

Center on Consumers and Marketing Strategy (CCMS)

A joint initiative of the Center for Research on Consumption and Leisure (CeRCLe, University of Namur) and the Center on Consumer Relations and Responsible Marketing (CERMA, LouRIM, UCL)

CCMS doctoral day

Louvain-la-Neuve – February 24, 2017

Hosted by the Research Institute of LSM (ILSM) at Louvain House, Aula Magna, *Louvain-la-Neuve*

		Title of the presentation
8h30-9h00	WELCOME	<i>Coffee and breakfast</i>
9h00-9h45	Virginie BRUNEAU (UNamur et UCL, LLN)	Are loyalty programs shams? A study assessing how loyalty programs can enhance loyalty to the company rather than to the program
9h45-10h30	Justine VIRLEE (UNamur)	Healthcare service users' integration of online resources: The role of users' cognitive and social skills
10h30-10h45	BREAK	
10h45-11h30	Fanny CAMBIER (UCL, LLN)	How do non-participants react towards advertising of customer empowerment strategies and why?
11h30-12h15	Thomas LECLERCQ (UCL, Mons)	Essays on the engagement mechanisms in the value co-creation process: the case of gamification
12h15-13h00	Jérôme MALLARGE (UNamur)	Revisiting the service evaluation process in the sharing economy
13h00-14h00	LUNCH	
14h00-14h45	Etienne DENIS (UCL, Mons)	Self-interested determinants of prosocial behaviors: the case of charitable giving
14h45-15h30	Pauline MUNTEN (UCL, LLn)	Toward a product-service transition: A holistic view on business, as well as consumption models with sustainable potential using the Product-Service System framework
15h30-16h00	BREAK	
16h00-16h45	Fatima Zohra CHARQI (UNamur)	Hop on an Uber cab right after shopping at bees-coop? Customers' engagement in profit and non-profit collaborative consumption models
16h45-17h30	Iskra HERAK (UCL, LLN)	Anthropomorphism and dehumanization in advertisement
17h30-...	CLOSING	