

Conference Day 1: Friday, May 02, 2014

08.30 – 09.00

Check-in:

Location: IPAM Aveiro – Reception (ground floor)

09:00 - 09:15

Opening session:

Location: IPAM Aveiro - Auditório (ground floor)

Conference Organizers: Irina Saur-Amaral (IPAM - The Marketing School), José Machado (IPAM – The Marketing School)

09:15 - 10:00

Luminary Session: Communities of Practice @ COTEC

Location: IPAM Aveiro - Auditório (ground floor)

Luminary Speaker: Isabel Caetano (COTEC)

10:00 - 10:45

Luminary Session: University-based Entrepreneurship: Case of University of Porto

Location: IPAM Aveiro - Auditório (ground floor)

Luminary Speaker: Carlos Brito (University of Porto & UPTEC)

10:45 – 11:00

Coffee-break

For registered authors and workplace innovation only, please...bring your badges!

Location: IPAM Aveiro – Top Floor

11:00 - 13:00

Special Track Workplace innovation - Morning: Location: IPAM Aveiro - Room 12 <i>Session Chair: Steven Dhondt</i>	Innovation, Entrepreneurship and Tourism. English-speaking session. Location: IPAM Aveiro - Room 11 <i>Session Chair: Anabela Marcos</i>	Holistic session. Portuguese-speaking session. Location: IPAM Aveiro - Auditório (ground floor) <i>Session Chair: Cidália Neves</i>
Frank Pot: concepts, research, programmes in Europe	Facilitating the diffusion of an innovation via action research – Case Angry Birds retroreflectors in Africa Henri Simula, Aalto University	Sapiens Parque: DNA de marca e nova Identidade Visual sob a perspectiva do Branding Patrick Veiga; Luiz Salomão Gomez, UFSC
Steven Dhondt: EUWIN, objectives, participants, activities	Innovation and Internationalization: a literature review (Work in Progress) Luís Barros, ESTGF; Maria Teresa Barros, Porto Polytechnic - ESTGF, CIICESI; Alexandra Braga, ESTGF	O poder de uma marca para além do seu valor patrimonial Sara Nunes; Júlia Fragoso da Fonseca, ESTTM - GITUR - IPL
Maria José Sousa, Universidade Europeia: Organizational innovation in Vulcano	Spatiotemporal behaviour of urban multi-attraction tourist: does distance travelled from country of origin make a difference? Ana Caldeira; Elisabeth Kastenzholz, Universidade de Aveiro	(Educ)Ação no empreendedorismo: uma abordagem Teresa Tiago; Sandra Faria; João Couto, University of the Azores
Paulo Silva, CEO of Powerblades, subsidiary of Senvion	The effects of individual characteristics over the entrepreneur decision approach Joao Azambuja; Luis Lages, Nova SBE, UNL	Ethnocentric buyer behavior and wiliness to pay: Azorean evidences Teresa Tiago; Flávio Tiago; Maria Vieira, University of the Azores
Manuel Eugénio, Country Manager Portugal, Philips Portuguesa S.A. Ricardo Ken Fujihara, Empresa Brasileira de Correios e Telégrafos & Universidade de Brasilia Wrap-up	Entrepreneurs in rural tourism – lifestyle versus business orientation Conceição Cunha; Elisabeth Kastenzholz, Maria João Carneiro, Universidade de Aveiro	Atributos influenciadores da utilização do canal on line para a realização de transação bancária: um estudo em um banco público brasileiro Lygia Nascimento; Caissa Sousa, Faculdade Novos Horizontes

13:00 - 14:00

Buffet Lunch

For registered authors and workplace innovation only, please...bring your vouchers and your badges!

