

EMCB 2022 Conference Programme

Day 1: May 30, 2022

8.30 – 16.00	Registration desk opened
8.30 – 9.00	Morning coffee
9.00 – 10.30	Early stage researchers 1 & Session 1
10.30 – 11.00	Coffee break
11.00 – 12.30	Early stage researchers 2 & Session 2
12.30 – 13.30	Lunch
13.30 – 14.00	Opening ceremony
14.00 – 15.30	AMA panel (moderated by Professor Aric Rindfleisch)
15.30 – 15.45	Coffee break
15.45 – 17.15	EAA/AAA panel (moderated by Professor Charles Taylor)
18.15 -	City tour
19.00 -	Conference dinner

Day 2: May 31, 2022

8.30 – 12.00	Registration desk opened
8.30 – 9.00	Morning coffee
9.00 – 10.30	Session 3 & Session 4
10.30 – 10.45	Coffee break
10.45 – 12.00	Session 5
12.00 – 13.00	Lunch
13.00 – 14.15	Session 6
14.15 – 14.30	Coffee break
14.30 – 15.30	EMAC panel (moderated by Professor Maja Zalaznik)
15.30 – 16.00	Conference closing

EMCB 2022 Conference Programme (virtual)

Day 1: May 30, 2022

- | | |
|---------------|---|
| 9.00 – 10.30 | Early stage researchers 1 & Session 1 |
| 11.00 – 12.30 | Early stage researchers 2 & Session 2 |
| 13.30 – 14.00 | Opening ceremony |
| 14.00 – 15.30 | AMA panel (moderated by Professor Aric Rindfleisch) |
| 15.45 – 17.15 | EAA/AAA panel (moderated by Professor Charles Taylor) |

Day 2: May 31, 2022

- | | |
|---------------|---|
| 9.00 – 10.30 | Session 3 & Session 4 |
| 10.45 – 12.00 | Session 5 |
| 13.00 – 14.15 | Session 6 |
| 14.30 – 15.30 | EMAC panel (moderated by Professor Maja Zalaznik) |
| 15.30 – 16.00 | Conference closing |

EMCB 2022 Conference Programme – Day 1

Parallel session

May 30, 2022

9.00 – 10.30 (CET)

Room: P120, SEB LU

Early stage researchers (online with transmission at SEB LU)

Session chair: Professor Marin A. Marinov

Discussant: Professor Naresh K. Malhotra

(1) Understanding sale promotion technique & integrated innovation in e-commerce platform: Case of Thailand

Malin Hanjeerapanya & Yupin Patarapongsant

(2) The role of memorable experiences in sponsorship relationships

Urša Fink

(3) Corporate sport sponsorships and employee outcomes in sponsor organizations

Marko Mlakar

(4) How Do Individual Characteristics Stimulate Early-Stage High-Growth Entrepreneurship Activities? A Multilevel Analysis

Michael Mazur

EMCB 2022 Conference Programme – Day 1 *Parallel session*

May 30, 2022

9.00 – 10.30 (CET)

Room: P119, SEB LU

Branding (live with transmission online)

Session chair: Professor Maja Konečnik Ruzzier

(1) What does a brand mean when it's loved?

Anna Ivanova, Stavros Kalafatis & Lesley Ledden

(2) Communication tools and brand equity building in emerging market

Maja Konečnik Ruzzier & Nuša Petek

(3) From green perceptions to brand satisfaction – exploring the role of brand experience in the camping sector

Tea Silvia Vlahovic-Mlakar & Durdana Ozretic-Dosen

EMCB 2022 Conference Second best paper

(4) The integrated sub-district economic and social upgrading: A case of COVID-19 recovery through place branding in Thailand

Pamela Panida Wichiramala & Yupin Patarapongsant

EMCB 2022 Conference Programme – Day 1 *Parallel session*

May 30, 2022

11.00 – 12.30 (CET)

Room: P119, SEB LU

Early stage researchers (live with transmission online)

Session chair: Professor Rajiv Vaidyanathan

Discussant: Professor Marin A. Marinov

(1) Assessing the model for consumer's evaluation of brand value – comparison of consumer's and financial evaluation

Natalija Rebrica, Andraž Petrovčič & Urška Tuškej Lovšin

(2) A study of cultural differences in reactance towards assertive green advertising in Austria and China

Thomas Freudenreich & Elfriede Penz

(3) Impact of destination attributes and destination experiential values on tourist's perceived destination coolness

Ankita Sahai & Abhishek Mishra

(4) An exploratory study on chatbots in business-to-business: Drivers of chatbot usage and its effect on professional relationship

Sara Maga & Mateja Bodlaj

EMCB 2022 Conference Programme – Day 1 *Parallel session*

May 30, 2022

11.00 – 12.30 (CET)

Room: P120, SEB LU

Marketing communications (online with transmission at SEB LU)

