

4th EMAC CEE Regional Conference

Marketing Theory Challenges in Emerging Societies

Provisional academic program of the conference

26 September 2013

Time	Session (place)		
8:30 – 9:00	Registration (Registration hall, 3rd floor)		
9:00 – 9:20	Conference Welcome (room 309) Conference Chair Sergey Kushch, EMAC President Udo Wagner		
9:30 – 11:00	Strategic Marketing Aspects I (room 311) Session chair: Danuta Babinska	Consumer Behavior I (room 315) Session chair: Hester van Herk	Methodology (room 309) Session chair: Emmanuella Plakoyiannaki
	Value Creation In E-Business And Financial Performance: Researching Polish Online Companies With Amit And Zott's Model Piotr Zaborek, Tymoteusz Doligalski, Sylwia Sysko-Romanczuk	An Exploratory Analysis of the Combined Effect of Cause-Related Marketing and Price Discounts in Purchase Intention Paulina Papastathopoulou, Flora Kokkinaki, Markos Tsogas	Marketing Paradigms And The Measurement Of The Latent Variables Adam Sagan
	The Impact Of Entrepreneurial Orientation On Business Performance: The Moderating Role Of Environmental Turbulence Marcelo Perin, Cláudia Simões, Cláudio Sampaio, Mauren Soares	A Method To Assess Validity Of Scales Developed In Western Countries For Use In Emerging Markets: An Example Using Perceived Risk In E-Commerce Patricia Elena Berteau, Hester van Herk	Self-Criticism Of An Experimental Research Design Developed For The Analysis Of Preferences Zoltan Veres, Petra Platz, Balázs Péter Hármonik

	International Expansion And Knowledge Transfer – The Case Of Polish Market Research Companies Danuta Babinska, Izabela Sztangret	Location-Based Mobile Marketing: Current Insights And Future Research Opportunities Vatroslav Skare, Tanja Komarac, Durdana Ozretic-Dosen	The Assessment Of Reliability In Qualitative Research: Some Comparisons Of Intercoder Reliability Indices Udo Wagner, Mario Garaus
		What'S In It For Me? Investigating The Role Of Utility And Involvement In Consumer Digital Piracy Barbara Culiberg, Mateja Kos Koklic, Irena Vida	The Case Study In Family Business: A Review Of Research Practice Emmanuella Plakoyiannaki, Tanja Kontinen, Arto Ojala
11:00 - 11:30	Coffee break		
11:30 - 13:00	Consumer Behavior II (room 315) Session chair: Angela Paladino	Marketing Strategies in Russia (room 309) Session chair: Olga Tretyak	Consumer Behavior III (room 311) Session chair: Antonio Lobo
	Examining The Role Of Value Co-Creation And Consumer Socialization In Influencing Consumers' Recycling Behaviors Angela Paladino, Bianca Shah	Contemporary Marketing Practices And Metrics In Russia Olga Tretyak, Vera Rebiazina, Alexander Rozhkov	Influence Of Children Age And Gender On Parents' Purchasing Decisions In Two Countries Vytautas Dikcius, Sigitas Urbonavicius, Gintare Jonyniene
	A Scenario Based Analysis Of Green Advertising Perception Zsófia Kenesei, Greg Nyilasy, Harsha Gangadharbatla	Typology Of Market-Oriented Companies: An Empirical Study Of St.-Petersburg Companies Olga Shirshova, Oksana Yuldasheva	Consumer Innovativeness As A Prerequisite Of Private Label Success In Emerging Markets Sandra Horvat, Durdana Ozretic Dosen
	Customers' Gender Differences As A Basis For Communication Csr Politics' Construction (example Of Food-Retail In Italy) Iana Shokola, Maria Menshikova	How Should We Continue Studying Customer Orientation In Emerging Economies? Empirical Evidence From Russian Market Maria Smirnova, Vera Rebiazina	Determinants Of Service Quality And Their Influence On Customers Of Internet Service Providers In Thailand Antonio Lobo, Park Thaichon, Ann Mitsis
	On Consumer Skepticism Toward Eco-Friendly Products Dionysis Skarmas, Constantinos Leonidou, George Baltas	Market Orientation In The Emerging And Advanced Economies Leonid Loginov	Senior Tourism In Russia: How To Excite Elderly People To Travel? Marina Sheresheva, Paulina Shipilina
13:00 – 14:30	Lunch		
14:30 - 15:15	Meet the Editors Session (room 309) Angela Paladino, Associate Editor for the Journal of Product Innovation Management Konstantinos Katsikeas, Editor-in-Chief for the Journal of International Marketing		

