

The Generés Group, with the help of the Project ECO 2014-54760, has organized two seminars during the academic year 2017-2018 in the Faculty of Economics and Business of the University of Zaragoza (Paradise Campus).

## Marketing Research Seminar

- 16 October 2017, from 11.00h to 14.00h: “Branded App Design and its Impact on Firm Value” and “How to Increase your Odds of Getting Published in JBR”, taught by Professor Eric Boyd (James Madison University)
- 6 February 2018, from 10:00 to 11:30h: “A multilevel Understanding of the Customer Experience”, taught by Professor Lia Patricio (University of Porto)

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## Social Influence, WOM and beyond: Future Trends in Digital Media

Seminar at the University of Zaragoza, 23-24 March 2017.

### GENERAL INFORMATION

Within the framework of the research projects “Social commerce and its influence on customer value” and “Marketing of experiences for an integral and profitable management of customer relations” financed by the Ministry of Economy and Competitiveness, and within the research activities developed by the Generés group, a seminar will be held on **social influence in digital media** which will take place on 23 and 24 March 2017 at the University of Zaragoza.

The seminar, entitled “**Social Influence, WOM and beyond: future trends in digital media**”, aims to provide a forum for debate on the new challenges and developments that digital contexts pose in the field of marketing. The WOM and other mechanisms of social influence are a key research topic, given their relevance to commercial communication and customer management. Recommendation and reference systems, as well as ratings, forums, etc., allow users to acquire an active role in the business communication strategy, which favours their participation and engagement with the company.

The seminar will feature presentations of selected papers submitted by researchers within the deadline, as well as invited lectures on the theme of the seminar, by two internationally renowned professors:

- Michael Haenlein, ESCP Europe (<http://www.michaelhaenlein.eu/>)
- Thorsten Hennig-Thurau, Westfälische Wilhelms-Universität Münster (<http://www.marketingcenter.de/lmm/team/chair.html>)

In addition to their respective talks, the two guest professors will offer comments on the papers presented at the seminar.

### SEMINAR PROGRAMME

The programme of the seminar can be consulted **HERE**.

### CALL FOR PAPERS

We encourage you to contribute to the seminar through the presentation of papers, which can address any aspect within the scope of social influence in digital media, for example:

- The effectiveness of WOM incentive programs.
- The value of social media post (trust, quality and credibility).

- Social networks, blogs and participation in virtual communities.
- Engagement in social commerce.
- WOM Valence.
- Online reviews and relationships with the brand in virtual communities.

As well as any other subject related to the above or, in general, to the WOM and social commerce.

Authors wishing to submit their papers should send an abstract in English (500-1000 words, font Times New Roman 12, line spacing 1.5) clearly indicating the research problem and the objectives of the paper, the data and methods used, and the results obtained. Work in progress can also be sent. Submissions will be sent electronically to [cherrand@unizar.es](mailto:cherrand@unizar.es), and all papers received by February 28, 2017 will be considered. The notification of the acceptance of the papers will take place on March 8.

Certificates of presentation and attendance will be issued (presentations will be made in English).

## INSCRIPTIONS

Registration for the seminar will be open from 1 March. To do so, please fill in the following FORM.

The fee for **registration** for all participants and attendees is 60 euros.

## KEY DATE SUMMARY:>

Deadline for submission of papers: We extend the deadline until March 8, 2017

Opening of registration: 1 March 2017

Communication of acceptance of works: 8 March 2017

Date and place of the seminar: 23 and 24 March 2017, Faculty of Economics and Business of the University of Zaragoza (Paraíso campus).

For more information please contact Julio Jiménez ([jjimenez@unizar.es](mailto:jjimenez@unizar.es)) or Carolina Herrando ([cherrand@unizar.es](mailto:cherrand@unizar.es)).

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# Multichannel Marketing: Recasting the customer experience

Seminar at the University of Zaragoza, May 20, 2016

## GENERAL INFORMATION

Within the framework of the research project "Multi-channel marketing, towards an integrated and profitable management of customer relations", financed by the Ramón Areces Foundation and developed by professors from the Generés research group (<http://generes.unizar.es/>), and in collaboration with the ACEDE Marketing Section, a seminar on multi-channel marketing will take place at the University of Zaragoza on **20 May 2016**.

The seminar, entitled "Multichannel Marketing: Recasting the Customer Experience", aims to provide a forum for debate on the new challenges and developments in the field of multichannel marketing that are occurring as a result of the introduction and popularization of new channels of purchase, communication and payment, and that have resulted in higher expectations of consumers to receive a consistent and satisfactory

experience through all points of contact with the company.

The seminar will feature presentations of papers by professors from different national institutions, as well as three invited lectures on outstanding aspects of multi-channel marketing by three internationally renowned researchers:

- Professor Scott A. Neslin, Dartmouth College (<http://faculty.tuck.dartmouth.edu/scott-neslin/>)
- Professor Tammo H. A. Bijmolt, University of Groningen (<http://www.rug.nl/staff/t.h.a.bijmolt/>)
- Professor Umut Konus, University of Amsterdam  
(<http://www.uva.nl/en/about-the-uva/organisation/staff-members/content/k/o/u.konus/u.konus.html>)

In addition to their respective talks, the three guest professors will offer comments on the papers presented and participate in a round table discussion on the new challenges of multi-channel marketing.

## **SEMINAR PROGRAMME**

The preliminary programme can be consulted **HERE**.

## **INSCRIPTIONS**

Registration for the seminar is now open. Registration is free of charge until full capacity is reached. The deadline for registration is 13 May 2016. In order to formalize the registration it is necessary to fill in the following **WEB FORM**.

## **KEY DATES SUMMARY>**

Deadline for submission of papers: 28 March 2016 (submissions to [imelero@unizar.es](mailto:imelero@unizar.es))

Communication of acceptance of works: 18 April 2016

Opening of registration: 25 April 2016

Registration deadline: 13 May 2016

Date and place of the seminar: 20 May 2016, Salón de Actos de la Facultad de Economía y Empresa (Gran Vía 2), Universidad de Zaragoza

## **MORE INFORMATION**

For any doubt or consultation you can contact with F. Javier Sese  
(<http://generes.unizar.es/es/miembros/sese-olivan-francisco-javier/>)