

08:00 – 10:00	Registration
09:00 – 10:15	<p>E-NET CENTER, ROOM A SPECIAL PANEL SESSION 3: WHERE SCIENCE KISSES PRACTICE: NEUROMARKETING - SCIENCE OR A TREND? Session Chair: Melika Husic-Mehmedovic Panelists</p> <ul style="list-style-type: none"> • 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
	<p>E-NET CENTER, ROOM B 4.1. MARKETING STRATEGY: WHO DIGS A TRAP FOR OTHERS ENDS UP IN IT HIMSELF / KO DRUGOM JAMU KOPA SAM U NJU UPADNE Session Chair: Tanja Dmitrovic</p> <ul style="list-style-type: none"> • Exploring the Curvilinear Effect of Innovativeness as a Driver of the International Expansion of Developing Markets' Firms: Evidence from South Eastern Europe Guido Bortoluzzi, Maja Arslanagic-Kalajdzic, Selma Kadic-Maglajlic and Bernardo Balboni • Market Orientation in Turbulent Times: The Role of Innovation Culture and Customer Involvement Tanja Dmitrovic and Mateja Bodlaj • Financial Resource Slack and Sustainability Performance: A Cross-Culture Study of Small and Medium-Sized Enterprises Nathaniel Boso, Ogechi Adeola, Albert Danso, Magnus Hultman and Constantinos Leonidou • Knowledge Transfer in the Context of Buyer-Supplier Relationship Exchange: An Analysis on Supplier's Customers Portfolio Bernardo Balboni, Marina Vignola and Gianluca Marchi
10:15 – 10:45	ROOM 4, CONFERENCE LOUNGE ☕ Coffee Break
10:45 – 11:45	<p>E-NET CENTER, ROOM A MEET THE EDITORS SESSION</p> <ul style="list-style-type: none"> • 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	<p>E-NET CENTER, ROOM A CONFERENCE CLOSING: WHERE ARE WE HEADING?</p> <ul style="list-style-type: none"> • 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

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7th EMAC REGIONAL CONFERENCE

SARAJEVO

SEPTEMBER 14-16 2016

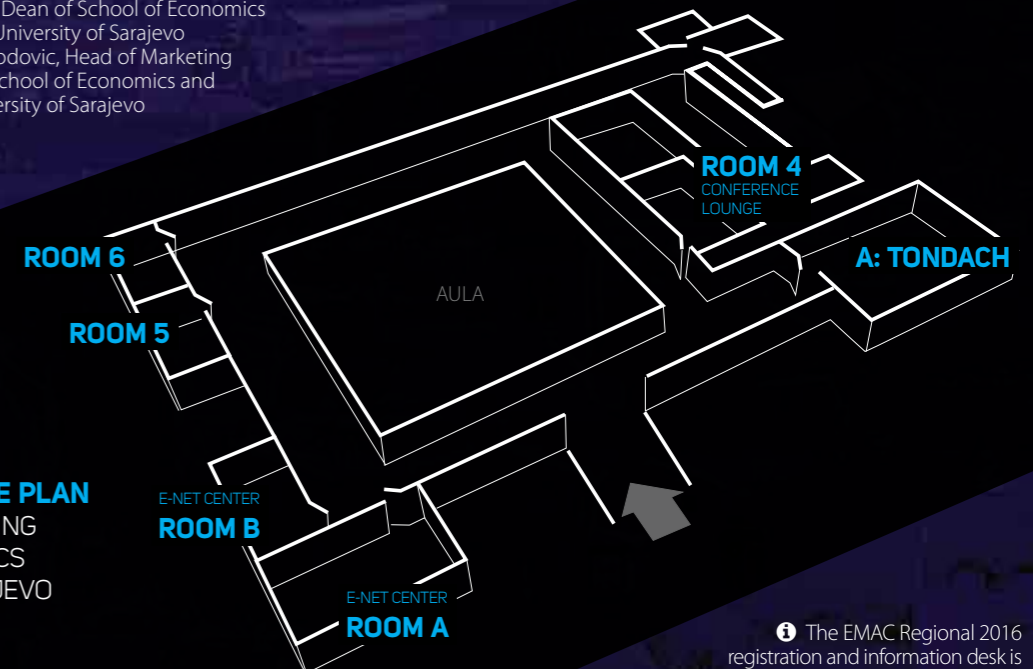
Where the East kisses the West
 Marketing Convergence and Divergence in the New Europe

WEDNESDAY, SEPTEMBER 14, 2016

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

WiFi is available via guest SSID: **EMACRegional2016**. The password for the account is **emacregional2016**.

