



UNIVERSITATEA
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MARKUBB
MARKETING FOR ADDING VALUE

Marketing
From information to decision
Journal

PROGRAM

International Conference on Marketing

Marketing From information to decision

ONLINE
Edition

ONE HUNDRED YEARS OF ROMANIAN
ECONOMIC HIGHER EDUCATION
IN CLUJ - 1920 - 2020

100

13th Edition

Cluj-Napoca, Romania
19 - 20 November



UNIVERSITATEA BABEȘ-BOLYAI
TRADIȚIE ȘI EXCELENȚĂ



MAR  **UBB**
MARKETING FOR ADDING VALUE



Marketing
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PROGRAM & ABSTRACTS

International Conference

MARKETING – FROM INFORMATION TO DECISION

13th Edition

19-20 November 2020

Cluj-Napoca, Romania



The purpose of the conference is to encourage knowledge exchange concerning marketing or marketing related fields of research, to bring together specialists from higher education institutions and business fields, and to provide a stimulating environment for knowledge enhancement and sharing experience.

PROGRAM

19 November 2020

09:10 – 09:20 Conference opening session
09:20 – 11:20 Session 1
11:20 – 11:40 Coffee break
11:40 – 13:00 Session 2
13:00 – 14:00 Session break
14:00 – 16:00 Sessions 3
16:00 – 16:20 Coffee break
16:20 – 20:20 Session 4
20:20 – Closing session

20 November 2020

09:10 – 09:20 Opening session
09:20 – 11:20 Session 1
11:20 – 11:40 Coffee break
11:40 – 13:00 Session 2
13:00 – 14:00 Session break
14:00 – 16:00 Sessions 3
16:00 – 16:20 Coffee break
16:20 – 20:20 Session 4
20:20 – Conference closing session

TIME ZONE: EET – Eastern European Time (Standard Time)



**Departamentul de Marketing
- UBB FSEGA**

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- UBB FSEGA



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Thursday, 19 November 2020

Session 1

Chairs: Dan-Cristian DABIJA; Maria-Luiza SOUCA, Raluca CIORNEA, Ioana-Nicoleta ABRUDAN, Ovidiu-Ioan MOISESCU

09:20 – 09:40

Challenges in insurance industry during the COVID-19 pandemic



Marius-Dan GAVRILETEA

Babes-Bolyai University Cluj-Napoca

About the speaker:

Marius Dan Gavritea is a Professor at the Babes-Bolyai University, Faculty of Business and has a Ph.D. in Finance since 2002. He was the Head of Long Life Learning in the Business Administration Department for 8 years and currently is Pro-Dean for Research, responsible for leading research strategy across the Faculty of Business. Gavritea's research and teaching focus on insurance, risk management and business evaluation. He has 19 years of practical experience as a certified insurance agent in the Romanian Insurance Market.

Abstract: Like all other service industries, the insurance sector has been negatively affected by the COVID-19 pandemic. The impact on this sector differs based on the type of products and coverage provided by each insurer. Insurance premiums paid for travel health insurance, event liability insurance, trade credit insurance, and small business insurance decreased significantly but other segments such as auto and home insurance products continued to benefit from a relatively stable demand. At the same time claims volumes, especially for personal lines, have been significantly reduced due to lockdown measures. Insurance companies must find proper solutions to cope with Covid-19 pressure and to respond to this unprecedented crisis. Firstly, now is the perfect time to advertise and sell different types of insurance policies which include coverage for coronavirus such as life insurance policies, business interruption policies, liability insurance policies, etc. Secondly, societies faced major challenges, and empathy is presented more than ever. Displaying empathy to customers can improve customer experience, satisfaction, and loyalty. Thirdly, people are used to spend more time online therefore delivering personalized apps, social media marketing strategies can help potential customers to become buyers. Fourthly, offering tailored products developed for specific groups of customers, more convenient and affordable can increase the level of customer loyalty and can attract new customers. Many customers are changing their behaviours, therefore insurers must focus on meeting their demands and finding solutions to reach new customers. Fifthly, simplifying the purchasing and insurance claims payment processes and launching marketing campaigns that focus on these aspects can have a positive impact on actual and potential customers.

Thursday, 19 November 2020

09:40 – 10:00

Dental marketing strategies during the COVID-19 pandemic



Anca-Ștefania
MESAROȘ

University of
Medicine and
Pharmacy



Marius-Dan
GAVRILETEA

Babes-Bolyai
University

About the speakers:

Dr. Anca-ștefania Mesaroș, DDS, PhD is Associate Professor at the Iuliu Hațieganu University of Medicine and Pharmacy, Cluj-Napoca, Romania and Senior Specialist in the Specialty of Orthodontics and Dento-Facial Orthopedics, Licensed Economist. She graduated from the Faculty of Dentistry of UMF Iuliu Hațieganu Cluj-Napoca in 2008, obtained the Master in Oral Rehabilitation and Dentistry in 2010, the doctorate in 2014 with the thesis "Investigations upon the impact of orthodontic treatment on dento-facial aesthetics" conducted under coordination of UMF Cluj-Napoca in collaboration with UFR Odontologie, Bordeaux, France. She benefitted of scholarships to the University of Marseille and the University of Bordeaux in France. She attended advanced courses in the field of orthodontics in the USA, France, Italy and Romania. She also graduated Business Administration from the Faculty of Business of the Babes Bolyai University in 2017 and is currently manager of her own Dental Practice in Cluj-Napoca since 2011. Her main topics of interest and research: Dental office management, Dento-facial Aesthetics, Orthodontics.

