

Conference Day 1: Friday, May 1, 2015

09.00 – 09.15

Check-in:

Location: IPAM Aveiro – Reception (ground floor)

09:15 - 09:30

Opening session:

Location: IPAM Aveiro – Room 13 (1st floor)



ICIEMC 2015: Irina Saur-Amaral, Head of IPAM - The Marketing School - Aveiro

Short context: Welcome session: IPAM – The Marketing School, IPAM Lab – Research Unit in Marketing and Consumption, & Laureate International Universities. Conference mission, special moments & practicalities (Luminary Speakers, lunches, coffee-breaks, Gala dinner, presentations and session moderation, prizes and publication opportunities).

09:30 - 11:00: Parallel Sessions

Parallel sessions:

Location: IPAM Aveiro – Room 11 & 12 (1st floor)

09:30 - 11:00: Parallel Sessions

Parallel sessions:

Location: IPAM Aveiro – Room 11 & 12 (1st floor)

<p>◦Relationship Marketing and Costumers. English-speaking session. Location: IPAM Aveiro - Room 11 Session Chair: Pedro Mendes</p>	<p>Firms: Competitiveness, Innovation and Internationalization. Portuguese-speaking session. Location: IPAM Aveiro - Room 12 Session Chair: Manuel Gouveia</p>
<p><i>The Relationships between Portuguese Banks and Their Customers in a Recessiary Context</i> Hélia Pereira; Maria de Fátima Salgueiro; Paulo Nunes, All from ISCTE-IUL</p>	<p><i>Modos de entrada em mercados internacionais: a internacionalização de empresas portuguesas para o Brasil</i> Antonio Samuel Souza Teixeira; Ana Soares, Both from University of Minho</p>
<p><i>Towards a Model of Reactivation of Relationships with Customers</i> Luísa Lopes, IPB; Carlos Brito, FEP; Helena Alves</p>	<p><i>Empreendedorismo e marketing: um estudo no segmento de bares de Belo Horizonte/MG, Brasil</i> Jefferson Pereira; Leonardo Rezende; Caissa Sousa; Sarah Silva; Eduardo Batista, All from Faculdade Novos Horizontes</p>
<p><i>Satisfaction and Loyalty of Customers of a Financial Institution: A Case Study</i> Paulo Madaleno, Polytechnic Institute of Bragança; Paula Fernandes, Polytechnic Institute of Bragança & NECE & UNIAG; Jorge Alves, Polytechnic Institute of Bragança</p>	<p><i>O comportamento do consumidor brasileiro e português quanto ao estado de uso de automóveis</i> Rodrigo Coimbra, Porto University; Carlos Brito, FEP; Danilo Sampaio*, Federal University of Juiz de Fora (UFJF-Brazil)</p>
<p><i>The university-enterprise relationship perspective. A SME-based study</i> António Moreira; Ana Carolina Vallejo, Both from University of Aveiro</p>	<p><i>“Qualidade em Serviços Turísticos: uma pesquisa exploratória com visitantes ao Brasil durante a Copa do Mundo de Futebol de 2014”</i> Lygia Nascimento; Caissa Sousa; Jefferson Pereira; Natalia Bueno; Leonardo Rezende, All at Faculdade Novos Horizontes</p>

11:00 – 11:15

Coffee-break & Networking

For registered authors and Luminary Speakers only, please...bring your badges and your coffee-break voucher!

Location: IPAM Aveiro – Top Floor

11:15 – 12:00

Luminary Session: Adaptation, Altruism, System of believes, Coincidence, Fun, Spirit....Ups it should be about Creativity & Art!

Location: IPAM Aveiro - Room 13 (1st floor)



Luminary Speaker: Prof. Américo Mateus – IADE – Creative University

Short context: Prof. Américo Mateus will try to make people think about creativity and even Art under the layers of Buzzwords...and focus on the difficult layers of creativity knowledge that either blocks you to be creative or that are difficult to "change" when a company for example is trying to create a creative culture...

