



22nd International Conference on Corporate and Marketing Communications
Challenges of Marketing Communications in a Globalized World

May 4-5, 2017

CONFERENCE PROGRAM

Thursday May 4

9.00 – 13:30		
& 14:30 – 18:00	Registration	<i>(Seminar M3, Facultad de Economía y Empresa [FEE])</i>
9.30 – 10.00	Official Inauguration	<i>(Salón de Actos, FEE)</i>
10.00 – 11.15	Competitive Papers. Parallel Session I	<i>(Ia: Salón de Actos; Ib: Seminar M5; Ic: Seminar M6)</i>
11.15 – 11.45	Coffee Break	<i>(Cafeteria, FEE)</i>
11.45 – 13.15	Meet the Editors	<i>(Salón de Actos, FEE)</i>
	<i>Prof. Shintaro Okazaki, Editor of the Journal of Advertising</i>	
	<i>Prof. Levent Altinay, Editor of the Service Industries Journal</i>	
	<i>Prof. Philip J. Kitchen, Editor of the Journal of Marketing Communications</i>	
	<i>Prof. Carlos Flavián, Editor of the Spanish Journal of Marketing-ESIC</i>	
13.15 – 15.15	Lunch	<i>(Paraninfo)</i>
15.15 – 16.30	Keynote Speakers	<i>(Salón de Actos, FEE)</i>
	<i>Prof. Shintaro Okazaki: When the earth trembles: Impact of Disaster Awareness Campaigns</i>	
	<i>Prof. Levent Altinay: Knowledge management and communication in Franchise Partnerships</i>	
16.30 – 17.00	Coffee Break	<i>(Cafeteria, FEE)</i>
17.00 – 19.00	Competitive Papers. Parallel Session II	<i>(IIa: Salón de Actos; IIb: Seminar M5; IIc: Seminar M6; IIc: Seminar M4)</i>
19:45 – 20.45	Wine Tasting	<i>(Hotel Palafox)</i>
21:00...	Gala Dinner and Award Ceremony	<i>(Hotel Palafox)</i>

Friday May 5

9.00 – 13:30	Registration	<i>(Seminar M3, FEE)</i>
09.00 – 11.00	Competitive Papers. Parallel Session III	<i>(IIIa: Salón de Actos; IIIb: Seminar M5; IIIc: Seminar M6)</i>
11.00 – 11.30	Coffee Break	<i>(Cafeteria, FEE)</i>
11.30 – 13.30	Competitive Papers. Parallel Session IV	<i>(IVa: Salón de Actos; IVb: Seminar M5; IVc: Seminar M6)</i>
13.30 – 16.00	Lunch & Closing Ceremony	<i>(Paraninfo)</i>
17.00 – 18.00	Visit to the Aljafería Palace	<i>(departure after the Closing Ceremony from Paraninfo)</i>
19:30 – 20.30	Guided Tour (Zaragoza city center)	<i>(Meeting Point: Plaza de España, fountain)</i>
20:30...	Tapas Tour	<i>(Meeting Point: Plaza de España, fountain)</i>

EXTENDED ACADEMIC PROGRAM

Official Inauguration. Thursday May 4. 09:30 – 10:00. Salón de Actos (FEE)

Session I(a). Thursday May 4. 10:00 – 11:15. Salón de Actos (FEE) Chair: Roger Bennett

Leader Brand Image: Effects on Intention to Vote for a Political Party	George G. Panigyrakis, Sofia T. Batsila
Investigating Internal Brand Identity of Political Brands in a Non-Party System	Christopher Pich, Dianne Dean, Louise Spry, Guja Armannsdottir
Creating a national identity through community relations: the context of a developing country	Linda Deigh, Maria Palazzo, Jillian Farquhar, Alfonso Siano

Session I(b). Thursday May 4. 10:00 – 11:15. Seminar M5 (FEE) Chair: Tamar Lahav

What drives helpfulness of online reviews in tourism? The role of emotions and empathy with the reviewer.	Enrique Bigné, Carla Ruiz, Rafael Currás
Equity Drivers and the Customer Experience: The Role of Social Effects	Lily Gao, Iguacel Melero, F. Javier Sese
Do uncertainty avoidance and individualism moderate the effects of perceived risk online and attitude towards a website on the loyalty in e-commerce?	Juan Miguel Alcántara-Pilar, Salvador del Barrio García, María Eugenia Rodríguez López, Lucia Porcu

Session I(c). Thursday May 4. 10:00 – 11:15. Seminar M6 (FEE) Chair: Alfredo Pérez

Conceptualizing communication management: definitions and perspectives	Trine Susanne Johansen, Marianne Grove Ditlevsen
A Communication Theoretical Critique of Knowledge Transfer – Theoretical Issues and Practical Problems	Peter Kastberg
Market Disorientation in a Legal Aid Economy	Stuart Carnell

