L. TRIESTE, Scuola superiore di studi universitari e di perfezionamento Sant'Anna, Italy  
*Profiling Vulnerable Consumers*

**Posters**

- B. BANDE, Universidade de Santiago de Compostela, P. FERNANDEZ-FERRIN, Universidad del País Vasco, S. CASTRO-GONZALEZ, M. BASTIDA, Universidade de Santiago de Compostela, Spain  
*Salesperson self-efficacy and adaptive performance. A moderated mediation framework.*
  
- D. FOLTZER, C. PARASCHIV, Université de Paris, France  
*How is consumer time perception influenced by permanent urgency at work?*
  
- TPM. HOANG, P. JUNGKUN, Y. MINHYE, Business School, Hanyang University – Seoul Campus, South Korea  
*The Interplay of Traveler's Value, Quality, and Satisfaction for Airport Shopping: Moderating Effect of Sales Promotion and Trust*
  
- N. MAEHLE, Western Norway University of Applied Sciences, Norway  
*Consumer acceptance of fortified food products : Challenges and Opportunities*
  
- D. ROCHE, V. RIGAIL, Excelia France  
*CRM : intérêt et mise en œuvre dans le secteur automobile*
  
- C. WELSER, Stellenbosch University, South-Africa  
*Brand Activism Strategy and its transformative character in the automotive industry*
  
- H. ZARRAD, Institut Supérieur de Gestion de Tunis, Tunisia  
*A study on factors influencing online shopping behavior of consumers in Tunisia*



**SATURDAY 22<sup>ND</sup> JANUARY 2022**

**SATURDAY 22.01.2022 - 08:30-09:00**

- > **On-site & Online Registration**

**SATURDAY 22.01.2022 - 09:00-09:45**

- > **Meet the Editors – Session 2**
  - Chair:
    - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair
  - Pr. Laurent BERTRANDIAS, Recherche et Applications en Marketing
  - Pr. Chris HALLIBURTON, Journal of Marketing Trends

**SATURDAY 22.01.2022 - 09:45-10:45**

- > **Academic Research Sessions – Paper Presentations  
International Marketing**
  - Chairs: Pr. Miriam FIESTAS, Universidad de Granada, Spain  
Pr. Camille CHAMARD, Université de Pau et des Pays de l'Adour, France
  - L. BOUJBEL, IHEC Carthage, Tunisia, A. D'ASTOUS, HEC Montréal, Canada  
*Marketing, voluntary simplicity, and life satisfaction: A Belgium-Canada comparative study*
  - C. FRASER, C. WENQIN HU, McIntire School of Commerce, University of Virginia, USA  
*Choosing Differently: Influence of Choice Restriction on Repeated Choices of Chinese and Western Gen Z Consumers*
  - E. GARRIDO-CASTRO, E. M. MURGADO-ARMENTEROS, F. J. TORRES-RUIZ, Universidad de Jaén, Spain  
*Knowledge as a key consumption factor and its importance in the communication strategy. A crosscultural analysis.*



SATURDAY 22.01.2022 – 10:45-12:45

> **Academic Research Sessions – Paper Presentations**  
**International Marketing**

- Chairs: Pr. Miriam FIESTAS, Universidad de Granada, Spain  
Pr. Camille CHAMARD, Université de Pau et des Pays de l'Adour, France
- B. GODEY, D. PEDERZOLI, O. BOUJENA, NEOMA Business School, France, G. AIELLO, R. DONVITO, University of Florence, Italy  
*Does the country-of-origin still have an impact on the consumer of luxury brands? A longitudinal international approach*
- B. S. IVENS, N. T. KADAM, Otto-Friedrich-University Bamberg, B. NIERSBACH, Ravensburg-Weingarten University of Applied Science, Germany  
*The Cultural Factors in Global Account Management [Case of Indian Buyers and German Suppliers]*
- M. MITREGA, University of Economics in Katowice, Poland  
*Does networking capabilities help manufacturing SMEs sustaining performance in volatile foreign markets? Evidence from Polish furniture manufacturers.*
- M. F. MAZZU, S. ROMANI, LUISS University, A. BACCELLONI, Università degli Studi di Roma La Sapienza, L. LAVINI, Libera Università Internazionale degli Studi Sociali Guido Carli - LUISS, Italy  
*Measuring Consumers' Acceptance in Food Labels: a Cross-Country Investigation on Usefulness, Ease of Use and Trust*
- Y. RASHKOVA, L. MOI, E. MARKU, F. CABIDDU, Università degli Studi di Cagliari, Italy  
*Unpacking the design of cross-border communication through digital channels: standardization vs. adaptation approaches*
- P. TOMCZYK, Kozminski University, Poland, S. SENGUPTA, ESSCA, France, M. MITREGA, University of Economics in Katowice, Poland  
*Does customers' need for recognition support customer feedback intentions? A cross-cultural perspective*