12:00 - 12:45

Luminary Session: Micro I/O: Technological Innovation in Entrepreneurial Context

Location: IPAM Aveiro - Room 13 (1st floor)



Luminary Speaker: Prof. José Alberto Fonseca – Founder of Micro I/O

Short context: Prof. José Alberto Fonseca will share the entrepreneurial story of Micro I/O, from Start-up to the successful company it is today, speaking of the role of technology and the importance of university-industry relationship for knowledge building and differentiation.

12:45 – 14:00

Buffet Lunch & Special Networking Moment (our staff will let you know once the moment starts – prepare to interact with your peers!)

For registered authors and Luminary Speakers only, please... bring your badges and your lunch voucher!

Location: IPAM Aveiro – Ground Floor (Back Yard – if weather does not cooperate, our staff will tell you the new location)

14:00 - 14:45

Luminary Session: Naming and shaming: The Dark Side of Sales Teams' Motivation

Location: IPAM Aveiro - Room 13 (1st floor)



Luminary Speaker: Prof. João Vieira da Cunha, PhD from MIT – Diretor of the Research and Doctoral Studies Institute @ Universidade Europeia

Short context: Firms use extensively the incentives to improve the performance of their salesmen. But what companies do when incentives fail to achieve the desired effects? Based on the cases of two multinationals, Prof. João Vieira da Cunha will show us how companies use the “shame” to make salesmen achieve their goals and over-perform and how this unconscious approach has been slowly destroying their commercial potential, in spite of leading to higher revenues.

14:45 - 16:15

Parallel sessions:

Location: IPAM Aveiro – Room 11 & 12 (1st floor)

<p>◦Brands and Purchase/Consumer Behaviour. English-speaking session. Location: IPAM Aveiro - Room 11 Session Chair: Manuel Gouveia</p>	<p>Consumer behavior: Cultural and Life-style Issues. Portuguese-speaking session. Location: IPAM Aveiro - Room 12 Session Chair: Cidália Neves</p>
<p>Proposing a new construct to measure the effectiveness of brands operating in Social Networking Sites Daniela Langaro; Maria de Fátima Salgueiro; Paulo Rita, All from ISCTE-IUL (BRU)</p>	<p>A descendência e sua influência na atitude em relação ao país de origem Rodrigo Coimbra, Porto University; Pedro Brito, Universidade do Porto (UP); Danilo Sampaio*, Federal University of Juiz de Fora (UFJF-Brazil)</p>
<p>Rethinking the role of the Estoril Coast brand implications for the Cascais Municipality Joao Freire, IPAM – The Marketing School</p>	<p>Vestidas para o sucesso: um estudo realizado com mulheres em cargos gerenciais Jefferson Pereira; Eulene Machado; Luiz Honório; Caissa Sousa; Lygia Nascimento, All from Faculdade Novos Horizontes</p>
<p>The impact of sensory stimuli on brand buying behavior António Moreira, University of Aveiro; Nuno Fortes, Instituto Politécnico de Coimbra – ESTGOH; Ramiro Santiago, University of Aveiro</p>	<p>Cópia não! Réplica: Analisando o Consumo além das Fronteiras Utilitárias Lygia Nascimento; Caissa Sousa; Jefferson Pereira; Leonardo Rezende; Natalia Bueno, All from Faculdade Novos Horizontes</p>

<p>◦Brands and Purchase/Consumer Behaviour. <u>English-speaking session.</u> Location: IPAM Aveiro - Room 11 <i>Session Chair: Manuel Gouveia</i></p>	<p>Consumer behavior: Cultural and Life-style Issues. <u>Portuguese-speaking session.</u> Location: IPAM Aveiro - Room 12 <i>Session Chair: Cidália Neves</i></p>
<p><i>Consumers' perceptions on milk and other dairy products: Effects of media misinformation</i> Gulseren Atabek; Ümit Atabek, Both from Yasar University</p>	<p><i>Efeitos da Ancoragem na Precificação de Bens de Luxo Originais e Réplicas</i> Jefferson Pereira; Caissa Sousa; Gustavo Cunha; Leonardo Rezende; Natalia Bueno, All from Faculdade Novos Horizontes</p>

16:15 – 16:30

Coffee-break & Networking

For registered authors and Luminary Speakers only, please...bring your badges and your coffee-break voucher!

