

**2nd International Workshop on Current
Trends in Customer Experience in the
Retail and Services Industries
CTCEX 2022**

Generés Research Group

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Sponsored by



Departamento de
Dirección de Marketing e
Investigación de Mercados
Universidad Zaragoza

AGENDA

Thursday, November 17

The workshop begins at **16:00h*** with our invited speaker **Cláudia Simões** from University of Minho, Portugal.



16:00h: Insights into Customer Experience: Smooth versus Sticky Journeys

Cláudia Simões is Professor of Management (Marketing and Strategy area) and Dean of the School of Economics and Management at the University of Minho in Portugal. Her research interests and publications are primarily in strategic marketing, service management and customer experience. She has published in prestigious journals, such as *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, among others.

17:00h – 19:00h Presentations:

- 1. How big companies invest in customer service and what customers do: analyzing the customer journey with AI** (Regina Gabriela Díaz Crespo)
- 2. The Conceptual Domain of Touchpoints** (Isadora Gasparin, Vinicius Brei, Luiz Antonio Slongo)
- 3. A Scale to Measure Consumers' Attitude Toward Intellectually Disabled Frontline** (María Lucila Osorio)
- 4. Customer experience management maturity index (CXMMI): An approach to measuring CXM maturity from employees' perspective** (Roberto Madruga, Édison Renato Silva, José Francisco Moreira Pessanha)
- 5. Conscious consumption as a service: Co-creating a better future** (Sidney A. Ornelas Sánchez)
- 6. What drives charitable giving? The influence of political ideology and the role of the form of giving** (Daniel Fernandes, Ana Mínguez, F. Javier Sesé)

Friday, November 18

We start the second day of the workshop at **08:00h** with the first session of presentations. At **10:00h** the workshop continues with the presentation of our invited speaker **Larissa Becker** from Tampere University, Finland.

08:00h – 09:45h Presentations:

1. **Reciprocity during B2B moments of truth: A study of touchpoints influence and customer outcomes** (Jesús Cambra-Fierro, Lia Patrício, Yolanda Polo-Redondo, Andreea Trifu)
2. **What experiential factors can make resellers pay a membership fee at C2C platforms?** (Raúl Pérez López, Laura Lucía Palacios)
3. **Decoding the role of impactful customer experiences to fuel firm growth** (Jesús Cambra-Fierro, Lily (Xuehui) Gao, Iguácel Melero-Polo)
4. **Virtual Reality: does it affect the visit intention to a holiday destination?** (Kousik Mandal, Sudin Bag)
5. **Helping or Hurting: Can Assertive Language for Virtual Agents Help in Online Healthcare?** (Do the Khoa (Bin))



10:00h: The past, present, and future of research on customer experience

Larissa Becker is a Postdoctoral Research Fellow in the Customer-Oriented Marketing Research Group at Tampere University. Her research interests are related to customer experience, customer and consumer journeys, service-dominant logic, and

practice theory. Her work has been published in prestigious journals, such as *Journal of Academy of Marketing Science*, *Journal of Service Management*, among others.

11:00h – 13:00h Presentations:

1. **Collaborative economy well-being challenges** (Paulo Azenha, Gabriela Beirão)
2. **Digital acceleration challenges for consumer retail: Improvised customer experience as a mitigating response** (Gautam Jha, Mohamed Zaki)
3. **The Dual Role of Citizen-Consumer Engagement in Sustainable Transition** (Manuel Aires de Matos, Lia Patrício, Jorge Grenha Teixeira)
4. **Service Interactions in Platform-Based Sharing Services and Social Transformation of the Base of the Pyramid Segment** (Daud Nayer, Alan Wilson, Amin Nazifi)
5. **The role of sensory marketing in consumer behaviour retail** (Carina Viegas, Dora Agapito, Patrícia Pinto)
6. **Data privacy and its impact on customer satisfaction** (Ann Mary, Harichandana S)

13:00h Closing and final remarks

Link for all sessions: <https://bit.ly/3D5xeYJ>

We hope you will enjoy the event!

***All hours are presented in the local Spanish Peninsular Time (Central European Time GTM +01:00).**

Notes: For regular sessions, we recommend presentations of around 15 minutes to enable enough time for discussion.