## 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			
	Session 1.1: Examining Differential Forms of Advertising	M1 Ribeira			
	Session 1.2: Big Data and Marketing Analytics	M2 Ponte Luís I			
9:00h -10:30h	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				
	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			
11:00h -12:30h	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			

Session 3.6. Transfs in Higher Education   2.7 Alloidos   2.7 Alloidos   2.8 Session 3.6. Transfs in Higher Education and Culture of Origin   2.7 Alloidos   2.8 Session 3.8. From Customers to the Firm: The Depths of Consumption and Engagement   2.4 Terminal de Cruzeiro   2.8 Session 3.0. Customer Reliationship and Expansionation in Innovation   3.7 Session 3.10. Putting Knowledge into Action: Implementing Project-Based Learning Across Marketing Courses and Campuses in General   3.8 Session 3.11. Putting Knowledge into Action: Implementing Project-Based Learning Across Marketing Courses and Campuses in General   3.8 Session 4.2: CSR Issues   4.8 Pottle Luis   5.8 Session 4.2: CSR Issues   4.8 Pottle Luis   5.8 Session 4.2: CSR Issues   4.8 Pottle Luis   5.8 Session 4.2: CSR Issues   4.8 Pottle Luis   4.8 Pottl	I	Session 3.5: Brand Narrative and Consumers	X5 Bolhão
Session 3.7. Consumption Orientation and Culture of Origin Session 3.8. From Eustomers to the Firm: The Depths of Consumption and Engagement Session 3.9. Customer, Relationship and Experience Considerations in Innovation Session 3.10: In-Store Marketing Session 3.10: In-Store Marketing Session 3.10: In-Store Marketing Session 3.10: In-Store Marketing MA Palacio de Cristal MS Palacio da Solsa Session 3.10: In-Store Marketing MA Palacio da Cristal Session 4.2: CSR Issues Session 5.2: CIRC Issues Session 5.2: CIRC Issues Session 5.2: CIRC Issues Session 6.2: Consumer Issues Session 6.2: Consumer Issues Session 6.2: Consumer I	14:00h -15:30h		X2 Clérigos
Session 3.8 From Customers to the Firm. The Depths of Consumption and Engagement   2.4 Terminal de Cruzeiro   Session 3.10: In-Store Marketing   M4 Palacio de Cristal   Session 3.10: In-Store Marketing   M4 Palacio de Cristal   Session 3.10: In-Store Marketing   M5 Palacio de Cristal   Session 3.11: Pulling Knowledge into Action: Implementing Project-Based Learning Across Marketing Courses and Campuses in General   M5 Palacio da Bolsa   M6 Palacio de Cristal   M7 Palacio de Cristal   M8 Palacio de Cristal   Session 4.2: CSR Issues   M2 Ponte Luis   M8 Palacio de Cristal   M8 Palacio de Cristal   Session 4.3: Growing Bararks and Gatting International   M8 Palacio de Cristal   Session 4.5: Cross-Cultural Consumer Behavior   M5 Palácio da Bolsa   Session 4.5: Cross-Cultural Consumer Behavior   M5 Palácio da Bolsa   M5 Palácio da Bolsa   M6 Palacio de Cristal   Session 4.5: Cross-Cultural Consumer Behavior   M5 Palácio da Bolsa   M8 Palacio da Bolsa   M8 Palacio da Bolsa   M8 Palacio da Cristal   Session 4.5: Cross-Cultural Consumer Behavior   M5 Palacio da Bolsa   M8 Palacio da Cristal			
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17:30h - 18:30h   Wine Tasting and "Tuna Académica" Performance   Thursday, June 28, 2018		Session 4.10: Brand Advocacy, Loyalty and Satisfaction in Retailing	X2 Clérigos
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Session 6.7: Environmental Behaviors in Emerging Markets  M1 Ribeira	11:00h -12:30h	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
3:00h - 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	n)
	Friday June 29, 2018	
	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
:00h -10:30h	Session 7.6: Iberian Marketing Issues	M1 Ribeira
.0011-10.3011	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	
	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
1:00h -12:30h	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
2:30h -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	
	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
40.005 47.005	Session 10.5: Technology and WOM	X5 Bolhão
16:00h -17:30h	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	