FRIDAY, SEPTEMBER 16, 2016

09:00 – 10:15
E-NET CENTER, ROOM A
SPECIAL PANEL SESSION 3: WHERE SCIENCE KISSES PRACTICE: NEUROMARKETING - SCIENCE OR A TREND?
Session Chair: Melika Husic-Mehmedovic
Panelists:
• Neuroscience in marketing research
  Nick Lee, University of Warwick, UK
• Practical experiences with neuromarketing
  Luka Zevnik, BlackBox
• Regional overview of neuromarketing research projects
  Ismir Omeragic, Valicon
• Upgrading Traditional Packaging Research with Eye-Tracking Method - The Case of Beer Category Packaging
  Melika Husic-Mehmedovic, Kemal Kostrebic and Crt Ahlin

10:15 – 10:45
ROOM 4, CONFERENCE LOUNGE
 Coffee Break

10:45 – 11:45
E-NET CENTER, ROOM A
MEET THE EDITORS SESSION
• International Journal of Research in Marketing - Roland Rust, University of Maryland, USA
• European Journal of Marketing - Nick Lee, University of Warwick, UK
• Market/Trziste - Djurdjana Ozretic-Dosen, University of Zagreb, Croatia
• Marketing - Galjina Ognjanov, University of Belgrade, Serbia

12:00 – 13:30
E-NET CENTER, ROOM A
CONFERENCE CLOSING: WHERE ARE WE HEADING?
• Supporting Young/Next-Generation Researchers - Adamantios Diamantopoulos, University of Vienna, Austria
• Data meets Decisions: Marketing Analytics in the East and the West - Koen Pauwels, Özyeğin University, Turkey
• A good bye note - Andras Bauer, VP Conferences EMAC

13:30 – 15:00
ROOM 6
 Farewell Lunch

WEDNESDAY, SEPTEMBER 14, 2016
18:00 – 19:00
Registration

18:00 – 19:30
ATRIUM
WELCOME RECEPTION
Kemal Kozaric, Dean of School of Economics and Business, University of Sarajevo
Vesna Babic-Hodovic, Head of Marketing and Business, University of Sarajevo

ROOM 5
E-2 ONLINE MARKETING: TRUST YOURSELF AND YOUR HORSE / U SE SI U SOVE KLJUSE
Session Chair: Vatroslav Skare
• Conceptual Development of the Relationship between Online Interactions and Brand Attitudes
  Agnieszka Zablocki and Ralf Wagner
• The Influence of Corporate Webcare and Brand Advocates on Online Complaint Observers
  Clemens Hutzinger, Weitzl Wolfgang and Elisabeth Wolfsteiner
• The Internet of Things and Customer Apprehension in Relationship Marketing: A Quantitative Approach
  Christine Falkenreck and Ralf Wagner
• Towards Understanding Consumers' Acceptance of Location-Based Services in Mobile Applications: The Role of Perceived Value and Attitude
  Vatroslav Skare, Durdana Ozretic-Dosen, Tanja Komarac and Josip Mikulic

ROOM 4
E-1 MARKETING STRATEGY: WHO DUG A TRAP FOR OTHERS ENDS UP IN IT HIMSELF / KO DRUGOM JAMU KOPA SAM U NJU UPADNE
Session Chair: Tanja Dmitrovic
• Exploring the Curvilinear Effect of Innovativeness as a Driver of the International Expansion of Developing Market’s Firms: Evidence from South Eastern Europe
  Guido Bortoluzzi, Maja Anlanagic-Kataljic, Selma Kadic-Maglajic and Bernardo Balboni
• Market Orientation in Turbulent Times: The Role of Innovation Culture and Customer Involvement
  Tanja Dmitrovic and Marko Bokic
  Fatmir Kajtaz, Agisa Orak and Melika Husic-Mehmedovic
• Knowledge Transfer in the Context of Buyer-Supplier Relationship Exchange: An Analysis on Supplier’s Customers Portfolio
  Bernardo Balboni, Marina Vignola and Gianluca Marchi

ROOM 3
MEET THE EDITORS SESSION
• International Journal of Research in Marketing - Roland Rust, University of Maryland, USA
• European Journal of Marketing - Nick Lee, University of Warwick, UK
• Market/Trziste - Djurdjana Ozretic-Dosen, University of Zagreb, Croatia
• Marketing - Galjina Ognjanov, University of Belgrade, Serbia

ROOM 2
MEET THE EDITORS SESSION
• International Journal of Research in Marketing - Roland Rust, University of Maryland, USA
• European Journal of Marketing - Nick Lee, University of Warwick, UK
• Market/Trziste - Djurdjana Ozretic-Dosen, University of Zagreb, Croatia
• Marketing - Galjina Ognjanov, University of Belgrade, Serbia

ROOM 1
MEET THE EDITORS SESSION
• International Journal of Research in Marketing - Roland Rust, University of Maryland, USA
• European Journal of Marketing - Nick Lee, University of Warwick, UK
• Market/Trziste - Djurdjana Ozretic-Dosen, University of Zagreb, Croatia
• Marketing - Galjina Ognjanov, University of Belgrade, Serbia

ROOM 6
Farewell Lunch

Where the East kisses the West
Marketing Convergence and Divergence in the New Europe

CONFERENCE VENUE PLAN
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SCHOOL OF ECONOMICS AND BUSINESS SARAJEVO

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7th EMAC REGIONAL CONFERENCE
SARAJEVO
SEPTEMBER 14-16 2016

The EMAC Regional 2016 registration and information desk is located at the main entrance of 3rd floor from Wednesday to Friday (September 13-16).