Location: IPAM Aveiro – Top Floor

16:30 - 18:00

Parallel sessions:

Location: IPAM Aveiro – Room 11 & 12 (1st floor)

<p>◦Brazilian Consumer and Culture. <u>Portuguese-speaking session.</u> Location: IPAM Aveiro - Room 11 <i>Session Chair: Teresa Aragonez</i></p>	<p>Costumers: Quality, Loyalty and Purchase Behaviour. <u>Portuguese-speaking session.</u> Location: IPAM Aveiro - Room 12 <i>Session Chair: Gonçalo Caetano Alves</i></p>
<p><i>Marketing social em foco: Uma análise das campanhas governamentais sobre doação de órgãos no Brasil</i> Leonardo Rezende; Caissa Sousa; Jefferson Pereira; Liliane Rezende, All at Faculdade Novos Horizontes</p>	<p><i>O mediador de seguros e a fidelização</i> Vitor Correia, Polytechnic Institute of Bragança; Paula Fernandes*, Polytechnic Institute of Bragança & NECE & UNIAG</p>
<p><i>Doação de órgãos e o marketing social: doar ou não doar</i> Sarah Silva; Igor Oliveira; Zilda Pego; Jefferson Pereira; Caissa Sousa, All at Faculdade Novos Horizontes</p>	<p><i>Grau de satisfação e fidelização dos clientes da Caixa de Crédito Agrícola de Valpaços</i> Lurdes Tender, Polytechnic Institute of Bragança; Paula Fernandes, Polytechnic Institute of Bragança & NECE & UNIAG</p>

<p>◦Brazilian Consumer and Culture. Portuguese-speaking session. Location: IPAM Aveiro - Room 11 <i>Session Chair: Teresa Aragonez</i></p>	<p>Costumers: Quality, Loyalty and Purchase Behaviour. Portuguese-speaking session. Location: IPAM Aveiro - Room 12 <i>Session Chair: Gonçalo Caetano Alves</i></p>
<p><i>Fatores que levam os alunos de uma universidade brasileira a realizarem compras por impulso em lojas virtuais</i> Danilo Sampaio, Federal University of Juiz de Fora (UFJF-Brazil); Paola Rios, F. University of Juiz de Fora; Gilmar Santos, Universidade Federal de Juiz de Fora (UFJF); José Viana Lima Júnior, Universidade Federal de Juiz de Fora (UFJF); Rodrigo Coimbra, Porto University</p>	<p><i>Intenção de compra online nos séniores portugueses</i> Hélia Pereira; Maria de Fátima Salgueiro; Rita Pires, All at ISCTE-IUL</p> <p><i>Avaliação da qualidade do serviço de Sistemas de informação prestado a clientes internos: A importância das Zonas de Tolerância</i> Hugo Ribeiro; Belém Barbosa, Both at Universidade de Aveiro</p>

19:00 - 20:00

Social City Interaction:

For registered authors or Accompanying Registered Partners...bring your badges and the map!

Location: City Center (details will be provided by our staff, bring your map)

20:00 - 22:00

Gala Dinner

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

Location: Quatro Nós (Aveiro city – close to Fish Market)

Best Paper Awards and Best Thesis Awards are given during Gala Dinner!

