

EMAC 2014

European Marketing Academy

VALENCIA (SPAIN), JUNE 3-6

27th EMAC Doctoral Colloquium
University of Valencia, Spain, June 1-3, 2014
Venue: ADEIT, Fundación Universidad-Empresa de la Universitat de Valencia
Plaza Virgen de la Paz, 3. 46001 Valencia (Spain)

Program

Sunday, June 1

14:00 – 15:00 **Registration and welcome coffee.** *Main Hall ADEIT.*

15:00 – 15:15 **Welcome and introduction.** *Salón de Actos ADEIT.*

	Room 2.1	Room 2.2	Room 2.3	Room 2.5	Room 2.6	Room 2.7
	Beginners' track 1 : Consumer Behaviour Faculty: Suzanne C. Beckmann (chair) Amna Kirmani Andrea-Gröppel-Klein	Beginners' track 2 : Marketing Mix Instruments Faculty: Jaap E. Wieringa (chair) Peter Ebbes	Beginners' track 3 : Strategy and Internet: Faculty: Stefan Wuyts (chair) Kenneth Wathne Steven Seggie	Advanced track 1: Consumer Behaviour Faculty: Stefano Puntoni (chair) Vicki Morwitz David Dubois	Advanced track 2 : Marketing Mix Instruments Faculty: Arnaud de Bruyn (chair) Arvind Rangaswamy Ujwal Kayande	Advanced track 3 : Strategy & Internet Faculty: Koen Pauwels (chair) Ajay Kohli Mirella Kleijnen
15:15 – 18:15	ARÉVALO, ERIKA EBERHARDT, WIEBKE HAEHNCHEN, ANJULIE	CEBALLOS, MANUEL DAHR, KAROLINE FRACCARO, ANNALISA	KOVAL, MARIIA KÜSGEN, SARAH NG, SYLVIA	ATHWAL, NAVDEEP BADEJO, ABI	ARTENYAN, KRISTINA BAHANI, SOFIEN	GEORGIEV, NIKOLAY HERMANS, MARLEEN

Monday, June 2

	Room 2.1	Room 2.2	Room 2.3	Room 2.5	Room 2.6	Room 2.7
	Beginners' track 1 : Consumer Behaviour Faculty: Suzanne C. Beckmann (chair) Amna Kirmani Andrea-Gröppel-Klein	Beginners' track 2 : Marketing Mix Instruments Faculty: Jaap E. Wieringa (chair) Peter Ebbes	Beginners' track 3 : Strategy and Internet: Faculty: Stefan Wuyts (chair) Kenneth Wathne Steven Seggie	Advanced track 1: Consumer Behaviour Faculty: Stefano Puntoni (chair) Vicki Morwitz David Dubois	Advanced track 2 : Marketing Mix Instruments Faculty: Arnaud de Bruyn (chair) Arvind Rangaswamy Ujwal Kayande	Advanced track 3 : Strategy & Internet Faculty: Koen Pauwels (chair) Ajay Kohli Mirella Kleijnen
09.00-12.00	HARMS, BIANCA HOFMANN, VERENA SIPILÄ, JENNI MARIA	HAURUM, HELLE KINDLER, MARKUS KLEIN, JAN F.	ORAL, CANSU PYPER, KEITH REYPENS, CHARLOTTE	EVANGELIDIS, IOANNIS HENKEL, ALEXANDER PHILIPP	BECKER, MAREN BLANKE, HENDRIK	JIA, LIN KELLER, KRISTOPHER
12.00-13.00	Lunch. Terrace Deck. 4th Floor ADEIT					
13.00-16.00	STEPHAN, JULIUS TRUONG, VAN THAO NGUYEN WIES, JANA	MOORE, HELENE OZCAN, BASAR PICKFORD, CHRISTOPHER	SEZEN, BURCU THÜRRIDL, CARINA VON RICHTHOFEN, GEORG	HUYGHE, ELKE LABYT, CHRISTOPHE	CHAN, KAYE MEINDL, ANJA	NOHE, MAX RINGEL, DANIEL
16.00-16.30	Coffee Break					
16.30-18.00		REHNEN, LENA- MARIE	KHUSAINOVA, RUSHANA	LENOIR, ANNE- SOPHIE I.	NIEROBISCH, TIM	VANA, LAKSHMI
18.00-19.30	Plenary session: McKinsey presentation. Cocktail offered by McKinsey. La Nau Cloister. Calle Universitat 2, 46001 Valencia					
19.30-20.00	La Nau Cultural Center guided tour. Historical building of University of Valencia.					
20.30	DC Group Dinner. Alma del Temple Restaurant. Calle del Almirante, 14, 46003 Valencia					

Tuesday, June 3

	Room 2.1	Room 2.2	Room 2.3	Room 2.5	Room 2.6	Room 2.7
	Beginners' track 1 : Consumer Behaviour Faculty: Suzanne C. Beckmann (chair) Amna Kirmani Andrea-Gröppel-Klein	Beginners' track 2 : Marketing Mix Instruments Faculty: Jaap E. Wieringa (chair) Peter Ebbes	Beginners' track 3 : Strategy and Internet: Faculty: Stefan Wuyts (chair) Kenneth Wathne Steven Seggie	Advanced track 1: Consumer Behaviour Faculty: Stefano Puntoni (chair) Vicki Morwitz David Dubois	Advanced track 2 : Marketing Mix Instruments Faculty: Arnaud de Bruyn (chair) Arvind Rangaswamy Ujwal Kayande	Advanced track 3 : Strategy & Internet Faculty: Koen Pauwels (chair) Ajay Kohli Mirella Kleijnen
09.00-11.00	VISENTIN, MATTEO	RIGOPOULOS, KONSTANTINOS SARANTOPOULOS, PANAGIOTIS		RAMACHANDRAN-GIRIJA, VISHNU MENON SOKOLOVA, TATIANA	VAN DER MAELEN, SARA	WOLTERS, HEIKE
11.00-11.15	Coffee Break					
11.15-12.00	Plenary session: Presentation by Vicki Morwitz. Salón de Actos ADEIT					
12.00-13.15	Plenary session: Presentation by the IJRM & JMB editors. Closing statements by the EMAC president. Salón de Actos ADEIT					
13.15-14.00	DC participants – EMAC Fellows lunch. Terrace Deck. 4th Floor ADEIT					

Room 2.4: Computer, print & facilities room