

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 of Excellence on Consumer Relations and Responsible Marketing (CERMA, ILSM, UCL)

CCMS doctoral day Mons – February 22, 2019

Hosted by the LOURIM at *UCLouvain FUCaM Mons*
Chaussée de Binche, 151, 7000 Mons
Building A – 3rd Floor

8h45-9h15	WELCOME	
9h15-9h45	Avreliane KULLAK (UCL, Mons)	<i>Understanding the efficacy of digital technologies to engage consumers toward healthy eating behavior</i>
9h45-10h15	Pauline CLAEYS (UCL, Mons)	<i>Consumers' Responses To Social Media Influencers: Effect of Dissatisfaction In The Context of Serial Recommenders</i>
10h15-10h45	Nathalie DUMONT (UNamur)	<i>Consumer's choice and decision-making process : when it comes to demand video content</i>
10h45-11h15	BREAK	
11h15-11h35	Elodie NUOTATORE (UCL, Mons)	<i>Engagement mechanisms in non for-profit-firms in a digital context (topic to be defined)</i>
11h35-11h55	Louise DUMONT (UCL, LLN)	<i>Research questions on "Gaspillage alimentaire" (topic to be defined)</i>
11h55-12h15	Mélissa RITONDO (UCL, Mons)	<i>Cause-brand alliances (topic to be defined)</i>
12h15-13h45	LUNCH	
13h45-14h25	Fanny CAMBIER (UCL, LLN)	<i>Skepticism underlying non-celebrity endorsement : the case of winners of consumer empowerment strategies</i>
14h25-15h05	Jérôme MALLARGE (UNamur)	<i>Revisiting the service evaluation process in the sharing economy</i>
15h05 -15h20	BREAK	
15h20- 16h	Pauline MUNTEN (UCL, LLN)	<i>Influence of pre-purchase product reparability information on consumers' attitude</i>
16h --17h	CLOSING SESSION	

LIST OF PARTICIPANTS

Confirmed