SATURDAY 22.01.2022 – 10:00-12:45

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

- Chair: Pr. Pierre VOLLE, Université Paris Dauphine, France  
Pr. Andrew FARRELL, Aston University Birmingham, United Kingdom
- I. CASRES ARAUJO, J. C. PINHO, Universidade do Minho, Portugal  
*Business Models for Sustainability: The case of fashion industry*
- L. CHAPMAN, A. VALENZUELA, Baruch College, USA  
*Just between you and me: Paying privately signals moral traits and enhances others' willingness to cooperate*
- H. KRAEMER, I. HILLEBRANDT, Hochschule Mainz University of Applied Sciences, B. IVENS, Otto-Friedrich-Universität Bamberg, Germany  
*What Do We Know About the Area of Voice Marketing and Where Are the Gaps ?*
- C. OTTOLENGHI, Università LUMSA Roma, Italy  
*Give me 5! Designing value proposition templates*
- A. PELOSO, QUT, B. DIXON, J. ELSTON, Delos Delta, USA  
*Smart Cities: Facts, Fictions and Strategic Choices*
- J. C. PINHO, I. CASRES ARAUJO, Universidade do Minho, Portugal  
*Business Model Innovation through digitization in Fashion Firms: The case of new consumer GenZ*
- S. CACHO-ELIZONDO, IPADE Business School, Mexico  
*Access-based Business Models in the Mexican Apparel Market Exploring Motivations and Key Differentiators of Female Entrepreneurs*



SATURDAY 22.01.2022 – 10:00-12:45

- **Academic Research Sessions – Paper Presentations  
Consumer Behavior and Marketing Research**
- Chairs: Pr. Silvia RANFAGNI, Università di Firenze, Italy
- E. CERIO, Université Gustave Eiffel - Institut de Recherche en Gestion, France  
*How parents handle the disposal of their children's toys: an emotional and controlled process*
- D. FILALI BOISSY, ICN Business School, France  
*Repeated incidental exposures to colors and their effects on preference development*
- V. HACHARD, EM Normandie, C. DIARD, D. LAROUTIS, ESC Amiens, France  
*Perceived benevolence and telework in confinement: an influence on psychosocial risks?*
- G. NEVI, Sapienza University of Rome, Italy  
*NFT – Non-Fungible Tokens how react the consumers? An exploratory analysis for a future integrated acceptance model*
- O. NICOLAS, R. LADWEIN, Université de Lille, France  
*Interpreting savings as consumer behaviors: do identity and emotional factors help explain savings intentions?*
- Y. PIRIS, A.-C. GAY, Université Bretagne Sud, France  
*Satisfaction survey and emotional triggering*
- A. POLYAKOVA, Toulouse Business School, France  
*I am too good to be true: how self-enhancement motivations shape prosocial behavior of entitled individuals*