Session chair: Professor Barbara Culiberg

(1) Source credibility, argument quality and social media usage in intention to enroll in university in Vietnam: A conceptual framework

Thi Que Huong Hoang, Dang Thi Uyen Thao, Khoa T. Tran & Tri D. Le

(2) „I guess they should know better than listen to me!“ Neutralization Techniques Used by Social Media Influencers

Nina Grgurić Čop & Barbara Culiberg

(3) The effects of design features and interactivity of digital signage on shoppers behaviour: the mediated effect of favorable perceptions of the mall environment

Sfiso Mahlangu, Thérèse Roux & Mnelisi Xaba

(4) Celebrity – based food marketing on Instagram: The case of Z generation consumers in Northern Greece

Eva Kalaitzidou & Karamanos Anastasios

EMCB 2020 Conference Programme – Day 1

May 30, 2022

13.30 – 17.15 (CET)

Room: P119, SEB LU

- | | |
|---------------|---|
| 13.30 – 14.00 | Opening ceremony |
| 14.00 – 15.30 | AMA panel (moderated by Professor Aric Rindfleisch) |
| 15.45 – 17.15 | EAA/AAA panel (moderated by Professor Charles Taylor) |

EMCB 2022 Conference Programme – Day 2

Parallel session

May 31, 2022

09.00 – 10.30 (CET)

Room: P120, SEB LU

COVID-19 and consumer behavior (online with transmission at SEB LU)

Session chair: Professor Tomaž Kolar

(1) Consumer perception of risk and behavior change intentions: evidence from Covid-19 pandemic

Katica Vahidin & Maja Arslanagic-Kalajdzic

(2) Measuring the mediating role of Perceived Health Risk on Customer Experience and Customer Satisfaction: Evidence from the Airline Industry in India during COVID-19

Smitha Girija, Devika Rani Sharma & Pratima Merugu

(3) Role of COVID-19 caller tune in Intention to get vaccinated: An Application of HBM

Oly Mishra, Smitha Girija & Jyothsna Mallela

(4) Factors influencing the adaption implementation of telehealth during the COVID-19 pandemic

Ildikó Kemény, Aliz Székely, Ádám Konstantin Rojkovich, Zsuzsanna Kun & Judit Simon

EMCB 2022 Conference Programme – Day 2 *Parallel session*

May 31, 2022

09.00 – 10.30 (CET)

Room: P119, SEB LU

Context specific issues (hybrid)

Session chair: Professor Mateja Kos Koklič

(1) Individual and societal drivers of digital piracy and rationalization: a comparison of the United States and Slovenia

Mateja Kos Koklic, Monika Kukar-Kinney & Irena Vida

(2) The decision-making process of university selection: A longitudinal study proposal

Tri D. Le, Tan T. Nguyen, Nhi V. Le, Khoa T. Tran & Thi Que Huong Hoang

(3) *Challenges on the Slovenian housing market: potential of micro-apartments for young people*

Mateja Kos Koklic & Marko Tomazin

(4) The U-Shape Relationship between Customer Involvement and Competitiveness: How Service Firms Manage Involvement Capability in Emerging Markets

Thomas Anning-Dorson

EMCB 2022 Conference Best paper

EMCB 2022 Conference Programme – Day 2

May 31, 2022

10.45 – 12.00 (CET)

Room: P119, SEB LU

International Marketing (live with transmission online)

Session chair: Professor Barbara Čater

(1) Adversity advantages of Emerging Markets Multinationals Corporations.
Systematic Literature Review.

Viktoriya Zipper & Patricia Vonblon

(2) Exoticism as an asset to emerging market tourism

*Michele Candeloro, Roberto Antonio Rodrigues Soares, Luiz Fernando Pinheiro
Giannecchini & Vivian Iara Strehlau*

(3) Marketing capabilities and export venture performance: serial mediation
effect

Mateja Bodlaj, Maja Arslanagic-Kalajdzic & Barbara Čater

EMCB 2022 Conference Programme – Day 2

May 31, 2022

13.00 – 14.15 (CET)

Room: P119, SEB LU

Branding (online with transmission at SEB LU)

Session chair: Professor Mateja Bodlaj

(1) How brand communication and brand personality shape consumer loyalty?

Emilija Heleta Svrakic & Maja Arslanagic-Kalajdzic

(2) Desired sensory branding strategies in-store versus online: The skincare industry

Gabriella Berman, Adéle Potgieter & Madele Tait

(3) Effective Start For The Online Reinforcement Branding Aka Marketing Innovation As An Answer To The New Normal And Other Unexpected Events.

Ania A Drzewiecka

EMCB 2020 Conference Programme – Day 2

May 31, 2022

14.30 – 16.00(CET)

Room: P119, SEB LU

14.30 – 15.30 EMAC panel (moderated by Professor Maja Zalaznik)

15.30 – 16.00 Conference closing