

AGENDA - 21st Academy of Marketing Science World Marketing Congress (AMS WMC)

Tuesday, June 26, 2018

16:30H - 19:00H Congress Registration - Porto Palácio Congress Hotel

Wednesday, June 27, 2018

	Session	Room
9:00h -10:30h	Session 1.1: Examining Differential Forms of Advertising	M1 Ribeira
	Session 1.2: Big Data and Marketing Analytics	M2 Ponte Luís I
	Session 1.3: Brand Identity and Co-Creation A	X3 Casa da Música
	Session 1.4: Nonprofit and Nongovernmental Organization (NPO and NGO) Marketing - Examination of Multi-Cultural Perspectives	X4 Serralves
	Session 1.5: Consumer Behavior for Digital and Big Data	X5 Bolhão
	Session 1.6: Managing Customer Relations	X2 Clérigos
	Session 1.7: Facets of Material and Experiential Consumption in Emerging Markets	Z1 Aliados
	Session 1.8: Theoretical and Measurement Advances in Marketing Strategy	Z4 Terminal de Cruzeiros
	Session 1.9: Sustainable, Social and Service Innovation	X São Bento
	Session 1.10: Retail Strategy	M4 Palácio de Cristal
	Session 1.11: Entrepreneurship and Organizational Agility	M5 Palácio da Bolsa
10:30h -11:00	coffee break	
11:00h -12:30h	Session 2.1: Advertising Effects across Multiple Contexts	M1 Ribeira
	Session 2.2: Luxury Marketing across the Borders: Understanding Luxury Consumer Motivations in Developed Economies and Emerging Markets	M2 Ponte Luis I
	Session 2.3: Brand Identity and Co-Creation B	X3 Casa da Música
	Session 2.4: Examining the Extremes: Sales Technology, Brand Attachment and Ego Networks	X4 Serralves
	Session 2.5: Healthy Food Consumption and Sustainability	X5 Bolhão
	Session 2.6: Doctoral Colloquium: Online Marketing Issues	X2 Clérigos
	Session 2.7: Social Media Challenges in Emerging Markets	Z1 Aliados
	Session 2.8: The Good, the Bad, and the Ugly of Managers, Consumers and Firms	Z4 Terminal de Cruzeiro
	Session 2.9: Tackling Corporate Business Needs through BI/Analytics Growth	X São Bento
	Session 2.10: Online Shopping and Retailing	M4 Palácio de Cristal
	Session 2.11: Consumer Profiles, Communication and Consumption of Fashion and Luxury Goods	M5 Palácio da Bolsa
12:30h -14:00h	Lunch Break	
	Session 3.1: Advertising Potpourri	M1 Ribeira
	Session 3.2: Relationship Marketing Issues	M2 Ponte Luis I
	Session 3.3: Brand Relationships	X3 Casa da Música
	Session 3.4: Eye-Tracking Research (Part 1): How to Influence In-Store Buying Decisions	X4 Serralves