SATURDAY 22.01.2022 – 10:00-12:45

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

- Chairs: Pr. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain  
Pr. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany
- I. BABOU, Babou Conseil, France  
*The evolution of women's image in perfume advertising*
- M. L-A. CASADO-ARANDA, J. SANCHEZ-FERNANDEZ, Universidad de Granada, A.-B. BASTIDAS-MANZANO, Universidad a Distancia de Madrid, Spain  
*Brain responses to Tailored Nutritional Messages: A Neuroimaging Study*
- O. LHACHIMI, ISC Paris, France  
*The perception of the Western Brand in a Maghrebian and Muslim context : The specific case of ready-to-wear in Morocco*
- W. NAAT, Université Paris- Est Créteil, F. MALEK, ESSCA School of Management Angers, France  
*Personalized online advertising: The impact on the perception of advertising's intrusion among teenagers?*
- A. RONCHETTI, Freeride World Tour, B. WALLISER, Université de Lorraine, France  
*The management of sport sponsorship portfolios by Swiss luxury watch brands*
- F. THOMAS, G. PANTIN-SOHIER, Université d'Angers, France, B. PIQUERAS-FISZMAN, Wageningen University & Research, Netherlands  
*Bigger is more: ingredient size bias perception on product evaluation*
- M.-C. WILHELM, M.-L. GAVARD-PERRET, Université Grenoble Alpes, France  
*Increasing The Effectiveness Of A Communication To Destigmatize Mental Illness Using A Storytelling Form And An Influencer?*
- J. YU, O. DROULERS, Université de Rennes 1, S. LACOSTE-BADIE, Université de Lille, France  
*Do front-of-pack variations attract attention? An eye tracking study*





SATURDAY 22.01.2022 - 09:45-12:45

> **Academic Research Sessions – Paper Presentations**

**Digital Marketing**

- Chairs: Pr. Francesca CHECCHINATO, Università Ca' Foscari Venezia, Italy  
Pr. Maria VERNUCCIO, Università di Roma La Sapienza, Italy
- S. BATAOUI, J. GERARD, M.-L. GAVARD-PERRET, Université Grenoble Alpes, E. BOCH, Excecia Business School, France  
*Social cues provided by CtoC sellers on the platform: what effect on the intention to rent a service?*
- F. BALLY, C. GAUTHIER, M. FORNERINO, Grenoble Ecole de Management, France  
*Using phone applications to promote nutrition labels - The case of the Yuka application and the European label Nutri-Score*
- M. BECK, L. CARPENTIER, Université de Lille, France  
*Reply or not reply to a negative online customer review? Impacts of the temporality and personalization of the brand's response*
- G. BERGER-WALLISER, S. J. HOCK, University of Connecticut, USA, B. WALLISER, Université de Lorraine / IAE Nancy School of Management, France  
*Influencer Marketing: Will Regulation Kill It?*
- P. BOISTEL, D. LAROUTIS, ESC Amiens, France  
*Awareness of online banking services: the case of French customers*
- M. DAVID, P. EZAN, L'Université Le Havre Normandie S. MALLET, IAE Rouen Normandie, C. ROUEN-MALLET, L'Université de Rouen Normandie, France  
*Youtube, the new source of information and food standards for young women*
- N. ERRAGCHA, University de Jendouba, H. BABY, L'Université de Monastir, K. JENDOUBI, Université de Jendouba, Tunisia  
*Effect of social media activities on the intention to continue their activity: role of co-created value and satisfaction*
- A. HANAN, J.-L. MOULINS, Aix-Marseille Université, CRET-LOG, A. PORTES, Montpellier Business School, France  
*Online Emotional Contagion And Engagement In Response To A Transgressive Message: The Case Of "Viva La Vulva" By Nana*
- M. RISITANO, G. LA RAGIONE, M. QUINTANO, Università degli Studi di Napoli Parthenope, Italy  
*Social media marketing practices and consumer reactions: a content analysis on Facebook brand pages*