WiFi is available via guest SSID: EMACRegional2016. The password for the account is emacregional2016.
THURSDAY, SEPTEMBER 15, 2016

10:00 – 10:30
ROON 4, CONFERENCE LOUNGE  C  Coffee Break

10:30 – 11:45
E-NET CENTER, ROOM A
1.1. BRANDING: ALL THAT GLITTERS IS NOT GOLD / NIJE ZLATO SVE ŠTO SJA
Session Chair: Dubravko Coric
• The Impact of Consumer Personality Traits on Global Brand Purchase Intentions: A Four-Country, Balkan Report
  - Jelena Filipovic, Jelena Baril, Miha Milosavljevic, Adaminios Damianopulos, and Adam Flaszewski
• A Conceptual Framework for Cross-Country Brand Alliance Performance - Cases
  - From an Emerging Country
  - Carlos Alonso, Emir Agic, and Silvia Borel
• Increasing the Effectiveness of Foreign Brand Communication: Consumer Culture Positioning and Brand-Schema Violations
  - Georgios Halkias, Milena Micevski, Adaminios Damianopulos, and Christine Michan
• Regretting Your Brand-Self? The Moderating Role of Consumer-Brand Identification on Consumer Responses to Purchase Regret
  - Valentina Divites and Adaminios Damianopulos

11:45 – 12:15
E-NET CENTER, ROOM A
SPECIAL SESSION 1: CONTEMPORARY RESEARCH CORNER
• Return on Service Amenities - Poland, Ruta, University of Maryland, USA
• The Theory and Practice of Publishing in World-Leading Journals - Nick Lee, University of Warwick, UK

12:15 – 13:15
E-NET CENTER, ROOM A
Lunch (Poster Session and Announcement of the EMAC Regional 2017)

13:15 – 14:15
E-NET CENTER, ROOM A
SPECIAL SESSION 2: WHERE SUCCESS BUSINESS STORIES MEET DOING BUSINESS IN THE REGION*
• Antecedents of Market Orientation in the Hungarian Municipal Public Service Provision
  - Nagy Gábor and József Berács
• The Impact of Environmental Turbulence on the Perceived Importance of Innovation and Innovativeness in SMEs
  - Nagy Gábor and József Berács
• Antecedents to an Export Market Orientation and Their Performance Consequences: An International Study
  - Robert Angell, Paul Bottomley, Ruzica Brecic, Jelena Filipovic, Matt Gorton, and John White
• Elderly Consumers Exist or not? Portrayal of Consumers 65+ in Print ads in Serbia
  - Tanja Stamler, Anja Pavlovic, and Grigor Prijat
• Developing a New Construct for Green Marketing
  - Vesna Zabkar and Maja Arslanagic-Kalajdzic
• Identification of Types of Users of Collaborative Consumption – Implications for Theory and Practice
  - Agnieszka Malecka, Maciej Mitrega and Gregor Pfajfar
• Marketing Unpredictability in Born-Global Firms
  - Ekaterina Nemkova

14:15 – 15:15
E-NET CENTER, ROOM A
SPECIAL SESSION 3: FROM E-LEARNING TO E-BUSINESS: MARKETING UNPREDICTABILITY
• Protecting David From Goliath In The Battle For Big Data In Ehealth
  - Tamas Jozsa and Ildikó Kemény
• Protecting David From Goliath In The Battle For Big Data In Ehealth
  - Tamas Jozsa
• Marketing Unpredictability in Born-Global Firms
  - Ekaterina Nemkova

15:30 – 16:00
E-NET CENTER, ROOM A
SPECIAL SESSION 4: TECH-VISORS IN MARKETING
• The Relationship of Online Word-Of-Mouth Behaviour to Customer Satisfaction
  - Ana Popovic, Ljiljana Stankovic and Suzana Djukic
• The Role of the Airline Type
  - Marija Cutura and Emir Agic
• Customer Price Sensitivity as a Determinant of Marketing Effectiveness
  - Vesna Babic-Hodovic and Maja Arslanagic-Kalajdzic
• Consumer Price Sensitivity as a Determinant of Marketing Effectiveness
  - Vesna Babic-Hodovic and Maja Arslanagic-Kalajdzic

16:00 – 17:15
E-NET CENTER, ROOM A
SPECIAL SESSION 5: THE TALE OF THE CODE:
• Should Sales Managers Be Nice, Nasty or Both?
  - Ediz Edip Akcay, Kaouther Kooli and Elvira Bolat
• Customer Approval of Probabilistic Price Promotions
  - Karl Aslak and Udo Wagner
• Elderly Consumers Existent or not? Portrayal of Consumers 65+ in Print ads in Serbia
  - Tanja Stamler, Anja Pavlovic, and Grigor Prijat
• Developing a New Construct for Green Marketing
  - Vesna Zabkar and Maja Arslanagic-Kalajdzic
• Mapping Health Orientation in Eating Behaviour: A Cross-Cultural Study
  - Kerstin Kowalewski, Robert Angell, Jelena Filipovic, and Gregor Pfajfar

17:30 – 18:30
Walking sightseeing tour (optional)

18:00 – 20:00
Transport to Gala Conference Dinner (Bus station “Dom Armije”, next to Orthodox church)
E Gala Conference Dinner

Follow us on Facebook (www.facebook.com/emacregional2016) to receive the latest news about the conference and to share your thoughts with the other participants.