Conference Day 2: Saturday, May 2, 2015

09:30 - 11:00

Parallel sessions:

Location: IPAM Aveiro – Room 11 & 12 (1st floor)

<p>◦ Consumer and Purchase/Acquisition/Contribution Behaviour. <u>English-speaking session.</u> Location: IPAM Aveiro - Room 11 <i>Session Chair: Pedro Mendes</i></p>	<p>Holistic session. <u>Portuguese-speaking session.</u> Location: IPAM Aveiro - Room 12 <i>Session Chair: Teresa Aragonez</i></p>
<p><i>Social Marketing: A Review of Behavioural and Social Change Theories</i> Bassem Kheireddine, University of Minho; Ana Soares, University of Minho; Ricardo Rodrigues, UBI-University of Beira Interior</p>	<p><i>Determinantes à receptividade ao bluetooth marketing: contributos para a construção e proposta de um modelo conceptual</i> Inês Sá, ISCAP; Paulo Gonçalves, ISCAP; Madalena Vilas-Boas, Universidade de Aveiro</p>
<p><i>Social responsibility in purchase and consumption: a study of the Portuguese consumer behaviour</i> Sandra Filipe, ISCTE-IUL e Universidade de Aveiro; Susana Marques, ISCTE-IUL; Maria de Fátima Salgueiro, ISCTE</p>	<p><i>A importância das competências adquiridas na prática desportiva federada no desempenho dos gestores comerciais no retalho</i> Clara Luxo Correia, ISCTE; Maria Madalena Eça Guimarães de Abreu, ISCAC; Nuno Fortes, Instituto Politécnico de Coimbra – ESTGOH</p>
<p><i>WHAT ABOUT ME? Segmentation in healthcare</i> Sandra Silva, Unidade de Saúde de Ilha de São Miguel; Teresa Tiago; Flávio Tiago, Departamento de Economia e Gestão – Universidade dos Açores; Sandra Faria, University of the Azores</p>	<p><i>Implantação do Brand DNA a um território: Estudo aplicado ao parque de inovação Sapiens*</i> Patrick Veiga, LOGO UFSC; Luiz Salomão Gomez, UFSC</p>
<p><i>Determinants of online gambling services usage: An empirical study applied to the Portuguese market</i> Nuno Fortes, Instituto Politécnico de Coimbra – ESTGOH; Antonio Moreira, University of Aveiro; João Saraiva, University of Aveiro</p>	<p><i>Evolução da investigação sobre avaliação do valor da marca: revisão sistemática da literatura (Development Paper)</i> Filipe Sardo, IPAM – The Marketing School</p>
<p><i>The innovation in the European Union agricultural sector: Spatial autocorrelation analyses with socioeconomic indicators</i> Vítor Martinho, ESAV</p>	<p><i>O Perfil do Consumidor de Gelados (Development Paper)</i> Graça Félix; Sílvia Bandeira; Pedro Mendes, All at IPAM – The Marketing School</p>

11:00 – 11:15

Coffee-break & Networking

For registered authors and Luminary Speakers only, please...bring your badges and your coffee-break voucher!

Location: IPAM Aveiro – Top Floor

11:15 – 12:00

Luminary Session: Sanjotec – The story of a different way of thinking: Technology, Culture and Creativity and Social Entrepreneurship

Location: IPAM Aveiro - Room 13 (1st floor)



Luminary Speaker: Ricardo Figueiredo – President of São João da Madeira City Hall - Sanjotec

Short context: Mr. Ricardo Figueiredo will share with us the story of a different business incubator, result of public policy implementation and regional authorities, with no dependency (yet lots of partnerships) with the scientific and technological sector (academia). Stories of successful brands and a different way of living entrepreneurship will be revealed in this session.

12:00 - 12:45

Luminary Session: From R&D to Global Disruptive Innovation: The Case of Shoyce – the Soya Milk that tastes like real Milk.