Location: IPAM Aveiro – Ground Floor (Back Yard – if it rains, staff will tell you the new location)

14:00 - 16:00

Special Track Workplace innovation - Afternoon: Location: IPAM Aveiro - Room 12 <i>Session Chairs: Pedro Mota Soares (under confirmation), Peter Totterdill</i>	Communication and Brands. English-speaking session. Location: IPAM Aveiro - Room 11 <i>Session Chair: Celina Gonçalves</i>	Holistic session. Spanish/Portuguese-speaking session. Location: IPAM Aveiro - Auditório (ground floor) <i>Session Chair: Sara Nunes</i>
Peter Totterdill: the case for workplace innovation and animated video	<i>Determinants of communication in the insurance industry</i> Anabela Marcos; Arnaldo Coelho, Faculdade de Economia de Coimbra	<i>Aceptación de innovaciones comerciales por parte de los consumidores. Aplicación al etiquetado de vino</i> Ramo Barrena; Teresa Garcia; Cristina Madorran, Universidad Publica de Navarra
Antonio Coral: Example of workplace innovation and support by provincial government	<i>Corporate brand identity measurement in higher education</i> Maria Teresa Barros, Porto Polytechnic - ESTGF, CIICESI; F. Vitorino Martins; Hortênsia Barandas, FEP - University of Porto	<i>Evaluación de los factores explicativos de la propensión a viajar de los senior</i> Nieves Losada; Elisa González; Trinidad Dominguez, Universidad de Vigo
Pedro Quintela, Business Unit Manager Jason Associates	<i>Examining the impact of brand equity on consumer behavior and the mediating role of customer satisfaction</i> Meena Rambocas, University of the West Indies; Paul Dion, Susquehanna University; Vishnu Kirpalani; Errol Simms, University of the West Indies	<i>The recovery paradox in the hospitality industry: an empirical analysis</i> David Martín-Consuegra; Estrella Díaz; Arturo Molina; Mar Gómez, University of Castilla-La Mancha
Manuel Ortigao, EUROFOUND, Dublin: European Company Survey, workplace innovation	<i>Pricing and Brands: A Neuromarketing Study</i> Cristina Conceição; Carlos Freitas, Instituto Superior Técnico; Teresa Paiva, CENC - Centro de Encefalografia e Neurofisiologia Clínica	<i>Corporate Reputation: The Result of the Interaction Between Reporting to Stakeholders and Industry</i> Andrea Pérez; María Del Mar García de los Salmones; Carlos López, University of Cantabria
Policy Forum: Pedro Mota Soares (under confirmation), António Pego, AEP, António Pinheiro, UGT, Peter Totterdill, Antonio Coral, Pedro Quintela, Manuel Ortigao	<i>Content analysis of using core competence on advertising for automobile industry</i> Mehmet Kiziloglu; Tamer Baran, Pamukkale University	<i>Do you see just a package or the beginning of brand identity?</i> Mar Gómez; David Martín-Consuegra; Arturo Molina, University of Castilla-La Mancha

16:00 – 16:15

Coffee-break

For registered authors and workplace innovation only, please...bring your badges!

Location: IPAM Aveiro – Top Floor

16:15 - 17:45

<p>Special Track Workplace innovation - Networking: Location: IPAM Aveiro - Room 13 <i>Moderators: Steven Dhondt, Peter Totterdill, Irina Saur-Amaral</i></p>	<p>Consumer Behaviour. English-speaking session. Location: IPAM Aveiro - Room 11 <i>Session Chair: Teresa Barros</i></p>	<p>Holistic session. Portuguese-speaking session. Location: IPAM Aveiro - Auditório (ground floor) <i>Session Chair: Teresa Aragonéz</i></p>
	<p><i>Original and Generic Drugs: A Neuromarketing Study of Consumer Decision-Making</i> Diana Sanches Silva; Carlos Lucas de Freitas, Instituto Superior Técnico; Teresa Paiva, CENC - Centro de Encefalografia e Neurofisiologia Clínica</p>	<p><i>The Creating Process and Marketing Management: an approach to tourism</i> Bruno Sousa, IPCA</p>
	<p><i>Members retention in fitness clubs: Study of expectations, positioning, well-being and satisfaction</i> Celina Gonçalves, Polytechnic Institute of Braga; Abel Correia; Ana Diniz, University of Lisbon</p>	<p><i>[con]centração - Projeto Multidisciplinar de Revitalização do Centro Histórico de Braga</i> Gisela Faria; Sílvia Araújo, Universidade do Minho</p>
	<p><i>Wine consumption behaviors: Involvement, Lifestyles, Risk and attributes</i> Miguel Sanches; Cláudia Seabra; José Abrantes; Margarida Vicente, Polytechnic Institute of Viseu</p>	<p><i>Benefícios e motivações das empresas que implementam práticas socialmente responsáveis</i> Carla Gabriel, Pedro Ferreira, IPAM Aveiro</p>

21:00 – ...

