

## 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 Namur – February 23, 2018

Hosted by the CeRCLe/NADI (Namur Digital Institute)  
Address: UNamur Business Learning Center, Rue Godefroid 5, 5000 Namur

		Title of the presentation
9h00-9h30	<b>WELCOME</b>	<i>Coffee</i>
9h30-9h45	<b>Who is who in CCMS?</b>	Roundtable
9h45-10h30	<b>Pauline MUNTEN (UCL, LLn)</b>	Curbing product obsolescence : Impact of product reparability information on consumer attitude toward the product and willingness to buy
10h30-11h15	<b>Van Khan NGUYEN (UCL, LLn)</b>	How do consumers perceive corporate social responsibility and corporate social irresponsibility?
11h15-12h00	<b>Pauline CLAEYS (UCL, Mons)</b>	Impact of dissatisfaction on post purchase intentions, engagement and WOM in the e-fluencer landscape
12h00-13h15	<b>LUNCH</b>	
13h15-14h00	<b>Nathalie DUMONT (UNamur)</b>	Towards the media experience 3.0 : Our media consumption in a changing world
14h00-14h45	<b>Marie SLUYSMANS (UCL, LLn)</b>	Omnichannel retailing: how to adapt to new shopping behaviors
14h45-15h30	<b>Fatima Zohra CHARQI (UNamur)</b>	Challenging ideals: when participants and platforms in non-profit projects join commercial platforms.
15h30-16h30	<b>CLOSING reception</b>	<i>Surprise...</i>