

4th EMAC CEE Regional Conference

Marketing Theory Challenges in Emerging Societies

Provisional academic program of the Doctoral colloquium

25 September 2013

Time	Session	
09:00-09:45	Registration (Registration Hall)	
09:45-11:15	Colloquium welcome (Room 309) Introduction of Colloquium faculty members and Colloquium participants Keynote presentation: Johanna Frosen, PhD Reflections from the recent graduation and job market experiences	
11:15 - 11:45	Coffee break (Room 307)	
	Session 1 (Room 311) Session moderators: Gilles Laurent Aysegul Ozsomer Tunali	Session 2 (Room 315) Session moderators: Olga Tretyak Maja Szymura-Tuc
11:45-12:45	Polina Landgraf The Organic Brand Architecture Model: The Role Of Corporate Brand	Ildiko Kemeny The competitors are only one click away. The evolution of repurchasing intention and word of mouth considering the effect of electronic service quality and satisfaction in case of e-commerce

Time	Session	
12:45-13:45	Marco Escadas Consumer Behaviour and Ethical Decision Making: The Role of Anticipated and Experienced Emotion	Nadin Stajnko Knowledge sharing as a source of competitive advantage: Barriers and motives of employees` intention to share knowledge through enterprise social software
13:45-14:45	Lunch	
14:45-15:45	Eugenia Tzoumaka Consumer based Personal Brand Equity Measurement: Antecedents and Consequences of Being an International Celebrity	Tatiana Vetrova Contemporary Marketing Practices in Russia
15:45-16:45	Daniel Rares Obadă The Impact of Online Flow on a Brand's Web Site Perceived Quality	Valentin Chernikov Customer Empowerment, Innovativeness And Firm Performance
16:45- 17:45	Ricardo Cayolla The Extreme Commitment to a Football Club Brand: Insights Towards the Willingness to Sacrifice for a Football Club Brand	
18:30	Meeting point at the Graduate School of Management entrance. We will walk to the place of Doctoral colloquium dinner together.	