Gala Dinner

For registered authors or Accompanying Registered Partners...bring your dinner voucher and badges!

Location: Tia Micas (Aveiro city – close to Forum Aveiro and Fresh Vegetables Market “Manuel Firmino” and Casa da Juventude)

Conference Day 2: Saturday, May 03, 2014

09:15 - 10:45

	<p>Consumer Behaviour & Experience. <u>English-speaking session.</u> Location: IPAM Aveiro - Room 11 Session Chair: Ana Maria Soares</p>	<p>Holistic session. <u>Portuguese-speaking session.</u> Location: IPAM Aveiro - Auditório (ground floor) Session Chair: Sara Nunes</p>
	<p><i>Consumer-company networks: A study of collaborative practices in brazil</i> Dora Kaufman, Universidade de São Paulo</p>	<p><i>Ações governamentais de sustentabilidade ambiental como propulsoras do empreendedorismo na Administração Pública</i> Tiago Niwa; Isaura de Lima, UTFPR</p>
	<p><i>Attendees Motivation, Experience and Outputs in Toastmaster Conference</i> Carmen Marques, Universidade de Aveiro; Irina Saur-Amaral, IPAM Lab Aveiro; Joaquim Borges Gouveia, Universidade de Aveiro</p>	<p><i>Descentralização de serviços públicos em Portugal continental – a eficácia dos PAC</i> Paula Fernandes, Polytechnic Institute of Bragança & NECE & UNIAG; Fátima Fontoura, Polytechnic Institute of Bragança</p>
	<p><i>The Consumer Behaviour of New and Used Cars in Brazil and Portugal</i> Rodrigo Coimbra, Porto University; Carlos Brito, FEP; Danilo Sampaio, Federal University of Juiz de Fora (UFJF-Brazil)</p>	<p><i>Identification of critical success factors in the development of strategies that maximize customer's satisfaction</i> Paula Fernandes*, Polytechnic Institute of Bragança & NECE & UNIAG; Hélder Ferreira, Polytechnic Institute of Bragança</p>

10:45 - 11:00

Coffee-break

For registered authors only, please...bring your badges!

Location: IPAM Aveiro – Top Floor

11:00 - 11:45

Luminary Session: AM The Experience Group - "Creating Happiness"

Location: IPAM Aveiro - Auditório (ground floor)

Luminary Speakers: Pedro Martins, Humberto Duarte, Pedro Mendes (AM TEG)

11:45 - 12:30

Luminary Session: Caetanobus, Innovating for the future

Location: IPAM Aveiro - Auditório (ground floor)

Luminary Speaker: Rodrigo Coelho (Caetanobus)

12:30 - 13:30

Buffet Lunch

For registered authors only, please...bring your vouchers and your badges!

Location: IPAM Aveiro – Ground Floor (Back Yard – if it rains, staff will tell you the new location)

13:30 - 14:15

Luminary Session: Playing our daily Activities out; a Study of Gamification

Location: IPAM Aveiro - Auditório (ground floor)

Luminary Speaker: Alexander Kofinas (University of Bedfordshire)