Marius Dan Gavriletea is a Professor at the Babes-Bolyai University, Faculty of Business and has a Ph.D. in Finance since 2002. He was the Head of Long Life Learning in the Business Administration Department for 8 years and currently is Pro-Dean for Research, responsible for leading research strategy across the Faculty of Business. Gavriletea's research and teaching focus on insurance, risk management and business evaluation. He has 19 years of practical experience as a certified insurance agent in the Romanian Insurance Market.

Abstract: The global spread of coronavirus affected negatively all economic sectors. Dental services, as part of the services industry, the most important source of economic growth in developed countries received a significant demand shock. As lockdown measures had been enforced around the world, dental clinics reported sharp declines. There is a unique challenge for this industry to find the proper solution to manage the impact of the COVID-19 and finding marketing strategies that can reach more customers in these times can be the success key. Promoting tele-dentistry as an alternative solution for face-to-face appointments, changing routine procedures, and adopting new safety norms and plans and advertising these procedures, targeting new customers, starting to manage more dental emergencies instead of regular treatments and procedures (out of an increased demand in this sector) and initiate marketing campaigns to inform customers about these changes can be efficient solutions to combat the COVID-19 crisis.

Thursday, 19 November 2020

10:00 – 10:40

The Geography of Doing Business



Kim-Shyan FAM

Harbin University of Commerce

About the speaker:

Kim-Shyan Fam (PhD, FCIM, DPhil, DSM) is Chair Professor of Marketing, Founding Director of MAGScholar, and Founding Editor of the Asian Journal of Business Research (SCOPUS). Kim Fam's research has primarily focused on the influence of aspects of culture (such as values and faith) on the inter-relationships between advertisers and consumers, and the issues and practices of marketing in Asia. His current research examines the influence of business ethics and etiquette on relationship performance across a business lifecycle. Professor Fam's research has appeared in the Journal of Marketing, European Journal of Marketing, Journal of Business Ethics, Journal of Advertising Research, Psychology and Marketing, and the Journal of Business Research amongst other publications. In 2012, the University of Szechenyi Istvan (Hungary) bestowed an honorary doctorate on Kim Fam for his contributions to education. Additionally, Kim Fam received a prestigious Changbaishan Scholarship (2017-19) from the People's Government of Jilin Province (China), and the Darjah Seri Melaka (Exalted Order of Malacca) state award from the Governor of Malacca in 2019.

Abstract: In this borderless and competitive business world, we need to know what factors will make or break a business relationship. Based on a multi-country study involving 3826 participants from 32 countries, we were able to gather valuable insights into how businessmen and women build business relationship. In this talk, I will share with you what business ethics and etiquette are important in building relationships, in which country, and at what stage of the business relationship lifecycle. Are these ethics and etiquette relevant to your business environment? The talk will also highlight the role of gender, age, and marital status in the business relationship building. Managerial implications will be provided to the audience.

Thursday, 19 November 2020

10:40 – 11:00

Inter-organizational cooperation: is this a recipe for success of the company?



Włodzimierz SROKA

WSB University in Dąbrowa Górnicza; North-West University; University of Johannesburg

About the speaker:

Włodzimierz Sroka, PhD, is an associate professor of strategic management. He is Deputy Head of the Management Department of WSB University in Dąbrowa Górnicza (Poland), extraordinary professor at North-West University (South Africa) as well as visiting professor at University of Johannesburg (South Africa). He specializes in theoretical and practical issues relating to the management and strategic management. He is the author of numerous scientific papers about strategic alliances, network organizations, strategy, restructuring of the company, CSR and business ethics, marketing and customer's behaviour, public management as well as innovations and entrepreneurship published both in international journals and monographs published by well reputable publishers such as Springer Verlag, Shaker Verlag and London Scientific. He is Editor in Chief at *Forum Scientiae Oeconomia* (indexed in SCOPUS) and Deputy Editor in Chief at *European Journal of International Management* (Impact Factor 2,145; indexed in WoS-SSCI & SCOPUS). He is also a member of Editorial Boards of numerous scientific journals, e.g. guest editor and Editorial Board member at *Sustainability* (Impact Factor 2,576; indexed in WoS-SSCI & SCOPUS), associate editor at *Amfiteatru Economic* (Impact Factor 1,625; indexed in WoS-SSCI & SCOPUS) and ten other journals indexed in WoS-ESCI and/or SCOPUS published in UK, USA, Czechia, Slovenia, Germany, Switzerland, Ukraine and Poland. Currently he merges his scientific activity with being the CEO of a medium-size engineering company. He was previously employed in different managerial positions (Director, Member of the Management Board, Vice President of the Board and Managing Director) in both the steel and machine industries, running very large (over 10.000 employees), large (over 1.000 employees) and medium size enterprises. He was also a member of the Supervisory Boards at different companies, operating in steel, machine and chemical industries.

Abstract:

Every company has two main growth opportunities:

- internal development in the form of a) development of existing projects or b) green field investments: Opel and VW in Poland, Toyota in Czech Rep., Hyundai/Kia in Slovakia
- external development: a) Mergers & acquisitions and b) inter-firm cooperation, e.g. alliances, network organizations, clusters, outsourcing and some others.