Meet the Editors. Thursday May 4. 11:45 – 13:15. Salón de Actos (FEE) Chair: TC Melewar

Prof. Shintaro Okazaki	<i>Editor of the Journal of Advertising</i>
Prof. Levent Altinay	<i>Editor of the Service Industries Journal</i>
Prof. Philip J. Kitchen	<i>Editor of the Journal of Marketing Communications</i>
Prof. Carlos Flavián	<i>Editor of the Spanish Journal of Marketing-ESIC</i>

Keynote Speakers. Thursday May 4. 15:15 – 16:30. Salón de Actos (FEE) Chair: Philip J. Kitchen

Prof. Shintaro Okazaki	<i>When the earth trembles: Impact of Disaster Awareness Campaigns</i>
Prof. Levent Altinay	<i>Knowledge management and communication in Franchise Partnerships</i>

Session II(a). Thursday May 4. 17:00 – 19:00. Salón de Actos (FEE) Chair: Carlos Orús

Age as a sub-segmentation variable across the child population: difference between emotional responses to the toy-packaging	Manel Mzoughi, Joël Brée
Attitudes towards Comedic Violence in Ads: The moderating role of gender	Simon Manyiwa, Zhongqi Jin, Kathinka M Natvig
UK undergraduates' usage of marketing and media communications: market segments by mission group	Jane Hemsley-Brown
Understanding dimensions of creativity in advertising and their role in influencing consumer purchase decisions in the Indian context.	Mishita Jaiswal, Aishwarya Pandey, Avinash G. Mulky
Consumer perceptions and response toward co-designed packaging	Olfa Ammar, Polymeros Chrysochou, Imen Trabelsi Trigui

Session II(b). Thursday May 4. 17:00 – 19:00. Seminar M5 (FEE) Chair: Enrique Bigné

Marketing through smartphones: the role of customer satisfaction and prices	Josep M ^a Espinet Rius, Àlex Espinet Pérez-Muelas, Nela Filimon Costin
Supporting the consumer: How company initiated actions online help develop consumers' value creating behaviors	Luis V. Casaló, Jaime Romero
Understanding complaint channel choice in the omnichannel retailing era	Marta Frasquet, María-José Miquel
A Model of Consumer-Based Brand Equity (CBBE) for Global Fashion Brands	Yuksel Ekinci, Sebastian Molinillo, Arnold Japutra

Session II(c). Thursday May 4. 17:00 – 19:00. Seminar M6 (FEE) Chair: Christopher Pich

Building an IMC-friendly organisational environment: the role of clan and hierarchy culture types	Lucia Porcu, Salvador del Barrio-García, Juan Miguel Alcántara-Pilar
An investigation of waiters' occupational identity: Literature review and conceptual model	M.J. Jerez, TC Melewar, P. Foroudi
A critical examination of Onboarding theory and practice: contesting the resilient notion of "people processing"	Marianne Grove Ditlevsen Peter Kastberg
Investigating the Mediating Role of Customer Skepticism in the Perceived Food-Service Quality and Loyalty Model	Zia Khan, Mahum Basit, Asma Abid, Farah Farrukh, Muhammad S. Rauf

Session II(d). Thursday May 4. 17:00 – 19:00. Seminar M4 (FEE) Chair: Carla Ruiz Mafé

Customer Perception of the Integrated Marketing Concept (IMC): Testing a Theoretical Model with the Moderating Effect of Customer Relationship Management (CRM) in a Multi-Country Context	Vera Butkouskaya, Joan Andreu Llonch, María-del-Carmen Alarcón-del-Amo
Social Media Marketing for Promoting Tourism Industry in Georgia	Nugzar Todua
Analyzing Antecedents and Consequences of Multidimensional Green Brand Equity in Italy and Pakistan	Muhammad Ishtiaq Ishaq
Impact of Brand Trust, Loyalty and Perceived Fit on Brand Extension; A Study in the Context of Pakistani FMCG Companies	Talha Akhtar, T.C.Melewar, Costas Priporas, Zhongqi Jin
Advertising account planning in the Digital Age – the Israeli case	Dorit Zimand-Sheiner Amir Earon

Session III(a). Friday May 5. 09:00 – 11:00. Salón de Actos (FEE)

Chair: Philip J. Kitchen

Tell me with passion: The interplay between review valence and emotionality on product and review evaluations	Carlos Orús, Sergio Ibáñez Sánchez, Elena Lobera
Beyond consumer-brand relationships: a critical approach to attachment, love and engagement empirical models	Mónica Gómez-Suárez
Why e-WOM communication should be managed: A behavioral model applied to hospitality managers	Carmen Berne Manero, Andreea Ciobanu, Marta Pedraja Iglesias
Reconsidering the Boomerang Effect: When good eWOM truly hurts and bad eWOM really sales	Wolfgang Weitzl, Sabine Einwiller
Social Media Brand Communication Amongst Generation Y: A Research Agenda	Yuna Kan, Charles Dennis, TC Melewar, Pantea Foroudi