CONFERENCE VENUE PLAN
 III FLOOR, MAIN BUILDING
 SCHOOL OF ECONOMICS AND BUSINESS SARAJEVO



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

08:00 – 17:00	<p>Registration</p>		
08:30 – 10:00	<p>AMPHITHEATRE TONDACH CONFERENCE OPENING: WHERE BUSINESS MEETS ACADEMIA</p> <ul style="list-style-type: none"> • Resolving the gap between academic research and practice: An agenda - Claude Obadia, ESCE International Business School, France • Atlantic Group HBR Case - Emil Tedeschi, Atlantic Group 		
10:00 – 10:30	<p>ROOM 4, CONFERENCE LOUNGE ☕ Coffee Break</p>		
10:30 – 11:45	<p>E-NET CENTER, ROOM A 1.1. BRANDING: ALL THAT GLITTERS IS NOT GOLD / NIJE ZLATO SVE ŠTO SJA Session Chair: Vesna Zabkar</p> <ul style="list-style-type: none"> • The Impact of Consumer Personality Traits on Global Brand Purchase Intentions: A Four-Country, Balkan Report Vesna Zabkar, Maja Arslanagic-Kalajdzic, Adamantios Diamantopoulos and Arnd Florack • A Conceptual Framework for Cross-Category Brand Alliance Performance – Cases From an Emerging Country Ediz Edip Akcay, Kaouther Kooli and Elvira Bolat • Increasing the Effectiveness of Foreign Brand Communication: Consumer Culture Positioning and Brand Schema Violations Georgios Halkias, Milena Micevski, Adamantios Diamantopoulos and Christine Milchram • Regretting Your Brand-Self? The Moderating Role of Consumer-Brand Identification on Consumer Responses To Purchase Regret Vasileios Davvetas and Adamantios Diamantopoulos 	<p>E-NET CENTER, ROOM B 1.2. MARKETING STRATEGY: HE WHO LAUGHS LAST LAUGHS LONGEST / KO SE ZADNJI SMIJE NAJSLADE SE SMIJE Session Chair: Florin Sabin Foltean</p> <ul style="list-style-type: none"> • An Examination of Customer Satisfaction with an Airline Company: The Moderating Role of the Airline Type Spela Vegelj and Mateja Kos Koklic • A moderated mediation approach: Can emotional intelligence improve the transfer of training on customer satisfaction via collaboration? Selma Kadic-Maglajlic and Irena Vida • Brand Orientation and NPД Capabilities: Direct and Mediated Effects on Firm's Profitability Florin Sabin Foltean, Simona Trif and Adrian Ionescu • Modeling Sponsorship Response in an International Context Robert Angell, Paul Bottomley, Ruzica Brecic, Jelena Filipovic, Matt Gorton, and John White 	<p>ROOM 5 1.3. REPUTATION: FIRST LEAP AND THEN SAY "HOP" / PRVO SKOČI, PA ONDA RECI "HOP" Session Chair: Vesna Babic-Hodovic</p> <ul style="list-style-type: none"> • Developing a New Construct for Green Marketing Karolos - Konstantinos Papadas and George J. Avlonitis • Employees' Perceptions of Corporate Reputation in Services: A Guide to Job Satisfaction? Vesna Babic-Hodovic and Maja Arslanagic-Kalajdzic • What is the Price of a Service Failure? An Analysis of the Amount of Compensation Expected by Consumers Zsófia Kenesei and Zsolt Szilvai • When Company-Cause Fit Enhances Corporate Reputation: The Role of Company Involvement Grzegorz Zasuwa
11:45 – 12:15	<p>ROOM 4, CONFERENCE LOUNGE ☕ Coffee Break</p>		
12:15 – 13:15	<p>E-NET CENTER, ROOM A SPECIAL SESSION 1: CONTEMPORARY RESEARCH CORNER</p> <ul style="list-style-type: none"> • Return on Service Amenities - Roland Rust, University of Maryland, USA • The Theory and Practice of Publishing in World-Leading Journals - Nick Lee, University of Warwick, UK 	<p>E-NET CENTER, ROOM B SPECIAL PANEL SESSION 2: WHERE SUCCESS BUSINESS STORIES MEET: DOING BUSINESS IN THE REGION*</p> <p>Panelists</p> <ul style="list-style-type: none"> • Muhamed Pilav, MS&Wood • Adis Haskovic, KLAS 	
13:15 – 14:15	<p>ROOM 6 🍴 Lunch (Poster Session and Announcement of the EMAC Regional 2017)</p>		