Both strategies of external growth can be successful, and the advantage of one of them depends on several factors: 1) relative transaction costs, 2) value of the transaction itself, 3) company's environment, 4) sector of activity. One should remember that it is always better to cooperate than compete. Inter-firm cooperation is one of the most popular strategies nowadays. It is implemented by the companies from a variety of sectors, incl. high-tech industries and traditional sectors of economy (steel industry, coal mining etc.), automotive, airlines and so on. Though it is not a specific feature of high-technology sectors only, there are many networks in these sectors, e.g. telecommunication (Philips), electronics (Samsung), computers (IBM). This strategy has its different forms, e.g. alliances, network organizations, clusters, outsourcing, consortiums. Some data:

- approximately 10-20 percent of the revenues of multinational corporations is generated from cooperation with other firms;
- American Corning has a network of alliances which generates 25 percent of its revenues. The first of them were built up roughly 60 years ago;
- In ten years, Sun Microsystems, established in 1982, grew to \$ 3.2 billion in sales and \$284 million in profits. This remarkable growth was achieved by Sun's network;
- The aerospace industry is controlled by two networks, those of Boeing and Airbus. Each consists of more than 100 partners
- A wide portfolio of alliances created by Samsung was a key to its great success.

Every cooperative strategy is, however, merged with the likelihood that certain negative phenomena may arise, i.e. pathologies. They reduce the attractiveness of this type of activity. There are two main types of these pathologies:

1. Simple pathologies similar to those existing in any organization,
2. Structural pathologies resulting from the network structure.

For sure, inter-firm cooperation is regarded as a critical aspect of competing in a variety of industries. This phenomenon has been gaining its momentum for the last two decades and more and more companies in the world apply this strategy, irrespective of its form and type. It cannot, however, be regarded as recipe for success, though there many companies which successfully implemented this concept. In a contemporary turbulent environment it may be a very useful instrument of competitive advantage building for many companies regardless of size and sector of activity.

Thursday, 19 November 2020

11:00 – 11:20

Retail Chains' Financial Offer Against Customers' Financial Exclusion



Katarzyna
BILIŃSKA-
REFORMAT

University of
Economics in
Katowice



Kieźel_
MAŁGORZATA

University of
Economics in
Katowice

About the speakers:

Prof. Katarzyna Bilińska-Reformat PhD – professor and head of Marketing Management and Tourism Department, at the Faculty of Management, University of Economics in Katowice in Poland. She is interested in issues regarding management, marketing strategies, marketing management. She is an author or co-author of 180 publications, including articles and conference papers published in Polish and foreign periodicals. She has been publishing in periodicals such as: “British Food Journal”, “Sustainability” „International Journal of Management Cases”, “Business Excellence”, „Journal of Economics and Management” and „International Journal of Sales, Retailing and Marketing”. She has also run many business researches for companies and has been a consultant in marketing. She has position of visiting professor at University of Zagreb. She has position of visiting professor at North China University of Technology in Beijing. She has taken part in teaching program Erasmus and Erasmus plus and lecturing in Germany, France, Finland, Cyprus, South Korea, China. She has experience as an expert in many projects. She actively participates in different research projects – in 2018 together with scientists from Poland, Italy, France and Germany she participated in E-comma project which was founded by the European Union and Erasmus + The idea of the project is to identify new professions in the field of e-marketing and e-commerce as well as to design new methods of training.

Małgorzata Kieźel – habilitated Doctor in the field of management and quality science. Her research is focused on the problems of marketing management and planning, marketing strategy and marketing research, services marketing, modern marketing communication, marketing knowledge management, innovations, consumer behaviour, relationship marketing as well as creating and co-creating value with the involvement of customers, customers engagement.



Abstract:

The article examines the financial offer and the dynamics of its introduction by retail chains in Poland as a way to increase the financial inclusion of consumers. Financial exclusion is define not being able to access or use 'financial services in the mainstream market that are appropriate to (people's) needs and enable them to lead a normal life in the society in which they belong'. The activities of retail chains are helpful in reducing barriers to access to financial offers for consumers. The study assumes the hypothesis that currently, most supermarkets and hypermarkets in Poland have introduced their own solutions for make financial services are more available for customers. This study partially has an overview character. A critical analysis of the literature on the subject of financial exclusion based on books and journals, reports of research companies, as well as Internet sources is used in the study. Documentary methods and the results of quantitative research based on survey are applied. The article consists of three parts. Introduction presents general importance of financial exclusion. The essence of financial exclusion, source of this phenomenon and characteristic of main retail chains in Poland are presented in the first and the second part of body of paper. Then, the research methods and financial determinants of choice of commercial outpost are presented. The fifth part of the article shows the results of research and discussion. The article ends with conclusions.

Thursday, 19 November 2020

Session 2

Chairs: Dan-Cristian DABIJA; Maria-Luiza SOUCA, Raluca CIORNEA, Ioana-Nicoleta ABRUDAN, Ovidiu-Ioan MOISESCU

11:40 – 12:20

**The end of ownership for durable consumer goods.
How traditional brands can cope with subscription platforms.**



**René Hubert
KERSCHBAUMER**

University of Graz



**Thomas
FOSCHT**

University of
Graz



**Andreas B.
EISINGERICH**

University of
Graz

About the speakers:

René Hubert Kerschbaumer is a fourth-year PhD candidate in marketing, currently working as research associate and lecturer at the Department of Marketing, University of Graz, Austria. Upon attending a master degree in business studies, focusing on international management, Mr. Kerschbaumer worked as a key account manager for an Austrian software provider, thereby gaining insights into digital goods marketing. Today, Mr. Kerschbaumer is teaching undergraduate courses on marketing basics and buyer behavior as well as graduate courses on touchpoint and customer journey management. His research interests include consumer behavior, e-commerce, retail platform management and subscription commerce.

Thomas Foscht is Professor of Marketing and serves as Dean of the School of Business, Economics and Social Sciences at the University of Graz, Austria. He received his PhD and Habilitation from the University of Graz and was appointed Full Professor at California State University, East Bay, San Francisco. Professor Foscht is holding the Chair of Business-to-Consumer Marketing at the University of Graz and has published books on Buyer Behavior (6th edition), Retail Management (4th edition), and on Reverse Psychology Marketing. His work was further accepted at the European Journal of Marketing, Journal of Product and Brand Management, Journal of Retailing and Consumer Services, Journal of Consumer Marketing, and Long Range Planning, among others. Professor Foscht is best known for his work on international marketing, customer relationship management, and retail management.

