



31st EMAC Doctoral Colloquium

**Strathclyde Business School (SBS)
University of Strathclyde
199 Cathedral Street
Glasgow
G4 0QU**

Programme

Sunday, May 27, 2018

14:00 – 14:30 Registration and welcome coffee

Stenhouse Wing 103 Foyer (SW), first floor foyer (opposite the main building entrance).

14:30 – 14:45 Welcome and introduction

SW 105

Sessions

	SW 104	SW 105	SW 106	SW 107	CW 404a	CW 406a
	Beginners' track 1 Consumer Behaviour Faculty: Steven Sweldens Elizabeth Cowley Bart De Langhe	Beginners' track 2 Marketing Research Faculty: Kapil Tuli Katrijn Gielens Girish Mallapragada	Beginners' track 3 Marketing Strategy Faculty: Stefan Wuyts Kenneth Wathne Steven Seggie	Advanced track 1 Consumer Behaviour Faculty: Stijn van Osselaer Vicki Morwitz Eileen Fischer	Advanced track 2 Marketing Research Faculty: Arvind Rangaswamy Els Gijsbrechts P.K. Kannan	Advanced track 3 Marketing Strategy Faculty: Ajay Kohli Raji Srinivasan Michael Haenlein
14:45 – 19:15	BERG NØDTVEDT, KATRINE BUBLITZ, ANDREA BUEHLER, FLORIAN GATTER, M. SHIRIN	AHMAD, MUHAMMAD CHABANOVA, ALEKSANDRA CRÉPIN, ALICE DIZDAREVIC, AMELA	ALZATE, MIRIAM BARTH, MADELINE ROSE, STEFAN MANFRED GROSS, JANA	BARAUSKAITE, DOVILE EICHINGER, ISABEL HETTICH, DOMINIK	ALVES WERB, GABRIELA BANERJEE, SHRABASTEE BEI, ZHILING	ISIKAL, DIDEM GAMZE CRISTIAN, DANIELA CARMEN FRANK, DARIUS-AUREL

Monday, May 28, 2018

	SW 104	SW 105	SW 106	SW 107	CW 404a	CW 406a
	Beginners' track 1 Consumer Behaviour Faculty: Steven Sweldens Elizabeth Cowley Bart De Langhe	Beginners' track 2 Marketing Research Faculty: Kapil Tuli Katrijn Gielens Girish Mallapragada	Beginners' track 3 Marketing Strategy Faculty: Stefan Wuyts Kenneth Wathne Steven Seggie	Advanced track 1 Consumer Behaviour Faculty: Stijn van Osselaer Vicki Morwitz Eileen Fischer	Advanced track 2 Marketing Research Faculty: Arvind Rangaswamy Els Gijsbrechts P.K. Kannan	Advanced track 3 Marketing Strategy Faculty: Ajay Kohli Raji Srinivasan Michael Haenlein
9:00 – 12:00	GIAMBASTIANI, GAIA KOLEN, ANOUK LIN, SHAN	GOLDMAN, SJOUKJE HINZE, TOBIAS KYRIAKOPOULOS, NIKOLAOS	GAIN, ALEXANDRIA HASHIM, NETHAL MARAJ, VARALA	HOANG, CHI IKONEN, IINA-MAIJA	DUEV, GEORGI HIRCHE, CHRISTIAN	GAI, JIA (PHYLISS) GUNADI, MANISSA

12:00 – 13:00 Lunch

SW 103 Foyer

13:00 – 16:00	MOKARRAM DORRI, SADAF MULIER, LANA REINHARD, JULIA BEATRIX	OOZEERALLY, ADAM SCHRÖDER, JULIUS SENGO FURTADO, FILIPE	PANIGYRAKI, ARTEMIS PURRMANN, MAREN CUI, ZHIYING	MESNARIC, FRANZISKA MUKHERJEE, SOURJO	KOLESNYK, DARYNA TAN, YONG CHIN	LEUNG, WAI LUN NECIUNSKAS, PAULIUS
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16:00 – 16:30 Coffee break

SW 103 Foyer

16:30 – 18:00 Plenary session

SW 105

19:00 – 22.00 The Doctoral Colloquium Group Dinner

Italian Kitchen, 64 Ingram St, Glasgow G1 1EX

Tuesday, May 29, 2018

	SW 104	SW 105	SW 106	SW 107	CW 404a	CW 406a
	Beginners' track 1 Consumer Behaviour Faculty: Steven Sweldens Elizabeth Cowley Bart De Langhe	Beginners' track 2 Marketing Research Faculty: Kapil Tuli Katrijn Gielens Girish Mallapragada	Beginners' track 3 Marketing Strategy Faculty: Stefan Wuyts Kenneth Wathne Steven Seggie	Advanced track 1 Consumer Behaviour Faculty: Stijn van Osselaer Vicki Morwitz Eileen Fischer	Advanced track 2 Marketing Research Faculty: Arvind Rangaswamy Els Gijsbrechts P.K. Kannan	Advanced track 3 Marketing Strategy Faculty: Ajay Kohli Raji Srinivasan Michael Haenlein
9:00 – 11:00	TALEBI, ARASH VAN DER HEIJDEN, KIMBERLEY	DEL RIO OLIVARES, MARIA JOSE UHL, CHRISTINA	SAHABEH TABRIZI, EISA SCHWAYER, LISA	NASA, JAYANT	UNGUREANU, DELIA-OLGA	OMARLI, SEVINJ

11:00 – 11:30 Coffee break

SW 103 Foyer

11:30 – 12:30 Plenary session

SW 105

Panel discussion with faculty

12:30 – 13:15 Plenary session

SW 105

Meet the IJRM editor, closing statement EMAC president

13:15 – 14:15 Lunch

SW 103 Foyer