Location: IPAM Aveiro - Room 13 (1st floor)



Luminary Speaker: João Vítor – International Business Director - Nutre

Short context: Mr. João Vítor will share with us the story of the Shoyce brand, a disruptive product based on university-developed technology which managed to win the Product of the Year 2015 a couple months after its discrete launch and already sells in Asian Market.

12:45 – 13:45

Buffet Lunch

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Location: IPAM Aveiro – Ground Floor (Back Yard – if weather does not cooperate, our staff will tell you the new location)

13:45 - 14:30

Luminary Session: The Story of Urban Style: How Larus Thinks and Sells Its Products

Location: IPAM Aveiro - Room 13 (1st floor)



Luminary Speaker: *Tiago Wright Araújo - Larus*

Short context: *Tiago will present the story of the Larus brand, the portfolio and how excellent design may completely transform urban spaces.*

14:30 - 15:00

Luminary Session: The Rebranding of the Center of Portugal: How a Touristic Region Can Deal to Innovate in Communicating Its Best Bets

Location: IPAM Aveiro - Room 13 (1st floor)



Luminary Speaker: *Adriana Rodrigues – Turismo Centro de Portugal*

Short context: *The story of an innovative brand linked to a very special territory is brought about with delightful photos and videos. A different way of thinking territories: orientated towards tourists, and involving them in the construction of their own experience – innovative co-creation practices that bring about. A different way of thinking territories: a brand that encompasses emotion and synthesizes the diversity of an iconic place.*

15:00 - 16:30

Parallel sessions:

Location: IPAM Aveiro – Room 11 & 12 (1st floor)

<p>◦ Consumer and Purchase/Acquisition/Contribution Behaviour. <u>English-speaking session.</u> Location: IPAM Aveiro - Room 11 Session Chair: Pedro Mendes</p>	<p>Territorial marketing and Tourism. <u>Portuguese-speaking session.</u> Location: IPAM Aveiro - Room 12 Session Chair: Irina Saur-Amaral</p>
<p><i>Luxury Consumer: Consumer Perceptions. The case of Portuguese Tailoring</i> Cidália Neves, IPAM - The Marketing School</p>	<p><i>A marca como instrumento de posicionamento das cidades</i> Teresa Aragonéz, IPAM – The Marketing School; Gonçalo Caetano Alves, IPAM – The Marketing School, Alicia Blanco-Gonzalez, Universidad Rey Juan Carlos</p>
<p><i>Designing Personality</i> Arianne Amores, IADE-U; Armando Vilas-Boas, IADE-U</p>	<p><i>A relação virtuosa entre empreendedorismo e capital social: um estudo em empresas de turismo em espaço rural em Portugal e no Brasil</i> Teresa Costa, ESCE/Polytechnic Institute of Setúbal; Simone Galina, School of Economics, Business and Accountancy of Ribeirão Preto, USP</p>
<p><i>The consequences of poor staff performance and poor selling traits on consumer behaviour</i> Adrienne Steffen, HIMH Heidelberg; Peter Atorough, Robert Gordon University</p>	<p><i>A importância e utilização da internet como fonte de informação para o enoturista que visita regiões portuguesas</i> Ana Nunes; Maria Rodrigues, Both at ISCAP</p>
<p><i>Customer involvement in New Product Development: The case of New Technology-Based Firms (NbtS)</i> Patricia Iglesias Sánchez; Carmen Jambrino Maldonado; Carlos De las Heras Pedrosa, All at Universidad de Málaga</p>	<p><i>A experiência em eventos: motivações, dimensões de consumo, emoções, satisfação e lealdade</i> Cátia Jesus; Helena Alves, Both at Universidade da Beira Interior</p>

16:30 - 16:45

Conference Official Closing Session:

Location: IPAM Aveiro – Room 13 (1st floor)

Irina Saur-Amaral (IPAM - The Marketing School)

16:45 – 17:30

Coffee-break & Farewell

For registered authors and Luminary Speakers only, please...***bring your badges!***

Location: IPAM Aveiro – Top Floor