

Center of Excellence on Consumers and Marketing Strategy (CCMS)

CCMS doctoral day

February 21st, 2014

(University of Namur – Rempart de la Vierge 8, 5000 Namur – 4th floor, room 401 “Camille Joset”)

PROGRAMME

8.30 – 9.00 *Welcome (with coffee & croissants)*

9.00 – 9.40 **Virginie Bruneau** (UCL, LLN): « Why do customer attitudes towards loyalty programs matter a lot? »

9.40 – 10.20 **Nadia Steils** (UNamur): « Antecedents and Consequences of Consumers' e-Learning Processes »

10.20 – 10.40 *Break*

10.40 – 11.20 **Marisa Muninger** (UCL, LLN): « Which marketing strategies for luxury brands in emerging countries? »

11.20 – 12.00 **Stéphanie Toussaint** (UCL, Mons): « Consuming space & producing places: Towards an understanding of liquid places experience »

12.00 – 13.30 *Lunch*

13.30 – 14.10 **Barbara Dupont** (UCL, LLN): « The determinants of consumer perceptions of Greenwashing »

14.10 – 14.50 **Thomas Leclercq** (UCL, Mons): « The role of Gamification in the online co-creation experience »

14.50 – 15.10 *Break*

15.10 – 15.50 **Justine Virlée** (UNamur): « Stakeholder engagement in health care new service development - Its impact on the co-creation of value »

15.50 – 16.30 **Kristina Arteynan** (UCL, LLN): « The effectiveness of CRM campaigns in a global context »

16.30 – 17.30 *Closing drink – A look back at Anne-Laure Bartier* (UCL, LLN) & **Max Bienfait's** (FUSL) *experience*

LIST OF PARTICIPANTS

- Arteynan Kristina (UCL, LLN)
- Bartier Anne-Laure (UCL, LLN)
- Bienfait Max (HEB, Brussels)
- Bruneau Virginie (UCL, LLN)
- de Moerloose Chantal (UCL, LLN)
- Decrop Alain (UNamur)
- Dupont Barbara (UCL, LLN)
- Friedman Mike (UCL, Mons)
- Kervyn Nicolas (UCL, LLN)
- Leclercq Thomas (UCL, Mons)
- Muninger Marisa (UCL, LLN)
- Pecheux Claude (UCL, Mons)
- Poncin Ingrid (UCL, Mons)
- Steils Nadia (UNamur)
- Swaen Valérie (UCL, LLN)
- Toussaint Stéphanie (UCL, Mons)
- Virlée Justine (UNamur)
- Zidda Pietro (UNamur)

Excused

- den Ambtman Anouk (UNamur)
- Derbaix Christian (UCL, Mons)
- Dessart François (UNamur)
- Ducarroz Caroline (UCL, Mons)
- Gherbi Mehdi (UCL, Mons)
- Hammedi Wafa (UNamur)
- Janssens Céline (UNamur)
- Masset Julie (UNamur)
- Nisol Patricia (UNamur)
- Schuiling Isabelle (UCL, LLN)