

Center of Excellence on Consumers and Marketing Strategy (CCMS)

CCMS doctoral day: Programme

February 27, 2015

Université catholique de Louvain, LLN campus

Auditoire BST 11 (au 1er étage de la nouvelle bibliothèque des Sciences)

Place Louis Pasteur (case D7, bâtiment 10 sur le plan annexé)

8.30 – 9.00 *Welcome*

9.00 – 9.15 **Etienne DENIS** (UCL, Mons): « Understanding the decision-making process of donators in the nonprofit sector : the new challenges»

9.15 – 9.30 **Jérôme Mallargé** (UNamur) : « Essays on Collaborative Consumption »

9.30 – 9.45 **Fanny Cambier** (UCL, LLN): « Towards a thesis topic definition around co-creation of value »

9.45 – 10.15 **Kristina Arteynan** (UCL, LLN): « The effectiveness of cause-related marketing campaigns in a global environment»

10.15 – 10.45 *Coffee Break*

10.45 – 11.15 **Virginie Bruneau** (UCL, LLN): « Active participation to loyalty programs: definition and measure»

11.15– 11.45 **Barbara Dupont** (UCL, LLN): « CSR communication and the skeptical consumer: An investigation of the roles of third-party labels and type of appeal across two product categories»

11.45– 12.15 **Justine Virlée** (UNamur): « Patient engagement in chronic disease management: impact on stakeholders' value co-creation »

12.15 – 13.30 *Lunch*

13.30– 14.00 **Marisa Muninger** (ICHEC, Bruxelles): « Value co-creation as innovation strategy: a sustainable growth driver for organizations? »

14.00– 14.30 **Thomas Leclercq** (UCL, Mons): « The role of gamification within the value co-creation experience »

14.30– 15.00 **Céline Janssens** (UNamur): « Mobile relationship marketing: how regulation affects firms' and consumers' attitudes and behaviours? »

15.00 – 15.30 *Coffee Break*

15.30 – 16.00 **Nadia Steils** (UNamur): « Antecedents and Consequences of Consumers' e-Learning Processes»

16.00 – 16.30 **Stéphanie Toussaint** (UCL, Mons): « Liquidity and Consumption: the experience of multi-functional places»

16.30 – 17.00 **François Dessart** (UNamur): « Too Conspicuous to be True: (Dis)honest Signals of Wealth and Prosociality in Consumption »

17.00 – 18.00 *Closing drink*

LIST OF PARTICIPANTS

Confirmed:

- Arteynan Kristina (UCL, LLN)
- Bartier Anne-Laure (UCL, LLN)
- Bruneau Virginie (UCL, LLN)
- Cambier Fanny (UCL, LLN)
- Charry Karine (IESEG) (invited)
- Decrop Alain (UNamur)
- Denis Etienne (UCL, Mons)
- Dessart François (UNamur)
- Dupont Barbara (UCL, LLN)
- Friedman Mike (UCL, Mons)
- Janssen Catherine (IESEG, Paris)
- Janssens Céline (UNamur)
- Kervyn Nicolas (UCL, LLN)
- Leclercq Thomas (UCL, Mons)
- Mallargé Jérôme (UNamur)
- Masset Julie (UNamur)
- Muninger Marisa (UCL, LLN)
- Schuiling Isabelle (UCL, LLN)
- Steils Nadia (UNamur)
- Swaen Valérie (UCL, LLN)
- Toussaint Stéphanie (UCL, Mons)
- Vanhamme Joëlle (EDHEC, Lille)
- Virlée Justine (UNamur)
- Zidda Pietro (UNamur)

To be confirmed

- Derbaix Christian (UCL, Mons)
- Ducarroz Caroline (UCL, Mons)
- Hammedi Wafa (UNamur)
- Nisol Patricia (UNamur)
- Pecheux Claude (UCL, Mons)
- Poncin Ingrid (UCL, Mons)