Dr Andreas B. Eisingerich is Professor of Marketing at Imperial College Business School, Head of the Analytics, Marketing and Operations Department and Co-Academic Programme Director of the MSc Strategic Marketing online. He obtained a two-year scholarship to attend Li Po Chun United World College, holds a BSc degree from the London School of Economics, and a PhD from the University of Cambridge, Judge Business School, where he also earned his master degree. Prior to joining Imperial College Business School, Dr Eisingerich managed the Center for Global Innovation at the University of Southern California's Marshall School of Business in Los Angeles.



Abstract:

Subscription models recently re-emerged in software and e-commerce, pushing forward the idea that almost anything can be sold as a service. Along with the rise of the subscription economy, consumption patterns have changed from possession to experience, enabling the rise of access-based consumption in countless categories, from car sharing to washing machine subscriptions. In access-based consumption models, individual ownership is replaced by subscription contracts, releasing consumers from large upfront investments while suppliers are taking care of maintenance. Simultaneously, disruptive platform businesses have been rising, bypassing traditional value chains and attracting consumers with seamless user experience—while traditional brand identities are dissolving. We believe that current developments considering subscription models, platform businesses and the diffusion of ownership hold highly disruptive potential for the category of durable goods. Therefore, we discuss the emergence of platform companies offering consumer durables subscriptions. Traditional manufacturer brands will need to find ways to survive in a market where consumers neglect conventional forms of product ownership and rather rent appliances based on individual demand, eventually offered by innovative, data-driven subscription platforms. To address this question, we describe different scenarios and, depending on traditional brands' strength and capabilities, provide recommendations for coping with these disruptive developments.

Thursday, 19 November 2020

12:20 – 13:00

Digital marketing and e-commerce sustainability



József POPP

Szent István
University



Nicodemus
Mutinda
KITUKUTHA

University of
Debrecen

About the speakers:

József Popp is Professor and dean at Szent István University, Faculty of Economics and Social Sciences, Hungary. He is Professor at WSB University, Dąbrowa Górnicza, Poland and North-West University, South Africa. He is also an active member and chairman of several academic and professional organisations. Professor József Popp obtained his PhD of economics at the Hungarian Academy of Sciences and his Dr. Sc. oec. degree at the Humboldt University, Berlin, Germany. He is a corresponding member of the Hungarian Academy of Sciences. At the Hungarian Academy of Sciences, he is the chairman of the the Bolyai János research scholarship Committee, the chairman of the Committee on Agricultural Economics and the vice-chairman of the Scientific Committee of Circular Economy. He also serves as a member on a number of Editorial Boards of international journals worldwide. He has participated in several international research projects and is a member of several national councils related to science and education. His research interests include global food and energy security analysis, competitiveness of the food economy, rural development, supply chain management, renewable energy, bioeconomy and circular economy. Among the honors he has received are: Doctorem Honoris Causa Pannon University, Hungary, 2010 and “Honoris Causa Professorship”, Delhi School of Professional Studies and Research, 2010. Award of the Hungarian Academy of Sciences in Recognition of Research Contributions, 2011. He has a long list of publications and has advised dozens of PhD students and postdoctors holding research and teaching positions in Hungary and abroad.

Nicodemus Mutinda Kitukutha is currently a fourth-year PhD student at the Károly Ihrig Doctoral School of Management and Business Administration at the University of Debrecen. The topic of his dissertation is the “Integration of environmental, social and economic dimensions in to e-commerce sustainability to enhance sustainable online shopping among developing countries, with special attention to Hungary and Kenya. His research area covers e-commerce, sustainability, online perceived risks (trust, privacy, and security), industry 4.0 and artificial intelligence.



Abstract:

In the 21st century, ICT has turned into a helpful promoting instrument tool to marketing, retailers, and customers through e-commerce platform. The number of internet consumers has increased by 566% between 1990 and 2020. This development indicates penetration and connection of Internet, which has prompted the steady and exponential growth of Electronic Commerce as a sustainable way of doing business. Currently businesses must adopt e-commerce platforms to enjoy a competitive advantage with numerous benefits to consumers and retailers, for example, convenience, large market base and online shopping 24/7. Web based business is an online trade that permits customers purchase high-quality products at a cheaper price compared to their counterpart offline traditional shopping. All the activities associated with a typical business will be done through e-commerce. For example, produce, advertise, present, purchase, pay and deliver can be done by means via Internet shopping. Sellers must be aware of the behaviors, attitudes, and preferences of dynamic customers tracked via internet through cookies and personalized to such individuals leading to increasing sales. In addition, customers have become more aware of green products, therefore demand for such products is on the rise. Nevertheless, there is a great need for collaboration and partnership between all stakeholders including suppliers, producers, LSPs and e-retailers to comply with sustainability. Otherwise, it will be hard for companies to remain relevant in the market. Green and sustainable activities provide a more efficient use of resources and minimize the harmful impact on the environment. In this way businesses and customers will practice sustainable production and consumptions patterns hence sustainability is enhanced to environment, social and economic dimensions. Reducing pollution and waste can attract new customers, increase sales, innovation and societal impact.

Thursday, 19 November 2020

13:00 – 13:20

What's next for sustainable business?