SATURDAY 22.01.2022 - 09:45-12:45

> **Academic Research Sessions – Paper Presentations**

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

- Chairs: Pr. Lorena BLASCO, ESCP Business School, Madrid Campus, Spain  
Pr. Dominique CRIE, Université de Lille, France
- I. BUIL, S. CATALAN, Universidad de Zaragoza, Spain, E. WALLACE, National University of Ireland Galway, Ireland  
*Understanding citizens' motivations to use contact-tracing apps*
- P. BRUGGEMANN, N. LEHMANN-ZSCHUNKE, FernUniversität in Hagen, Germany  
*Customers' Retention on Freemium Platforms – An Empirical Analysis of the Factors Influencing the Termination Rate*
- F. CONCHON-ANDREANI, Université de Lille, France  
*Qualitative data in the Big Data environment: dead or alive ?*
- T. GILL, Wilfrid Laurier University, Canada  
*AI is Blamed More Than Humans When it Falts, But Less so When it Discriminates*
- L. GIRALDI, Università di Macerata, A. GENEROSI, Politecnica delle Marche, D. BINCI, Università degli Studi di Roma Tor Vergata, Italy  
*A preliminary study on the impact of face coding and eye-tracking tools in the automotive sector*
- M. A. PAPAMETZELOPOULOU, E. CONSTANDINIDES, Universiteit Twente, Netherlands, C. HERRANDO, Universidad de Zaragoza, Spain  
*Customers' Privacy and Personalization: in the age of GDPR, what is the appropriate trade-off for ethical marketing decision-making?*
- C. PETR, P. ERTUS, Université Bretagne Sud, France  
*Obtaining consent: contributions of the consent case to data sharing in smart cities*
- L. PIPER, University of Salento, M. DE COSMO, Università degli Studi di Bari Aldo Moro, G. GUIDO, Università del Salento, Italy  
*Consumer as moral agent in human-robot interactions. The role of anthropomorphism*
- G. VISENTIN, F. ZERBINI, S. MACE, ESCP Business School, France  
*Mining CEOs' big five personality traits from Twitter*



SATURDAY 22.01.2022 - 09:45-12:45

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

- Chairs: Pr. Paola SIGNORI, Università degli Studi di Verona, Italy  
Pr. Camilla BARBAROSSA, Toulouse Business School, France
  
- M. COLURCIO, Università degli Studi Magna Græcia di Catanzaro, Italy, P. ALBINSSON, Appalachian State University, USA, A. ALTIMARI, Università degli Studi di Cassino e del Lazio Meridional, A. CARIDA, Università degli Studi Magna Græcia di Catanzaro, Italy  
*Co-creation in Higher Education: A comparison of Italian and US university students' perception of learning modes*
- S. N. GRAFFE, EBS Universität für Wirtschaft und Recht, Germany  
*Sustainability in the luxury fashion industry – A study on how the integration of environmental sustainability into the luxury*
- N. LEONE S. PATTUGLIA, S. AMOROSO, Università degli Studi di Roma Tor Vergata, Italy  
*Advances in sustainability marketing: a systematic literature review*
- C. NOSI, LUMSA N. PICCIONI, C. BARTOLI, Sapienza Università di Roma, G. IASEVOLI, LUMSA, Italy  
*Becoming a tree when I will be dead? Why not! An explorative research on Generation Z and innovative green death practices*
- I. PRETE, L. PIPER, P. PALMI, L. BARLETTANO, V. GRECO, G. GUIDO, Università del Salento, Italy  
*Sustainable Development, Attractiveness And Competitiveness Of Local Territorial Systems: A Strategic Approach*
- T. TEICHERT, Universität Hamburg, Germany, M. VENTER DE VILLIERS, University of Witwatersrand, South Africa, A.-C. WEICKERT, Universität Hamburg, Germany  
*Is high fashion sustainable and does it matter? An analysis of consumers' implicit cognitions and deep motives.*
- G. WALSCH, Friedrich Schiller University Jena, Germany, M. LINZMAJER, University of St. Gallen, Switzerland, C. FUNKE, Friedrich Schiller University Jena, Germany  
*Nudging consumers toward sustainable services?*
- H. C. ZIELINSKI, N. TOURNOIS, IAE Nice, Université Côte d'Azur, France  
*Understanding Consumers' attitudes toward sustainable Fashion : Determination of Key factors of Purchase intentions : Application on Z Generation*



SATURDAY 22.01.2022 - 09:45-10:45

> **Academic Research Sessions – Paper Presentations**  
**Sales, CRM, Pricing and Promotion**

- Chairs: Pr. Catherine VIOT, Université de Lyon, France  
Pr. Barbara NIERSBACH, Hochschule Ravensburg-Weingarten University of Applied Science, Germany
- F. SIEMS, E. LANDMANN, H. L. PILNY, Technische Universität Dresden, Germany  
*Lessons Learned from Integrated Marketing Communications: An Integrated Relationship Marketing Approach*
- E. DE LAMBALLERIE, P. JACQUIER, J. LAUNAY, Université Paris Dauphine, France  
*Effect of the registration mode in Social And Solidarity Based Economy (ESS) on consumers' trust*
- A. AMINE, P. DE PECHPEYROU, H. SAWADOGO, Université Paris-Est, France  
*When the credibility of negative online reviews blurs the effect of positive reviews and alters intention to stay*