15:30 – 17:00	Business-to-Business Marketing (room 311) Session chair: Vera Rebiazina	Marketing Communications (room 309) Session chair: Anna Zarkada	Consumer behavior IV (room 315) Session chair: Andras Bauer
	The Future Of B2b-Trade Shows: Insights From A Scenario Analysis For A Powerful Forum Of Marketing Communications Beatrice Ermer, Martin Wiedmann, Manfred Kirchgeorg	Advertising Expenditures During The Recession Periods Comparison Between Hungary And Romania Monika-Anetta Alt, József Berács	Show Me The Picture! Is There A Shift Towards Visual Information Processing Style ? Andras Bauer, Dóra Horváth, Ariel Zoltán Mitev
	Rethinking Customer Portfolio Models: Customer Interconnectedness In Russian B2b Market Vera Rebiazina	Changing Economic Conditions And Advertising Message Adaptation Christos Livas, Athanasios Kouremenos, Markos Tsogas, Paulina Papastathopoulo, Andreas Andronikidis	The Different Meanings Of The Same Need For Cognitive Closure Levels: Would I Suppress My Feelings Or Would I Want To Quit? Alisara Charinsarn, Kritsadarat Wattanasuwan
	Network Approach In Integrated Promotion Of Urban Business Tourism Grzegorz Leszczyński, Piotr Zmyślony	What Are The Characteristics Of A Good Ad For Children Aged 9 To 12? Creator's And Parents Perspective Damijan Mumel, Aleksandra Pisnik Korda, Marina Horvat, Nataša Makovec	Conspicuous Consumption In The Consumer Behavior Research – Where Is The Social Status And Actual Behaviors? Tomasz Sikora
	Supplier Adaptation In Business Relationships: Does Power Matter? Marek Zieliński, Grzegorz Leszczyński	Adapting To Survive: Facebook's Introduction Into The Imc Ecosystem Anna Zarkada	Factors Influencing E-Commerce Adoption Behavior Of Internet Users Laszlo Seer, József Berács, Marius Pop Dorel
17:00 - 17:30	Coffee break		
17:30 – 19:00	Plenary session (room 309) Moderator: Udo Wagner, EMAC President Keynote speakers: Power of the Local Touch Lada Kudrova, P&G Marketing Director, Eastern Europe So you want to be famous? Think again Scott Neuman, Director, Marketing & Communications IBM Central & Eastern Europe		

27 September 2013

Time	Session (place)		
9:00 – 10:30	Consumer behavior V (room 309) Session chair: Petra Riefler	Strategic Marketing Aspects II (room 315) Session chair: Maja Szymura-Tyc	Branding 1 (room 311) Session chair: Raffaele Donvito
	The Influence Of Affective Consequences Forecasting On Desire And Purchase Decisions. Carlos Flavian, Daniel Belanche, Luis V. Casalo, Richard Bagozzi	Relationships Between The Networking, Innovativeness And Internationalisation Of Firms. Empirical Research Findings Maja Szymura-Tyc	Brand Evaluation: Developing A System Of Performance Indicators Olga Alkanova, Sergey Starov
	Make Memories Manageable Marc Herz, Petra Riefler	The Impact Of Network Spillover Effects On The Antecedents And Determinants Of Transnational Buyer-Supplier Relationship Competitiveness Matevz Raskovic, Maja Makovec Brenčič	University Brand Personality: An Exploratory Research About The University Of Florence Raffaele Donvito, Gaetano Aiello, Bruno Bertaccini, Laura Grazzini
	Behavioral loyalty in Performing Arts: Do Emotions Matter Without Involvement? Maria Cristina Cito, Gabriele Troilo, Isabella Soccia	Channel Relationship Quality In Exchanges: A Systematic Literature Review Approach Namércio Cunha, Sandra Loureiro, Arménio Rego	An Explorative Study Of The Role Of "ally" And "rival" Brand Communities In Forming Consumer Perceptions Of Brands Daniil Muravskii, Polina Landgraf
	How Do Elderly Consumers Use The Internet? A Qualitative Study Of Motivations And Usage Patterns Krisztina Kolos, Zsófia Kenesei		
10:30 - 11:00	Coffee break		
11:00 - 12:30	Consumer Behavior VI (room 309) Session chair: Aleksandra Pisnik Korda	Poster session (room 315)	Branding 2 (room 311) Session chair: Raffaele Donvito
	Information-Gathering Patterns And The Role Of Service Quality In Higher Education Aleksandra Pisnik Korda, Domen Malc, Barbara Koražija, Damijan Mumel	Selecting Target Tourists Groups For The Croatian Tourist Destination Dubrovnik Irena Pandža Bajs	Towards a Model of Consumer Engagement With Celebrity Brands Eugenia Tzoumaka, Anna Zarkada
	Multi-Attribute Products' Utility: An Approach To Measuring For The Real Estate Market Irina Shafranskaya, Dmitry Potapov	Customer Orientation Of Sales Representatives: Insights From Russian Direct Sales Industry Alexander Rozhkov	Understanding Responses to Schema-Incongruent Brand Communication Flora Kokkinaki, Georgios Halkias

	Merchandising At The Point Of Sale: Differential Effect Of Ends Of Aisle And Islands Álvaro Garrido-Morgado, Óscar González-Benito	Mediating Mechanism Of Charisma, Trust And Reputation In Driving Capital Endowment Into Value Premium Goran Vlastic	
	The Dimensionality Of The Retail Service Convenience Phenomenon: A Qualitative Examination Shaphali Gupta, Dinesh Sharma		
12:30 - 13:00	Conference closing ceremony (room 309) Presentation of EMAC Regional Conference 2014		
13:00 – 14:30	Lunch		