

Center of Excellence on Consumers and Marketing Strategy (CCMS)

– A center of the Research Institute of the LSM Group –

CCMS doctoral day

February 27th, 2012

UCL (LLN) – Room Doyen 22, 2nd floor (1, Place des Doyens)

P R O G R A M M E

- 8.45-9.00 *Welcome*
- 9.00-9.30 **Anne-Laure Bartier** (UCL, LLn) – “Things were better before”: what is the power of nostalgia toward the brand?
- 9.30-10.00 **François Dessart** (FUNDP, Namur) – Motivations of prosocial consumption: altruism, self-benefits and identity-signaling
- 10.00-10.30 **Mehdi Gherbi** (UCL, Mons) – Phénoménologie de la perception d'une expérience de visite virtuelle
- 10.30-11.00 *Coffee break*
- 11.00-11.30 **Virginie Bruneau** (UCL, LLn) – The influence of loyalty programs on store image: a conceptual framework
- 11.30-12.00 **Marie Kindt** (UCL, Mons) – Visite familiale au musée d'art : Approche interprétative de l'expérience des enfants
- 12.00-13.00 *Lunch*
- 13.00-14.00 **CCMS meeting**
- 14.00-14.30 **Catherine Sterpenich** (UCL, LLn) – New media and the wine
- 14.30-15.00 **Max Bienfait** (FUSL, Brussels) – Stereotypes about services jobs: impact on interpersonal relationship
- 15.00-15.30 **Stéphanie Toussaint** (UCL, Mons) – Contextualization of everyday consumption spaces: collaborative workplaces and consumers' wellbeing
- 15.30-16.00 *Coffee break*
- 16.00-16.30 **Julie Masset** (FUNDP, Namur) – The recontextualisation of the product in time, space and the social network: The case of tourist souvenirs
- 16.30-17.00 **Céline Janssen** (FUNDP, Namur) – Emergence of m-marketing in a highly-connected society
- 17.00-17.30 *Closing drink*

LIST OF PARTICIPANTS

- Bartier Anne-Laure (UCL, LLN)
- Bienfait Max (FUSL, Brussels)
- Bruneau Virginie (UCL, LLN)
- Decrop Alain (FUNDP, Namur)
- Dessart François (FUNDP, Namur)
- Friedman Mike (UCL, Mons)
- Fouss François (UCL, Mons)
- Gherbi Mehdi (UCL, Mons)
- Hammedi Wafa (FUNDP, Namur)
- Janssen Céline (FUNDP, Namur)
- Kindt Marie (UCL, Mons)
- Masset Julie (FUNDP, Namur)
- Nisol Patricia (FUNDP, Namur)
- Pecheux Claude (UCL, Mons)
- Sterpenich Catherine (UCL, LLN)
- Swaen Valérie (UCL, LLN)
- Toussaint Stéphanie (UCL, Mons)
- Vargas Braulio (IESEG School of Management, Lille & UCL, LLN)
- Vandenbulcke Virginie (UCL, Mons)
- Zidda Pietro (FUNDP, Namur)

Total: 20 participants