14:00h -15:30h	Session 3.5: Brand Narrative and Consumers	X5 Bolhão
	Session 3.6: Trends in Higher Education	X2 Clérigos
	Session 3.7: Consumption Orientation and Culture of Origin	Z1 Aliados
	Session 3.8: From Customers to the Firm: The Depths of Consumption and Engagement	Z4 Terminal de Cruzeiro
	Session 3.9: Customer Relationship and Experience Considerations in Innovation	X São Bento
	Session 3.10: In-Store Marketing	M4 Palácio de Cristal
	Session 3.11: Putting Knowledge into Action: Implementing Project-Based Learning Across Marketing Courses and Campuses in General	M5 Palácio da Bolsa
15:30h -16:00h	coffee break	
16:00h -17:30h	Session 4.2: CSR Issues	M2 Ponte Luis I
	Session 4.3: Growing Brands and Getting International	M1 Ribeira
	Session 4.4: Measurement Invariance and Innovation in Cross-Cultural Research: Revisiting Validity in an Inter-Connected World	M4 Palácio de Cristal
	Session 4.5: Cross-Cultural Consumer Behavior	M5 Palácio da Bolsa
	Session 4.6: Industry Effects on Education	X3 Casa da Música
	Session 4.7: Consumer Insights: Understanding Consumption in Emerging Markets	X4 Serralves
	Session 4.9: Dysfunctionality, Co-Production and Customer Loyalty in Services	X5 Bolhão
	Session 4.10: Brand Advocacy, Loyalty and Satisfaction in Retailing	X2 Clérigos
	Session 4.11: Meet the Editors	M3 Livraria Lello
17:30h - 18:30h	Wine Tasting and "Tuna Académica" Performance	
Thursday, June 28, 2018		
9:00h -10:30h	Session 5.1: The Impacts of Sales Leadership and Managerial Decision Making on Sales Performance Outcomes	Z1 Aliados
	Session 5.2: Customer Loyalty Issues	Z4 Terminal de Cruzeiro
	Session 5.3: Place Branding	X3 Casa da Música
	Session 5.4: The PrimeFish Project: Developing a Market-Oriented Prediction Toolbox for Seafood	X4 Serralves
	Session 5.5: Gender Aspects of Consumer Behavior	X5 Bolhão
	Session 5.6: Conceptualization, Measurement and Analysis in Marketing	X2 Clérigos
	Session 5.7: Eye Tracking Research (Part 2): How to Design Attention-Grabbing Communications	M1 Ribeira
	Session 5.8: A Look at Drivers and Outcomes of Innovation: A Marketing Strategy Perspective	M2 Ponte Luis I
	Session 5.9: Philanthropy Issues	M4 Palácio de Cristal
	Session 5.10: From Environmental Attitudes to Environmental Behaviors	X São Bento
	Session 5.11: Consumer Interactions with Automated Technologies	M5 Palácio da Bolsa
10:30h -11:00	coffee break	
11:00h -12:30h	Session 6.1: Services Marketing in Various Industries	Z1 Aliados
	Session 6.2: Fashion and Luxury Branding and Retailing	Z4 Terminal de Cruzeiro
	Session 6.3: Brand Value	X3 Casa da Música
	Session 6.4: Marketing Techniques to Assist Public Sectors in Engaging Customers to Meet Societal and Individual Disaster Crisis Need and Beyond	M4 Palácio de Cristal
	Session 6.5: Consumption Values	M5 Palácio da Bolsa
	Session 6.6: Sustainable Supply Chains	X4 Serralves
	Session 6.7: Environmental Behaviors in Emerging Markets	M1 Ribeira