**Adrienn
HORVÁTH**

University of
Nyíregyháza



Judit OLÁH

University of
Debrecen

About the speakers:

Adrienn Horváth is currently teaching assistant at the Institute of Business and Management Sciences of the University of Nyíregyháza. She graduated doctoral studies at the Károly Ihrig Doctoral School of Management and Organizational Sciences, Faculty of Economics, University of Debrecen. The topic of her doctoral dissertation is the „Analysis of the sustainable purchasing management of manufacturing enterprises in Hajdú-Bihar and Szabolcs-Szatmár Bereg county and study of their possibilities for development.

Judit Oláh associate professor at the Faculty of Economics and Business University of Debrecen. She is full time assistant professor at WSB University. Field: social sciences, discipline: management and quality sciences and full extra-ordinary assistant professor at the North-West University, TRADE Research Entity South Africa. She is editorial member of international journals: Amfiteatru Economic, Polish Journal of Management Studies, Economics and Sociology, Forum Scientiae Oeconomia, Pragmata tes Oikonomias, Central European Journal of Labour Law and Personnel Management, Global Journal of Entrepreneurship and Management. She was guest editor of Sustainability, Special Issue - Sustainability in Food Consumption and Food Security; Energies, Special Issue - Management and Technology for Energy Efficiency Development; Administrative Sciences, Special Issue - Business Strategy of the Value Chain. She is a member of the International Research Institute for Economics and Management (IRIEM), Institute of Data Science and Artificial Intelligence (IDSAI), International Engineering and Technology Institute (IETI), Researcher's Excellence Network (RENET). Her main research interests are food industry, digitalisation in the supply chain, logistics, bioenergy, Industrie 4.0 and risk management.



Abstract: Nowadays, as a result of globalization and significant cooperation between companies, competition is becoming more and more global, the competitive strategies of companies extend beyond the opportunities provided by the market within the borders of the country and extend their production processes, strategies and relationship systems. Global competition clearly requires a broader horizon. This requires broader thinking, partnership within the supply chain, and continuous rethinking of value chains, always keeping in mind the latest trends. Supply chain management is a dynamically evolving and rapidly changing field. In recent years, it has been seen that more and more companies and their related supply chains and networks have made strides towards sustainability, improving their environmental performance largely due to customer needs and societal expectations. There is a growing need to integrate environmentally friendly decisions into supply chain management. A sustainable supply chain seizes opportunities for value creation and offers significant competitive advantages. Megatrends analysed based on the current behaviour patterns indicate that the development of mankind goes in the opposite direction than the concept of sustainable development. Therefore, efforts focusing on the achievement of sustainable development should take into account the lack of public interest in taking real action. Therefore, efforts to focus on sustainable development must take into account the lack of public interest needed for real action. But what comes next?

Thursday, 19 November 2020

13:20 – 13:40

The role of perceived social support in service quality orientation among medical volunteers



Marcela-
Sefora
NEMȚEANU

Babeș-Bolyai
University



Teodora-
Mihaela
TARCZA

University of
Oradea

About the speakers:

Marcela-Sefora NEMȚEANU: I am a postdoctoral researcher in the field of Marketing as a part of the Marketing department of the Doctoral School of Economic Sciences and Business Administration, Babeș Bolyai University, Cluj-Napoca. The main focus of my postdoctoral research regards different topics such as the managerial implications of internal marketing for medical services among volunteers, employees behavior and their organizational results in the context of COVID-19 pandemics, heavy work investment, teleworking and job performance. My PhD thesis title (2016) "Satisfaction and commitment of the volunteers. Factors of influence,, was the result of a three years research progress involving theoretical research, implementing marketing processes in non-profit organizations as a volunteer, applying face to face and online questionnaires, statistical analysis and comparisons to previous research results in the field. Research process resulted also in other results such as: published articles, conference papers or workshops regarding trust of volunteers in organizational management, cause-related marketing, donating behaviour and the study of values associated to social behavior. As a part of Colegiul Economic "Partenie Cosma" my research activity is also doubled by teaching Strategic Marketing, Negotiation and Contract Management, Consumer Protection, Selling Techniques in Retail, Product and Services Quality, and Career Counselling and Orientation classes.

Teodora Mihaela TARCZA: As a member of the Marketing Management Department at University of Oradea, Teodora Mihaela TARCZA teaches Basis of Marketing, Services Marketing, Selling Techniques, Strategic Management, Business communication and negotiation since 2006. She had always enjoyed combining didactic and practical activities, also holding positions in the Marketing and Customer Relationships Department within private companies in Oradea. She got her PhD title (2015) doing serious research regarding "The profile and the behavior of traditional food products consumer in Romania" at the Babeș-Bolyai University in Cluj-Napoca, Romania. As a result of the doctoral research, she got actively involved in setting up (2016) and carrying out the activities of an association in the agri-food field, becoming a founding member, vice president responsible for communication and promotion of the Association for Research and Promotion of Agri-Food Products "Crișana" (ACPPA Crișana). Other research preoccupations are oriented to traditional food products, educational marketing, the newest legislation regarding GDPR and, nevertheless volunteer marketing. She is also a member of the Marketex - Marketing Association, SEA Conferences, reviewer for IBIMA Conferences and the Coordinator of Excelsior Club.



