



29th EMAC Doctoral Colloquium

BI Norwegian Business School May 22 - 24

BI main campus building, Nydalsveien 37, Oslo

Executive area A2

Program

Sunday, May 22

13:00 – 14:00 **Registration and welcome coffee.** Executive area A2 (in building A, 2 floor)

14:00 – 14:15 **Welcome and introduction.** A2-030

	[A2-035]	[A2-059]	[A2-005]	[A2-045]	[A2-075]	[A2-080]
	Beginners' track 1 : Consumer Behaviour Faculty: Steven Sweldens* Elizabeth Cowley David Dubois	Beginners' track 2 : Marketing Research Faculty: Jaap Wieringa* Peter Ebbes Wagner Kamakura	Beginners' track 3 : Marketing Strategy Faculty: Stefan Wuyts* Steven Seggie Kenneth Wathne	Intermediate/Advanced track 1: Consumer Behaviour Faculty: Stijn van Osselaer* Vicki Morwitz Eileen Fischer	Intermediate/Advanced track 2 : Marketing Research Faculty: Ujwal Kayande* Arvind Rangaswamy Anne ter Braak	Intermediate/Advanced track 3 : Marketing Strategy Faculty: Ajay Kohli* Fred Selnes Kapil Tuli
14:30-18:30	<ul style="list-style-type: none"> ERKIN, ARAS ZIANO, IGNAZIO ULQINAKU, AULONA JOHNEN, MARIUS 	<ul style="list-style-type: none"> VOLKMANN, GLORIA ROOSENS, BRAM PTOK, ANNETTE KHIMINA, SVETLANA 	<ul style="list-style-type: none"> DENIS, ETIENNE BONINSEGNI, MELANIE MAESEN, STIJN STACH, JENS 	<ul style="list-style-type: none"> KARADUMAN, CANSU CALDERÓN URBINA, SUSAN FRITZE, MARTIN PAUL 	<ul style="list-style-type: none"> BASHIRZADEH, YASHAR GALANDE, ASHISH S GIANNETTI, VERDIANA 	<ul style="list-style-type: none"> MORAN, GILLIAN HÜTTEL, BJÖRN BOEGERSHAUSEN, JOHANNES
19:00-	Social activities in Oslo (optional), joint departure from BI Nydalen at 18:45, meeting place: main reception					

Monday, May 23

	[A2-035]	[A2-059]	[A2-005]	[A2-070]	[A2-075]	[A2-080]
	<p>Beginners' track 1 : Consumer Behaviour</p> <p>Faculty: Steven Sweldens* Elizabeth Cowley David Dubois</p>	<p>Beginners' track 2 : Marketing Research</p> <p>Faculty: Jaap Wieringa* Peter Ebbes Wagner Kamakura</p>	<p>Beginners' track 3 : Marketing Strategy</p> <p>Faculty: Stefan Wuyts* Steven Seggie Kenneth Wathne</p>	<p>Intermediate/Advanced track 1: Consumer Behaviour</p> <p>Faculty: Stijn van Osselaer* Vicki Morwitz Eileen Fischer</p>	<p>Intermediate/Advanced track 2 : Marketing Research</p> <p>Faculty: Ujwal Kayande* Arvind Rangaswamy Anne ter Braak</p>	<p>Intermediate/Advanced track 3 : Marketing Strategy</p> <p>Faculty: Ajay Kohli* Fred Selnes Kapil Tuli</p>
09.00-12.00	<ul style="list-style-type: none"> VONKEMAN, CHARLOTTE WITTE, CARINA CRISTIAN, DANIELA CARMEN 	<ul style="list-style-type: none"> HATAMI, HEDIEH BOWEN, MELANIE KASKE, FABIAN 	<ul style="list-style-type: none"> REIBY, AUDUN REIMANN, OLIVIER KUBIK, FABIAN 	<ul style="list-style-type: none"> RUSTAGI, NIMISH CHEUNG, TRACY 	<ul style="list-style-type: none"> KOSYAKOVA, TETYANA LIANG, XIAONING 	<ul style="list-style-type: none"> DU PLESSIS, CHRISTILENE ESCH, DENNIS T.
12.00 - 13.00	<p>Lunch</p> <p><i>Executive student lounge in A1 area (building A, 1th floor)</i></p>					
13.00-16.00	<ul style="list-style-type: none"> SANJARI, SEYEDEH SETAREH HWANG, EUEJUNG ZANON, JOHANNA 	<ul style="list-style-type: none"> SHEKHOVTSOVA, IRYNA SPRONG, NIELS DAUKULS, ROMAN 	<ul style="list-style-type: none"> HOANG, CHI YEGORYAN, NARINE DE GELDER, EEFJE 	<ul style="list-style-type: none"> FESTILA, ALEXANDRA LUCA, RUXANDRA 	<ul style="list-style-type: none"> SATYAVAGEESWARA N, PRAKASH JIAO, WENYU 	<ul style="list-style-type: none"> SOWIK, NATALIA TIEREAN, SILVIU HORIA
16.00 - 16.30	<p>Coffee Break</p> <p><i>Coffee machines in social zone in A2 Executive area</i></p>					
16.30 - 17.30	<p>"What my advisor should have told me" - Arnaud De Bruyn</p> <p>A2-030</p>					
19.00	<p>Joint Dinner</p> <p><i>'Fine Dining' restaurant on the 7th floor of BIs main building</i></p>					

Tuesday, May 24

	[A2-035]	[A2-059]	[A2-005]	[A2-070]	[A2-075]	[A2-020]
	<p>Beginners' track 1 : Consumer Behaviour</p> <p>Faculty: Steven Sweldens* Elizabeth Cowley David Dubois</p>	<p>Beginners' track 2 : Marketing Research</p> <p>Faculty: Jaap Wieringa* Peter Ebbes Wagner Kamakura</p>	<p>Beginners' track 3 : Marketing Strategy</p> <p>Faculty: Stefan Wuyts* Steven Seggie Kenneth Wathne</p>	<p>Intermediate/Advanced track 1: Consumer Behaviour</p> <p>Faculty: Stijn van Osselaer* Vicki Morwitz Eileen Fischer</p>	<p>Intermediate/Advanced track 2 : Marketing Research</p> <p>Faculty: Ujwal Kayande* Arvind Rangaswamy Anne ter Braak</p>	<p>Intermediate/Advanced track 3 : Marketing Strategy</p> <p>Faculty: Ajay Kohli* Fred Selnes Kapil Tuli</p>
09.00-11.00	<ul style="list-style-type: none"> • SCHATZ, LISA • SCHEIBEN, CAROLIN 	<ul style="list-style-type: none"> • KOULAEI, AFRA • MICHEL, CHLOE 	<ul style="list-style-type: none"> • SCHIKOFSKY, JAN • NITU, IULIA 	<ul style="list-style-type: none"> • GALLI, LEANDRO 	<ul style="list-style-type: none"> • VALENTI, ALBERT 	<ul style="list-style-type: none"> • RÜPPELL, ROLAND
11.00 - 11.30	<p>Coffee Break</p> <p><i>Coffee machines in social zone in A2 Executive area</i></p>					
11.30 - 12.30	<p>Plenary Session – “Theory Construction” - Ajay Kohli</p> <p><i>A2-030</i></p>					
12.30 - 13.30	<p>Meet the Editors: International Journal of Research in Marketing (IJRM) - Roland Rust</p> <p>Closing statement by EMAC president Gerrit van Bruggen</p> <p><i>A2-030</i></p>					
13.30 - 14.30	<p>Lunch</p> <p><i>Executive student lounge in A1 area (building A, 1th floor)</i></p>					