	Session 6.8: Psychological Aspects of Digital Marketing	M2 Ponte Luis I
	Session 6.9: Corporate Social Responsibility Issues	M3 Livraria Lello
	Session 6.10: Wisdom of One or of the Crowd	M5 Palácio da Bolsa
	Session 6.11: Ethical Perspectives	X5 Bolhão
13:00h - 19:00h	Herança Magna (Cais de Gaia) for AMS WMC 21 Luncheon	
	Visit to wine cellar with wine tasting (takes around 40m) / Douro Cruise (takes around 50m)	
Friday June 29, 2018		
9:00h -10:30h	Session 7.1: Economic Perspectives and Ethics, Social Responsibility and Not-for-Profit	Z1 Aliados
	Session 7.2: Customers' Roles in Service Delivery	Z4 Terminal de Cruzeiro
	Session 7.3: Personal Values and Environmental Behaviors	X3 Casa da Música
	Session 7.4: The Luxury Experience - Customer Expectations and Marketing Practices: Towards a Research Agenda	M4 Palácio de Cristal
	Session 7.5: Nutrition Labels, Health Claims, and Self-Control in Consumer Behavior	M5 Palácio da Bolsa
	Session 7.6: Iberian Marketing Issues	M1 Ribeira
	Session 7.7: Marketing Strategies Promoting Sustainability	X2 Clérigos
	Session 7.8: Digital Marketing from the Marketer's Perspective	X4 Serralves
	Session 7.9: African, Chinese, and Chinese in Africa Business Development: Emic Views	X5 Bolhão
	Session 7.10: Can You Trust Social Media?	M2 Ponte Luis I
	Session 7.11: Dynamics of Competition and the Market: External Forces in Marketing Strategy	M3 Livraria Lello
	Session 7.12: Research Corroboration in Marketing Workshop (A)	X São Bento
10:30h -11:00	coffee break	
11:00h -12:30h	Session 8.1: Branding and Non-Branding: Localness and Internationalization Issues	Z1 Aliados
	Session 8.2: Brand Meaning, Involvement and Values of Consumers in the Fashion and Luxury Marketplace	Z4 Terminal de Cruzeiro
	Session 8.3: Brands and Others	X3 Casa da Música
	Session 8.4: Cultural Identity and Adaptation in Global Marketplaces: Methodological, Conceptual and Empirical Evidence	X4 Serralves
	Session 8.5: Emotional Appeals in Consumer Behavior	X5 Bolhão
	Session 8.6: Destination Marketing: How Attractiveness, Branding and Safety Influence Consumer Decision-Making	X2 Clérigos
	Session 8.7: Doctoral Colloquium: Product Issues	M1 Ribeira
	Session 8.8: Employees' Roles in Service Delivery, Luxury and CSR	M2 Ponte Luis I
	Session 8.9: Buyer-Seller Interaction in the B2B Environment	M3 Livraria Lello
	Session 8.10: If You Can't Say Something Nice, Say It on Social Media	M4 Palácio de Cristal
	Session 8.11: Marketing Capabilities' Impacts on Global and Domestic Firm Performance	M5 Palácio da Bolsa
	Session 8.12: Research Corroboration in Marketing Workshop Continued (B)	X São Bento
12:30h -14:00h	Lunch Break	
	Session 9.1: Exporting, Gray Goods and Market Selection Strategies and Outcomes	Z1 Aliados
	Session 9.2: Fashion and Luxury Branding and Consumption	Z4 Terminal de Cruzeiro
	Session 9.3: Brand Feelings and Experiences	X4 Serralves
	Session 9.4: Understanding the Customer Experience	M4 Palácio de Cristal
	Session 9.5: Consumer Reactions to the External Environment	X5 Bolhão

14:00h -15:30h	Session 9.6: Wineries and Wine: Making Wines and their Terroir (Virtually) Stand Out	X2 Clérigos
	Session 9.7: Cause-Related Marketing	M1 Ribeira
	Session 9.8: Innovation and Product Choice	M2 Ponte Luis I
	Session 9.9: Enhancing the B2B Relationship and Exchange	M3 Livraria Lello
	Session 9.10: Behaving on Social Media	M5 Palácio da Bolsa
	Session 9.11: Cultural Discourses, Communications and Value Co-Destruction: Insights from the Field	X4 Serralves
15:30h -16:00h	coffee break	
16:00h -17:30h	Session 10.1: Collaboration-, Acculturation-, and Age-Based Consumption in Cross-National Perspectives	Z1 Aliados
	Session 10.2: Effectiveness of Advertising, Product Design and Consumer Traits on Purchase Intentions of Fashion and Luxury Goods	Z4 Terminal de Cruzeiro
	Session 10.3: The Effects of Organizational Culture and Climate on Sales	X3 Casa da Música
	Session 10.4: Brands Through Our Senses (Sensory Branding)	M4 Palácio de Cristal
	Session 10.5: Technology and WOM	X5 Bolhão
	Session 10.6: Pricing and Customer Value Creation	X2 Clérigos
	Session 10.7: Services and Sustainability Issues	M1 Ribeira
	Session 10.8: When Virtual Engages	M2 Ponte Luis I
	Session 10.9: Consumer Behavior and Ethics	M3 Livraria Lello
	Session 10.10: Of Lock-ins, COBRAS and Brands: Customer Engagement on Social Media	M5 Palácio da Bolsa
20:00h - 01:00h	Gala Dinner, Porto Leixões	