Abstract:

Crisis situations such as natural catastrophes, epidemics, and pandemics have led throughout time to a need for volunteers to get involved with the provision of medical services. The practice of medical volunteering comes with a set of challenges in the provision of services that are satisfying regarding quality, especially since many volunteers from the medical field are not medical experts. Various studies highlight that the lack of procedural knowledge, of understanding the principles of medical ethics and prevention methods hinder medical volunteering from contributing positively on the patients' medical state. Social support is the research objective in many studies from the field of volunteering, which positively influences volunteer satisfaction and engagement, thus encouraging their subsequent orientation towards service quality. Based on the Social Exchange Theory, previous research highlight that volunteers are more determined to perform when they receive sustained social support. Previous research does not offer a conceptual model of analysis on how the dimensions of social support influence the dimensions of orientation towards medical service quality. This paper proposes a new conceptual model that analyses the implications of the importance of volunteers for the organization, organization support, and support in task performance as dimensions of social support concerning service quality orientation. The proposed model is comprised of three dimensions of the SERV*OR tool developed for the study of service quality orientation and adapted in this paper to the medical field. The three dimensions are client/patient treatment, service prevention, and service failure recovery. The method employed is academic literature review from the field of volunteering, medical services, and services quality research. The paper makes contributions to the theory of medical service quality, Social Exchange Theory, and to the study of medical volunteering. This research makes managerial contributions to the medical field by stressing the implications of organizational support on service quality orientation of volunteers.

Thursday, 19 November 2020

Session 3

Chairs: Dan-Cristian DABIJA; Alexandra-Maria DRULE, Raluca CIORNEA,
Ioana-Nicoleta ABRUDAN, Ovidiu-Ioan MOISESCU

14:00 – 14:20

Implementing Innovation in Online Museum Marketing



Oana ENĂȘEL

Baia Mare
Artistic Centre
Art Museum



Dan-
Cristian
DABIJA

Babes-Bolyai
University

About the speakers:

Oana Enășel is a PhD candidate, focusing her research on implementing innovation in museums marketing. Passionate about involving the museum in the life and activities of the community, she is the marketing representative of the «Baia Mare Artistic Centre» Art Museum.

Dr. Habil. Dan-Cristian Dabija is a PhD Supervisor and Full Professor at the Department of Marketing, Faculty of Economics and Business Administration, Babeş-Bolyai University, Romania. Dr. Dabija has recently led a research project on sustainability in retailing financed by the Romanian National Authority for Scientific Research and Innovation (125,000 EUR). He has published more than 100 papers in various journals, has participated in numerous conferences, and serves as an ad-hoc reviewer for *Amfiteatru Economic*, *Journal of Cleaner Production*, *Journal of Marketing Management*, *Journal of Global Marketing*, *Sustainability and Marketing Education Review* (<https://publons.com/researcher/479036/dan-cristian-dabija/>). His teaching disciplines are Retailing, International Marketing, Tourism Marketing, Sales Promotion and Strategic Marketing. More recently Dr. Dabija co-authored in Romanian the second edition of the book "To conceive, to write and to publish a scientific article in business and economics", which was awarded in late 2017 the first book prize of the Romanian Association of Economic Faculties and in December 2019 the "Victor Slăvescu" Prize of the Romanian Academy of Science.



Abstract:

Museum marketing strategies have grown and diversified in the last decade. The fast pace of technological development has maintained the momentum of innovation leading museums towards a new stage of evolution. The “New Museum” has distanced itself from the obsolete, repository-like institution by becoming more customer oriented and hence more competitive in the leisure market. 21st Century museums throughout the world implement innovation at the service level by designing visitor tailored experiences. State of the art technology embraces fresh concepts derived from the needs and wants of the audience. Visitor-centered exhibitions, events and other services are based on extensive research and on understanding success from the community’s point of view. Based on the scientific literature and on the current context caused by the pandemic, authors focus on a dual perspective: the transition towards an online museum experience and the effect of online marketing on the evolution of visitor numbers. The paper highlights a series of online marketing best practices and conducts a qualitative analysis on a series of interviews conducted with museum managers and specialists in Europe and USA regarding the implementation of technological innovation museum service marketing. Moreover, it performs an in-depth analysis of the characteristics of the institutions which have been delivering such an offering. As opposed to other existing studies that explore online marketing strategies used by museums as part of the on-site service offer, this paper offers a view of the implementation of technological innovation as an adaptative strategy to the current reality affected by the pandemic. The results show that an innovation-oriented approach allows museums to have a more diversified offer, both online and offline. The number of people visiting the website and social media profiles has constantly increased after implementing innovative marketing strategies, members of the community manifesting interest in visiting the (on-site) permanent exhibition. Further research should focus on visitor retention strategies for members of the community engaging in online conversation with the museum instances.

Thursday, 19 November 2020

14:20 – 14:40

Cognitive Dissonance: A Source of Erratic Customer Behavior



Leonardo MĂRINCEAN

Babeș-Bolyai University

About the speaker:

Leonardo MĂRINCEAN: I am a young marketing professional working with several small clients, both in the profit and non-profit segments, helping them build and implement their marketing strategies. My greatest passion is understanding the human mind and I have come to the conclusion that economics is the most dynamic and pragmatic field to discover more about human thoughts and behavior. I strive to become a more informed marketing practitioner so that any advice I give to my clients is science based and I know that good marketing practice must be guided by academia as well as that the market is the most reliable laboratory in the field of economics.

Abstract: The study of cognitive dissonance has enjoyed a rich history of development across multiple fields since it has been introduced by Leon Festinger in 1957. It's applications to the marketing field have remained unclear and underexploited. This study is a theoretical investigation of the relation between cognitive dissonance and the relationship between consumer behavior and post purchase reactions. Across history, cognitive dissonance has been used to capture 2 phenomena: both the discrepancy between cognitive elements and the state of arousal yielded by that discrepancy. To investigate the hypothesis cognitive dissonance, at different levels, generated by consumer behavior, can induce opposing behaviors (both positive and negative word of mouth, both complaints and satisfaction), a summary of several studies belonging to multiple areas of human behavior has been conducted. What is more, this paper proposes an experiment to test this hypothesis, by dividing participants into 3 groups and assigning them 3 experimental conditions based on the expected levels of dissonance induction: low, average and high. Each group would be exposed to the same bank service offer regarding a deposit contract, given a sum of money they can use to contract the deposit and monitored during a 3 month period to test their post purchase reactions to acquiring this service. The study is still a work in progress, but, if results are as expected, it has a very strong implication for marketing practice: customers might be more interested in maintaining cognitive consistency than in maximizing their utility.