SATURDAY 22.01.2022 - 10:45-12:45

> **Academic Research Sessions – Paper Presentations**  
**Sales, CRM, Pricing and Promotion**

- Chairs: Pr. Catherine VIOT, Université de Lyon, France
- V. MELNYK, E. L. E. DE VRIES, L. C. DUQUE, Universidad Carlos III de Madrid, Spain  
*Who is to blame? The Attribution of Negative Touchpoints and its Impact on Overall Customer Satisfaction*
- G. WINNINGER LEMARQUIS, IAE Paris Sorbonne, France  
*Digitization and Buyer-Seller relationships : a strategic dimension for manufacturers and distributors sales leaders*
- K. GAMMOUDI, K. SAIED BEN RACHED, FSEGT, Tunisia  
*The impact of trust on the attitude and behavioral intention of collaborative consumers*
- V. JANAWADE, IAE Nice Graduate School of Management, France, R. SIMEON, Lam Family College of Business, USA, N. TOURNOIS, IAE Nice Graduate School of Management, France  
*Assessment of alliance-wide rewards experience of alliance-wide loyalty programmes offered by alliance carriers.*
- B. NIERSBACH, E. HOHL, Ravensburg-Weingarten University of Applied Sciences, B. IVENS, Otto-Friedrich-University Bamberg, Germany  
*Complex and new market challenges call for sophisticated job specifications in Key Account Management*
- A. HANAN, J.-L. MOULINS, C. FONS, Aix Marseille Université  
*Transgression to the test of the customer relationship : friend or enemy?*



SATURDAY 22.01.2022 - 09:45-12:45

> **Academic Research Sessions – Paper Presentations**

**Sectorial Marketing – Goods**

- Chairs: Pr. François COURVOISIER, Haute école de gestion Arc, Switzerland  
Pr. Elena CEDROLA, Università di Macerata, Italy

**Healthcare**

- A. BERRICHE, D. CRIE, M. CALCIU, C. BENAVENT, IAE Université de Lille, France  
*The challenge in health prevention and interaction ritual: the case of #Movember2020*
- O. NACHIT, L. BALBO, M.-C. LICHTLE, Université de Montpellier, France  
*Better understand the relationship between self-EXPansion and self-EXTension: an application to connected health*
- P. VITIS, EBS University of Business and Law, Germany  
*Application of network theory for explanation of power struggles between the inpatient and outpatient sectors in German healthcare*

**Luxury Industries**

- M. BASHUTKINA, Haute école de gestion Arc, Switzerland  
*From industrial to experiential: manufactures visits as a vector of customer relations in swiss luxury watchmaking industry*
- E. GIL-CORDERO, Universidad de Sevilla, Spain  
*Background On Luxury Brands' Purchase Intent*
- S. KRIM, Paris 1 - Panthéon Sorbonne, France  
*Conceptualizing The Media Of Artification: A Contribution To The Theory Of Artification Of Luxury Brands*



SATURDAY 22.01.2022 - 10:45-12:45

> **Academic Research Sessions – Paper Presentations**

**Sectorial Marketing – Services**

- Chairs: Pr. Carmina FANDOS, Universidad de Zaragoza, Spain  
Pr. Maja SERIC, Universitat de València, Spain