Session III(b). Friday May 5. 09:00 – 11:00. Seminar M5 (FEE)

Chair: Mrugank Thakor

The effectiveness of high arousal placement in online video advertising formats	Daniel Belanche, Alfredo Pérez-Rueda
Application of neuroscientific techniques to assess the effectiveness of short audiovisual clips in the field of social advertising	Maurizio Mauri, Anna Missaglia, Andrea Ciceri, Giulia Songa, Victoria Capoferri, Rita Laureanti, Vincenzo Russo
Emotion and attention to 360-degrees ads	Jaime Guixeres, Enrique Bigne, M.C. Castellanos, José Manuel Ausín
Using YouTube into brand communication - videos with product placement	Jacek Wasilewski, Agata Kostrzewa, Przemysław Siewior
Television viewing theories: a taxonomy based on an economic perspective	Elvira Sáez-González, Juan Carlos Gázquez-Abad, José Luis Ruiz-Real

Session III(c). Friday May 5. 09:00 – 11:00. Seminar M6 (FEE)

Chair: Sebastián Molinillo

A Critical View of Cause-Related Marketing Communication: the Effect of Pinkwashing on Consumer Behaviour	Maria Elena Aramendia-Muneta, Patrizia de Luca
Micro charities' use of unpaid assistance in the management of their marketing communications	Roger Bennett, Rita Kottasz
Corporate ethical values: perception and communication in the telecommunication sector. What could managers do differently?	Kalliopi Antoniadou, Anastasios Panopoulos
The effect of objective persuasion knowledge on Israeli adolescents' trust and ethical attitudes towards native advertising	Dorit Zimand-Sheiner, Tamar Lahav
Ubuntu as moral philosophy for ethical public relations practice in communal contexts A South African perspective	Sonja Verwey, Clarissa Muir

Session IV(a). Friday May 5. 11:30 – 13:30. Salón de Actos (FEE)

Chair: Levent Altınay

Impact of Social Media Marketing on Online Customer Behavior (Georgian Case)	Charita Jashi
The impact of market oriented strategies in sustainable tourism of archaeological sites	Nuria Recuero Virto, M ^a Francisca Blasco López, Jesús García-Madariaga, Joaquín Aldas Manzano
An Examination of the Interplay between Satisfaction, Engagement and User Generated Content in the Field of Touristic Events	María-José Gómez-Aguilella, John Cardiff
The application of gamification in electronic markets: could this be a way to increase loyalty of existing customers and attract new customers?	Yioula Melanthiou, Ioanna Pappasolomou
The ethics of food and beverage advertising	Avinash G Mulky, Pavithra Mutyap, Sudipta Das

Session IV(b). Friday May 5. 11:30 – 13:30. Seminar M5 (FEE)

Chair: Dorit Zimand

Celebrity endorsement: Factors influencing the Purchase Intentions of endorsed brands' products.	Manuel Cuadrado, Eduardo Fons-D'Ocon, María-José Miquel-Romero
Examining the effects of celebrity trust on other credibility constructs and on corporate image: review of literature and implications	Shahzeb Hussain, TC Melewar, Costas Priporas, Pantea Foroudi
Should we extend brickbats or bouquets to Marketing A note amid the rising cacophony of communications	Philip J. Kitchen
Communicating Value to Customers: The role of price	Mrugank Thakor, Yonglan Liu
The Impact of Brand Logo Changes on Firm Performance	Wonjoo Yun, Joonho Lim, Reo Song

Session IV(c). Friday May 5. 11:30 – 13:30. Seminar M6 (FEE)

Chair: Yuksel Ekinci

One advertisement, two different responses: The influence of the medium for the communication of CSR activities on consumer loyalty	Pere Mercadé-Melé, Sebastian Molinillo Jiménez, Antonio Fernández-Morales
Communicating corporate social responsibility to consumers: a sequential decision framework	Sofía López-Rodríguez
Social commitment or self-interest? Effect of responsible practices performance motivations of firms on the consumer decision-making process	César Sahelices-Pinto, Ana Lanero-Carrizo, José Luis Vázquez-Burguete
A cross-cultural analysis of bank reputation in the United Kingdom and Spain	Belén Ruiz, Juan A. García
Aligning corporate social responsibility with organizational identity and image	Patricia Martínez, Andrea Pérez, Ignacio Rodríguez del Bosque

VENUE

Facultad de Economía y Empresa (Universidad de Zaragoza)
Gran Vía 2, 50.005, Zaragoza (Spain)

ORGANISING COMMITTEE

Prof. Carlos Flavián Blanco
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