

Center of Excellence on Consumers and Marketing Strategy (CCMS)

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

CCMS doctoral day

March 1st, 2013

UCL (Mons) – Ateliers des FUCaM (Rue des Sœurs Noires, 2 – 7000 Mons)

P R O G R A M M E

- 8.30 – 9.00 *Welcome*
- 9.00 – 9.40 **François Dessart** (UNamur): « Signaling prosociality through consumption »
- 9.40 – 10.20 **Anne-Laure Bartier** (UCL, LLN): « An initial step towards conceptualization and measurement of brand nostalgia »
- 10.20 – 10.40 **Thomas Leclercq** (UCL, Mons): « Collaborative marketing effects on communicational objectives »
- 10.40 – 11.00 *Break*
- 11.00– 11.40 **Julie Masset** (UNamur): « Tourist souvenirs: A life in motion »
- 11.40 – 12.20 **Max Bienfait** (USL, Bxl): « Stereotypes and perceived typicality: impact on B2C interpersonal relationships »
- 12.20 – 12.40 **Anouk den Ambtman** (UNamur): « Creating sustainable stakeholder value in service innovation: the role of portfolio decision-making »
- 12.40 – 13.40 *Lunch*
- 13.40 – 14.20 **Catherine Janssen** (UCL, LLN): « What’s so funny about fair trade? Consumer responses to humor in corporate social responsibility communication campaigns »
- 14.20 – 14.40 **Kristina Arteynan** (UCL, LLN): « Cultural differences and CSR communication »
- 14.40 – 15.00 **Justine Virlée** (UNamur): « Open innovation in services SMEs - A stakeholder perspective »
- 15.00 – 15.20 **Nadia Steils** (UNamur): « Antecedents and consequences of consumers' e-Learning processes »
- 15.20 – 15.50 *Break*
- 15.50 – 16.30 **Stéphanie Toussaint** (UCL, Mons): « Contextualization of consumption spaces: Collaborative workplaces and consumers' well-being »
- 16.30 – 16.50 **Céline Janssens** (UNamur): « Mobile applications and strategic marketing: Managerial and legal issues? »
- 16.50 – 17.10 **Catherine Sterpenich** (UCL, LLN): « The impact of mobile technologies on consumer shopping behavior »
- 17.10 – 18.00 *Closing drink – A look back at Marie Kindt & Medhi Gherbi's (UCL, Mons) experience*

LIST OF PARTICIPANTS

- Arteynan Kristina (UCL, LLN)
- Bartier Anne-Laure (UCL, LLN)
- Bienfait Max (USL, Brussels)
- Chumpitaz Ruben (Iéseg School of Management) – invited, to be confirmed
- Decrop Alain (UNamur)
- Demoulin Nathalie (Iéseg School of Management) – invited
- den Ambtman Anouk (UNamur)
- Derbaix Christian (UCL, Mons)
- Dessart François (UNamur)
- Ducarroz Caroline (UCL, Mons)
- Friedman Mike (UCL, Mons)
- Gherbi Mehdi (UCL, Mons)
- Hammedi Wafa (UNamur)
- Janssen Catherine (UCL, LLN)
- Janssens Céline (UNamur)
- Kindt Marie (UCL, Mons)
- Leclercq Thomas (UCL, Mons)
- Masset Julie (UNamur)
- Nisol Patricia (UNamur)
- Pecheux Claude (UCL, Mons)
- Sterpenich Catherine (UCL, LLN)
- Swaen Valérie (UCL, LLN)
- Steils Nadia (UNamur)
- Toussaint Stéphanie (UCL, Mons)
- Virlée Justine (UNamur)
- Zidda Pietro (UNamur)

Excused

- Bruneau Virginie (UCL, LLN)
- de Moerloose Chantal (UCL, LLN)
- Schuiling Isabelle (UCL, LLN)
- Vargas Braulio (ESAN, Lima & UCL, LLN)