14:15 – 15:30	<p>E-NET CENTER, ROOM A 2.1. BRANDING: : ONE WHO GETS UP EARLY IS DOUBLY LUCKY / KO RANO RANI DVIJE SREĆE GRABI Session Chair: Petra Riefler</p> <ul style="list-style-type: none"> • Does Dressing Foreign Really Pay Off? Exploring Consumers' Cognitive and Affective Responses to Brand Origin Misclassification Timo Mandler, Sungbin Won and Kyungae Kim • Greasing the Wheels of Retailer Brand Purchases: Effects of Brand Associations and Brand Preference Adi Alic, Merima Cinjarevic and Emir Agic • The East and the West: The Fading Shine of Brand Globalness and the Trend towards Brand Authenticity Petra Riefler and Simona M. Katholnig • Uncovering The Perceived Globalness and Localness of Brands: A Repertory Grid Approach Fabian Bartsch and Adamantios Diamantopoulos 	<p>E-NET CENTER, ROOM B 2.2. MARKETING STRATEGY: THERE IS NO SMOKE WITHOUT FIRE / GDJE IMA DIMA IMA I VATRE Session Chair: Arnold Schuh</p> <ul style="list-style-type: none"> • Antecedents to an Export Market Orientation and Their Performance Consequences: How Managers and Structural Characteristics Affect Export Market Orientation in Different Stages of Internationalization Nagy Gabor and József Berács • The Impact of Environmental Turbulence on the Perceived Importance of Innovation and Innovativeness in SMEs Mateja Bodlaj and Barbara Cater • Antecedents of Market Orientation in the Hungarian Municipal Public Service Provision Tamas Jozsa • Marketing Unpredictability in Born-Global Firms Ekaterina Nemkova 	<p>ROOM 5 2.3. CONSUMER BEHAVIOUR: AN APPLE DOESN'T FALL FAR FROM THE TREE / JABUKA NE PADA DALEKO OD DRVETA Session Chair: Galjina Ognjanov</p> <ul style="list-style-type: none"> • Elderly Consumers Existent or not? Portrayal of Consumers 65+ in Print ads in Serbia Galjina Ognjanov • Identification of Types of Users of Collaborative Consumption – Implications for Theory and Practice Agnieszka Malecka, Maciej Mitrega and Gregor Pfajfar • Mapping Health Orientation in Eating Behaviour: A Cross-Cultural Study Polymeros Chrysochou and Søren Askegaard • Sub-Cultural Differences in Country and Product Evaluations in the Multicultural Setting of Bosnia and Herzegovina Marija Cutura and Emir Agic • Protecting David From Goliath In The Battle For Big Data In Ehealth Fernando Moreno Reyes , Alejandro Kress and Josep Mª Monguet
15:30 – 16:00	<p>ROOM 4, CONFERENCE LOUNGE ☕ Coffee Break</p>		
16:00 – 17:15	<p>E-NET CENTER, ROOM A 3.1. ONLINE MARKETING: STRIKE THE IRON WHILE ITS HOT / GVOŽĐE SE KUJE DOK JE VRUĆE Session Chair: Dubravka Sincic Coric</p> <ul style="list-style-type: none"> • Customer Behavior Analysis in E-Commerce for the Prediction of Customer Loyalty Tatiana Prokhorova and Nikolay Ageychik • Linking Perceptions of "self" and "time" to Online Social Network Behavior Katerina Makri, Bodo Schlegelmilch and Olga Fedoseeva • The Influence of Word-Of-Mouth on Attitudinal Ambivalence at the Time of Choice Jenni Maria Sipilä, Kristiina Herold, Sanna Sundqvist and Anssi Tarkiainen • Like Me? Share Me! The Usage of Social Media in Presidential Elections Dubravka Sincic Coric, Ruzica Brecic and Maja Simunjak 	<p>E-NET CENTER, ROOM B 3.2. MARKETING STRATEGY: BARKING DOGS SELDOM BITE / PAS KOJI LAJE NE UJEDA Session Chair: Milena Micevski</p> <ul style="list-style-type: none"> • The West and the Rest – The Extent of Marketing in Higher Education Institutions in Developed and Developing Countries Ana Popovic, Ljiljana Stankovic and Suzana Djukic • Should Sales Managers Be Nice, Nasty, or Both? Milena Micevski, Nick Lee, Selma Kadic-Maglajlic and John W. Cadogan • Customer Approval of Probabilistic Price Promotions Karl Akbari and Udo Wagner • The Relationship of Online Word-Of-Mouth Behaviour to Customer Satisfaction Akos Nagy, Ildikó Kemény, Krisztián Szűcs and Judit Simon 	<p>ROOM 5 3.3. CONSUMER BEHAVIOR: A BIRD IN THE HAND IS WORTH TWO IN THE BUSH / BOLJE VRBAC U RUCI NEGO PTICA NA GRANI Session Chair: Andras Bauer</p> <ul style="list-style-type: none"> • Financial Socialization Outcomes in Families: Testing the Existence of Intergenerational Effects in Family Regarding Financial Socialization of Young Adults Andras Bauer and Boglárka Zsótér • Consumer Price Sensitivity as a Determinant of Marketing Effectiveness Milena Nikolova, Jenia Lazarova and Julian Asenov • Consumer Reactions to the Regulation of Sunday Shopping: The Case of Hungary Agnes Neulinger and Zsófia Kenesei • Making Maternal Health Services Friendly: A Socio-Ecological Model to Understand the Consumer Behavior of the Urban Poor Ashavaree Das and Kirti Sharma
17:30 – 19:30	<p>📷 Walking sightseeing tour (optional)</p>		
19:30; 20:00	<p>🚗 Transport to Gala Conference Dinner (Bus station "Dom Armije", next to Orthodox church)</p>		
20:30 – 23:30	<p>🍽️ Gala Conference Dinner</p>		

*In local language