



28th EMAC Doctoral Colloquium
 KU Leuven & Vlerick Business School, Leuven, Belgium, May 24-26, 2015
Venue: KU Leuven, Faculty of Economics and Business, Naamsestraat 69, 3000 Leuven

Program

Sunday, May 24

13:30 – 14:20 **Registration and welcome coffee.** HOGC 00.50

14:20 – 14:30 **Welcome and introduction.** HOGC 00.50

	HOGC 02.101	HOGS 02.10	HOGM 01.74	HOGC 91.118	HOGC 02.22	HOGM 00.74
	Beginners' track 1 : Consumer Behaviour Faculty: Suzanne Beckmann (chair) Elizabeth Cowley Tina Lowrey	Beginners' track 2 : Marketing Research Faculty: Jaap E. Wieringa (chair) Peter Ebbes Wagner Kamakura	Beginners' track 3 : Marketing Strategy Faculty: Stefan Wuyts (chair) Kenneth Wathne Steven Seggie	Intermediate/Advanced track 1: Consumer Behaviour Faculty: Stefano Puntoni (chair) Vicki Morwitz Simona Botti	Intermediate/Advanced track 2 : Marketing Research Faculty: Ujwal Kayande (chair) Anne ter Braak Arvind Rangaswamy	Intermediate/Advanced track 3 : Marketing Strategy Faculty: Ajah Kohli (chair) Michael Haenlein Marion Debruyne
14:30-19:00	BAGDZIUNAITE, DALIA BÜRKLIN, NINA COLLEY, DAVID DE BONDT, CAROLINE	BALDIN, ANDREA BAXENDALE, SHANE DEL RIO OLIVARES, MARIA JOSE FEIDER, LENA	ERZURUMLU, ISMAIL FRANCU, RUXANDRA ELENA GRÖTSCHEL, ANN-KATHRIN HAFEEZ, AJMAL	AGAR, NÜKHET FRANSSENS, SAMUEL LI, YI	CASTÉLAN, GAUTHIER CEBALLOS, MANUEL CHUNG, SORIM	BEKE, FRANK KOVAL, MARIIA NEZAMI, MEHDI
19:30-20:30	Guided city Tour					

Monday, May 25

	HOGC 02.101	HOGS 02.10	HOGM 01.74	HOGC 91.118	HOGC 02.22	HOGM 00.74
	Beginners' track 1 : Consumer Behaviour Faculty: Suzanne Beckmann (chair) Elizabeth Cowley Tina Lowrey	Beginners' track 2 : Marketing Research Faculty: Jaap E. Wieringa (chair) Peter Ebbes Wagner Kamakura	Beginners' track 3 : Marketing Strategy Faculty: Stefan Wuyts (chair) Kenneth Wathne Steven Seggie	Intermediate/Advanced track 1: Consumer Behaviour Faculty: Stefano Puntoni (chair) Vicki Morwitz Simona Botti	Intermediate/Advanced track 2 : Marketing Research Faculty: Ujwal Kayande (chair) Anne ter Braak Arvind Rangaswamy	Intermediate/Advanced track 3 : Marketing Strategy Faculty: Ajah Kohli (chair) Michael Haenlein Marion Debruyne
09.00-12.00	GLOUKHOVTSEV, ALEXEI HOLTHOFF, LISA CAROLA MAIRA, ELISA	FONFEREK, KATHARINA-MARIA GUO, BOSHUO HU, FENG	KRANZBUEHLER, ANNE-MADELEINE LEE, YOU-CHEONG MARBACH, JULIA	OTTERBRING, TOBIAS SCHANBACHER, ANJA	COLICEV, ANATOLI FERRARA, STEFAN ALEXANDER	OINONEN, MINNA PIETERS, CONSTANT
12.00 - 13.00	Lunch HOGC 00.50					
13.00-16.00	NEDEVA, VALENTINA RUSTAGI, NIMISH SCATTOLIN, LESLIE	LUDWICHOWSKA, GOSIA THAPER, CARLA VOS, MAREN	PAUSER, SANDRA PITKÄNEN, ILONA QIU, XINLU	VAN DE SOMPEL, DIENEKE VAN DEN DRIESSCHE, LIESBET	KARPIENKO, RADOSLAW JENSEN, LARS MATTHIAS	SEIFERT, ROUVEN WEN, XIAOHAN
16.00 - 16.30	Coffee Break HOGC 00.50					
16.30 - 17.30	"What my advisor should have told me" - Arnaud De Bruyn HOGC 02.28					
19.00	Group Dinner Officina Clandestina					

Tuesday, May 26

	HOGC 02.101	HOGS 02.10	HOGM 01.74	HOGC 91.118	HOGC 02.22	HOGM 00.74
	Beginners' track 1 : Consumer Behaviour Faculty: Suzanne Beckmann (chair) Elizabeth Cowley Tina Lowrey	Beginners' track 2 : Marketing Research Faculty: Jaap E. Wieringa (chair) Peter Ebbes Wagner Kamakura	Beginners' track 3 : Marketing Strategy Faculty: Stefan Wuyts (chair) Kenneth Wathne Steven Seggie	Intermediate/Advanced track 1: Consumer Behaviour Faculty: Stefano Puntoni (chair) Vicki Morwitz Simona Botti	Intermediate/Advanced track 2 : Marketing Research Faculty: Ujwal Kayande (chair) Anne ter Braak Arvind Rangaswamy	Intermediate/Advanced track 3 : Marketing Strategy Faculty: Ajah Kohli (chair) Michael Haenlein Marion Debruyne
09.00-11.00	STRAHL, CATHARINA STUPPY, ANIKA	VUEGEN, MAYA DAVOUST, AUDREY	QUAMINA, LATOYA VAN RIEMSDIJK, LENKA	WECKX, LAURE	YI, JISU	YILMAZ, TUBA NGUYEN, CATHY
11.00 - 11.30	Coffee Break HOGC 00.50					
11.30 - 12.30	Plenary Session - Ajay Kohli <i>"Theory Building in Marketing"</i> HOGC 02.28					
12.30 - 13.30	Meet the Editors: IJRM & JMB Closing statement by EMAC president HOGC 02.28					
13.30 - 14.30	Lunch HOGC 00.50					