Thursday, 19 November 2020

14:40 – 15:20

Improving the sustainability of the food sector through Supply Chain 4.0 technologies: the role of consumers



Claudia COLICCHIA

Politecnico di Milano

About the speaker:

Claudia Colicchia is an Associate Professor of Logistics and Supply Chain Management at Politecnico di Milano, Department of Management, Economics and Industrial Engineering, Italy. She is Visiting Fellow in the Faculty of Business, Law and Politics, University of Hull, UK. She is author of more than 80 papers at national and international level. Her research interests include Supply Chain Sustainability, Supply Chain Risk Management, Industry 4.0 and Logistics 4.0, and Citation Network Analysis. Her research has appeared in leading scientific journals, such as Journal of Supply Chain Management, Production Planning and Control, Supply Chain Management: An International Journal, International Journal of Production Research, Journal of Cleaner Production, and Journal of Business Ethics. Her research expertise feeds into her teaching activity, which has focused over the years on undergraduate, graduate and executive education and training for students and professionals.

Abstract: The urgent need for improving the efficiency for a transparent, efficient, and sustainable food supply chain is driving a huge digital transformation in the sector thanks to Supply Chain 4.0 technologies. Food safety and food waste are without any doubt among the most critical sustainability issues in the food supply chain, especially considering the increased number of foodborne outbreaks which challenged global food safety in the last years. Previous studies have analysed the combination of the different industry 4.0 technologies for enhancing food safety, also taking into account a supply chain perspective. However, they overlooked consumer acceptance, which plays a crucial role in the diffusion of these technologies. Hence, this research investigates, through a survey study, consumer buying behaviours and consumers' willingness to pay more for the increased transparency of information and visibility on the products they are buying.

Thursday, 19 November 2020

15:20 – 16:00

Logistics and supply chain management as enabling factors of the Circular Economy



Alessandro CREAZZA

LIUC Università Cattaneo

About the speaker:

Alessandro Creazza is an Associate Professor of Logistics and Supply Chain Management at the School of Industrial Engineering of LIUC University, Italy, and a Visiting Fellow in the Faculty of Business, Law and Politics at the University of Hull, UK. He specializes in the area of the design and management of international logistics networks and his research interests include: supply chain network design with risk and sustainability considerations (Eco-Resilience); healthcare logistics; Logistics 4.0 and Industry 4.0; Circular Economy applied to logistics and supply chain management. He is currently working on the development of research projects on Eco-Resilient/Elastic Supply Chains and on the management of Cyber Risks in the Supply Chain through Blockchain-based architectures. He's also developing researches concerning the application of the principles of the Circular Economy to the design of sustainable and resilient supply chains.

Abstract: The transition towards the paradigm of the Circular Economy requires organizations of any sector and any size to make a considerable shift in their operations and in their business model. They should be able to "close the loop" and reintroduce their waste products to feed other supply chains. In this sense, it is essential that organizations work towards not only capturing the value of the waste products but also towards creating value and transferring value to customers/users. Logistics and supply chain management have been traditionally seen as tools for capturing the value of waste products by recovering materials through the "reverse logistics" activities. However, our case study research suggests that the reintroduction, redistribution and remarketing of the recovered products need to be supported by the "forward logistics" activities, which in this sense represent essential infrastructures and enabling elements to create and transfer value to customers.

Thursday, 19 November 2020

Session 4

Chairs: Dan-Cristian DABIJA; Alexandra-Maria DRULE, Raluca CIORNEA,
Ioana-Nicoleta ABRUDAN, Ovidiu-Ioan MOISESCU

16:20 – 17:00

Innovative Behavioral Insights: Powerful Marketing, Strong Brand



Anna PUSTOVAR

CoolTool Inc

About the speaker:

Anna Pustovar, Business Development Manager at CoolTool Inc. earned a master's degree in psychology in 2015. For some time dealt with psychodiagnostic testing, has published a couple of articles on psychological contact and communication in sales. For 4 years Anna has been working in NGOs and dealt with social projects. In 2018 started working as a business development manager, and from 2019 onward - in the field of market research.

CoolTool is a self-service platform based on automation and AI that incorporates the very best of nonconscious measurement tools and traditional survey-based research. By providing automated holistic measurements, we democratize behavioral science and make insights agile.

Thursday, 19 November 2020

17:00 – 17:20

Addictive software design strategies



Alexandra
HUTANU

Alexandru
Ioan Cuza
University



Patricia-
Elena
BERTEA

Alexandru
Ioan Cuza
University

About the speakers:

Alexandra Hutanu is a PhD student passionate about marketing. She always asks the „Why” question and likes to put her research skills into practice when working with clients from different industries.

Patricia-Elena Bertea: Passionate about data and strategy, Patricia Bertea holds a PhD in Marketing-Ecommerce and engages academic as well as business projects with focus on digital marketing and consumer behaviour.

Abstract: Statistics from January 2020 shows that people spend daily more than 6 hours and 43 minutes on the internet. From this, more than half of this time is spent on mobile devices. Compared to January 2019, the percentage of mobile time spent using mobile applications has increased with 91% in January 2020. Why do users spend so much time on their phone? One of the answers lies in addictive design. In this paper, we aim to review the existing literature in order to identify addictive software design strategies. The number of mobile app has significantly increased in the last years. Consequently, the competition for users’ attention between software designers has increased as well. And one the ways of captivating users’ attention is through using addictive design strategies. These strategies make users engage more with an app without realizing it. This is why this topic is also subject to ethical discussions. We will create the background for starting these discussions.