14:15 - 16:15

<p>Visualization & Fashion Branding: Portuguese-speaking session. Location: IPAM Aveiro - Room 12 Session Chair: Manuel Gouveia</p>	<p>Innovation and Markets. English-speaking session. Location: IPAM Aveiro - Room 11 Session Chair: Meena Rambocas</p>	<p>Holistic session. Portuguese-speaking session. Location: IPAM Aveiro - Auditório (ground floor) Session Chair: Pedro Mendes</p>
<p>Storytelling in Fashion Brands: Communication and value creation Vanessa Monteiro, IADE; Luiz Salomão Gomez, UFSC</p>	<p>Innovation in Services - Exploring the Role of Innovations Intermediaries Manuela Pinto, FEP; Irina Saur-Amaral, IPAM Lab; Carlos Brito, FEP</p>	<p>Análise do comportamento do consumidor nas compras online: um estudo na cidade de Belo Horizonte/ Brasil Lygia Nascimento; Caissa Sousa, Faculdade Novos Horizontes</p>
<p>A linguagem do vestuário e a influência da globalização sobre a mesma Plácida Mendes; Madalena Pereira, Universidade da Beira interior</p>	<p>Internal marketing and its impact in market orientation of Brazilian companies Ana Soares; Iara Morais, University of Minho</p>	<p>Modelização dos determinantes da utilização das redes sociais Isabel Santos; Nuno Fortes, Instituto Politécnico de Coimbra – ESTGOH</p>
<p>Rebranding de marcas de Moda - a importância das identidades visuais Ana Vanessa Santos; Liliana Ribeiro; Rui Miguel, Universidade da Beira Interior</p>	<p>Luxury Market Architecture and Its Evolution: Case of Portuguese Tailoring Cidália Neves, IPAM Lab Aveiro; Mariana Teixeira, IPAM Lab Aveiro</p>	<p>Dimensões da inovação organizacional: análise de modelos, normas e prêmios de inovação adotados por organizações brasileiras Pedro Resende Jr*, UnB</p>
<p>O comportamento visual enquanto ferramenta de medição do brand placement nos videojogos Nuno Pinho; Ferrão Filipe, IPAM Porto</p>	<p>The Communication role in the Execution Premium Process José Machado, IPAM Lab Aveiro</p>	<p>Marketing do território do parque das nações – Diagnóstico da população residente do Parque das Nações - Rua da Centieira Rita Carvalho*, ESAI</p>
	<p>Taxation of E-Commerce In Turkey Nagihan Özkanca Andıç; Ayça Karahan, Pamukkale University</p>	<p>Das Beiras para o Centro: a imagem da Região Centro junto dos seus habitantes Manuel Gouveia, IPAM Lab; Teresa Aragonez, IPAM Lab; Irina Saur-Amaral, IPAM Lab</p>

16:15 – 16:30

Coffee-break

For registered authors only, please...bring your badges!

Location: IPAM Aveiro – Top Floor

16:30 - 17:30

	<p>Specific Industries. English-speaking session. Location: IPAM Aveiro - Room 11 <i>Session Chair: Manuel Gouveia</i></p>	<p>Relationship Marketing. Portuguese-speaking session Location: IPAM Aveiro - Auditório (ground floor) <i>Session Chair: Teresa Aragonez</i></p>
	<p><i>Portuguese consumer behavior in the demand of agricultural products</i> Vítor Martinho, ESAV</p>	<p><i>Retorno dos relacionamentos - ROR- a importância para as empresas</i> Júlia Fragoso da Fonseca; Sara Nunes, ESTTM - GITUR - IPL</p>
	<p><i>Impact of the recent economic crisis on organizational and marketing innovations: The case of the food, beverages and agriculture sectors</i> Ferdaous Zouaghi; Mercedes Sánchez, Universidad Pública de Navarra</p>	<p><i>O Marketing de Relacionamento Bancário sob a perspectiva do cliente interno em onze agências no Brasil</i> Roberto Toffano; Danilo Sampaio*, Federal University of Juiz de Fora (UFJF-Brazil); André Fagundes, Federal University of Uberlândia (UFU-BRAZIL); Caissa Sousa, Faculdade Novos Horizontes; Rodrigo Coimbra, Porto University</p>

17:30 - 18:00

Conference Official Closing Session:

Location: IPAM Aveiro - Auditório (ground floor)

Conference Organizers: Irina Saur-Amaral (IPAM - The Marketing School), José Machado (IPAM – The Marketing School)