**Hospitality**

- M. EL EUHC MAALEJ, Paris School of Business, M. SALVADOR, Institut Paul Bocuse, J.-L. CHANDON, K. RAIES, EM Lyon Business School, France  
*Building a personal brand in the digital age: starred chefs' strategies on Instagram*
- A. ESPOSITO, A. BESANA, C. FISICHELLA, Libera Università di Lingue e Comunicazione IULM, Italy  
*Museum Social Media Communication and Program Service Revenues Evidence from Italy*
- C. FLAVIAN, S. IBANEZ-SANCHEZ, Universidad de Zaragoza, Spain  
*Exploring the value delivered in virtual reality pre-experiences: a comparative analysis between destinations and accommodations*
- A. GAROFANO, F. IZZO, B. MASIELLO, E. BONETTI, University of Campania Luigi Vanvitelli, Italy  
*Storytelling and experiencescape in living industry tourism: An explorative study within long-lived firms*
- P. JOURDAN, IAE Gustave Eiffel, J.-C. PACITTO, IUT Université Paris Est Créteil, J. KOKOU AFANGNIBO, ENSAE, France  
*The relationship to time, a new variable for segmenting expectations in the world of luxury tourism*
- N. PENG, Glasgow Caledonian University, A. CHEN, University of Roehampton, UK  
*Consumers' Green Hotel Stay Reservation Session Abandonment Behavior during the Postpandemic Era*



SATURDAY 22.01.2022 - 12:45-13:00

> **Best Paper Award**

- . Pr. Gennaro IASEVOLI, Università LUMSA Roma – Conference Chair
- . Pr. Julio JIMENEZ, Universidad Zaragoza – Conference Chair
- . Pr. Klaus-Peter WIEDMANN, University Hannover – Conference Chair
- . Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
- . Pr. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair

SATURDAY 22.01.2021 - 13:00-13:10

> **Launch IMTC 2023**

- On behalf of IMTC 2023 :
  - . Pr. XX

SATURDAY 22.01.2021 - 13:10-13:30

> **Closing Remarks**

- Chairs:
  - . Pr. Gennaro IASEVOLI, Università LUMSA Roma – Conference Chair
  - . Pr. Julio JIMENEZ, Universidad Zaragoza – Conference Chair
  - . Pr. Klaus-Peter WIEDMANN, University Hannover – Conference Chair
  - . Pr. Alberto PASTORE, Sapienza Università di Roma – Conference Chair
  - . Pr. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair
- Ms. Françoise CONCHON-ANDREANI, IMTC President



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

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

> Academic and Business Professionals Interaction

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| Pr. Jean-François TRINQUECOSTE, Université de Bordeaux, France

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

| Pr. Lorena BLASCO (ESCP Madrid – France)

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**International Marketing**

- | Pr. Miriam FIESTAS (Universidad de Granada – Spain )
- | Pr. Camille CHAMARD (Université de Pau et des Pays de l'Adour – France)

**Marketing and Sustainability**

- | Pr. Paola SIGNORI (Università degli Studi di Verona – Italy)
- | Pr. Camilla BARBAROSSA, Toulouse Business School (France)

**Marketing Strategy**

- | Pr. Pierre VOLLE (Université Paris Dauphine – France)
- | Pr. Andrew FARRELL (Aston University Birmingham - United Kingdom)

**Retailing and E-Commerce**

- | Pr. Elisa MARTINELLI (Unimore – Italy)
- | Pr. Carmen-Maria ALBRECHT (MSB Münster School of Business - Germany)

**Sales, CRM, Pricing and Promotion**

- | Pr. Catherine VIOT (Université de Lyon – France)
- | Pr. Barbara NIERSBACH (Hochschule Ravensburg-Weingarten - Germany)

**Sectorial Marketing – Services**

- | Pr. Carmina FANDOS (Universidad de Zaragoza – Spain)
- | Pr. Maja SERIC (Universitat de València - Spain)

**Sectorial Marketing – Goods**

- | Pr. François COURVOISIER (Haute école de gestion Arc – Switzerland)
- | Pr. Elena CEDROLA (Università di Macerata - Italy)

**Work-in-Progress**

- | Pr. Jean-François BOSS, HEC Paris (France)
- | Pr. Roger BENNETT (Kingston University London - United Kingdom)



International  
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Conference

Roma  
IMTC  
January 20th-22th 2022



NOTES

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#### PRACTICAL INFORMATION

> **Conference Venue**

LUMSA Università - Roma  
ITALY

> **Conference Online Connection**

[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)

> **Organizing Committee**

| Françoise CONCHON-ANDREANI, France  
| Mateo MACHADO, Argentina  
| Laurence MEDINA-BRUNET, Canada  
| Camille MICHAUX, France

> **Conference Registration Secretariat**

International Marketing Trends Conference  
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> **Website**

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