Thursday, 19 November 2020

17:20 – 17:40

Humanoid robots in the service sector: factors that influence the acceptance behavior of consumers



Monica ROMAN

Babeș-Bolyai University

About the speaker:

Monica Roman, is a first year Master's student in the Marketing Strategies and Policies program of the Faculty of Economics and Business Administration. Monica graduated with a Bachelor's degree in Marketing and she chose this study program is to deepen her knowledge in the marketing field. As a student, Monica was involved in various extracurricular activities, such as volunteering and internships, and also gained professional experience by undertaking a job during her last year as a bachelor student. For her Bachelor's thesis, Monica addressed a topic related to humanoid service robots. Acknowledging the role of technology, Monica argued in her thesis that both service providers and consumers need to be aware of, accept, and implement the most recent innovations that would benefit both parties.

Abstract: Technology has evolved in different ways in the past years, especially in the service sector. While benefits associated with AI-based applications are easily seized by companies and consumers alike, the introduction of humanoid robots in service interactions may still raise challenges for companies. Increased convenience, cost savings, and reliability are among the benefits that companies introducing humanoid service robots may claim to urge customers more rapidly accept humanoid robots during the service delivery process. Yet, empirical research to better understand what triggers customer acceptance to interact with humanoid service robots is still in its infancy. To address this gap, the present study tests and extends the Service Robot Acceptance Model (sRAM) proposed by Wirtz and colleagues, among 174 US consumers who reported to have interacted with humanoid service robots in the past. Findings show that Perceived Usefulness, Perceived Social Interactivity and Rapport (Togetherness) drive consumer acceptance of humanoid service robots, which in turn exerts a positive influence on actual use. Together, customer acceptance of robots and actual use of service robots positively influence customer intentions to continue to interact with humanoid service robots. This study results are valuable from both a theoretical and managerial standpoint. Past research in this area has been largely conceptual. This left companies with no empirical support to make their decisions regarding elements that should be most emphasized to increase customer acceptance of service robots.

Thursday, 19 November 2020

17:40 – 18:00

Covid 19 impact on the use of successful marketing tools



Ancuța-Mihaela ZETIU

Alexandru Ioan Cuza University

About the speaker:

Ancuța-Mihaela Zetiu is a third year PhD student in Marketing Studies at The Faculty of Economics and Business Administration in Iasi. Her research interests focus around the organization of events and the use of this tool in developing the image of a tourist destination. Events may help in creating a positive image of the destination, the image of the event and the host community must be regularly analyzed by stakeholders, including residents, the public, elected officials and the tourism industry. Major events can have the effect of forming a favorable image of the host community or country, leading to its choice as a potential travel destination. Parallel to her academic career, Ancuta is working as a Pricing Strategy Responsible within a multinational company and she has previous experience in data analysis and planning but also in the Procurement field.

Abstract: Contemporary economic and social dynamism has determined every company operating on the market to carry out economic activity and marketing is one of the most dynamic areas today. The good part would say some or less good, others would say is that marketers need to constantly adapt to these changes. In recent years, events have proven to be key marketing tools by having the ability to relate to the experiential needs of a market segment. Events can be developed to create excitement and provide an unforgettable, unique experience associated with the company's brand. This year's pandemic situation also limited the previously used marketing actions. Organizing events was one of the suspended activities and with an uncertain future for marketers. Can marketers still use successful tools in the same conditions before the pandemic? This is one of the questions for which marketers are looking for an answer and also a solution to counteract the major effects of the pandemic on the market.

Thursday, 19 November 2020

18:00 – 18:20

**Can consumers' personality traits predict social media eWOM?
A study among Generation Y Facebook users**



Ioana DAN

Babeş-Bolyai
University



**Ovidiu-Ioan
MOISESCU**

Babeş-Bolyai
University



**Oana-Adriana
GICĂ**

Babeş-Bolyai
University

About the speakers:

Ioana Dan is a Master student at the Marketing Strategies and Policies study program, Faculty of Economics and Business Administration at Babeş-Bolyai University of Cluj-Napoca, Romania. Her research focuses on online consumer behavior, for which she received and completed a student research grant from the Babeş-Bolyai University.

Ovidiu-Ioan Moisescu is Associate Professor in Marketing and Branding at the Marketing Department, Faculty of Economics and Business Administration at Babeş-Bolyai University of Cluj-Napoca, Romania. He completed his PhD in Marketing at the West University of Timișoara (Romania), as well as postdoctoral research project at Babeş-Bolyai University of Cluj-Napoca (Romania) and Corvinus University of Budapest (Hungary). His research focuses on consumer behavior, brand equity, CSR and PLS-SEM methodological issues in marketing.

Oana-Adriana Gică is Associate Professor in the Department of Hospitality Services, Faculty of Business at Babeş-Bolyai University of Cluj-Napoca, Romania. She holds a doctoral degree in Management. Her main research topics are entrepreneurship and SME management, strategic planning, CSR, customer relationship management, sustainable tourism and rural tourism.

Abstract: Electronic word-of-mouth (eWOM) via social media has become an important marketing communications tool for boosting consumer interactions, acquiring new customers and enhancing customer loyalty. Facebook is nowadays the most popular social media platform worldwide, having the capacity to influence, through eWOM, attitudes towards products and brands, especially among consumers from Generation Y, who represent the large majority of Facebook users. The current study's objective is to analyze the impact of Generation Y Facebook users' materialism, narcissism, self-esteem and extraversion on their eWOM pass-along behavior, both directly and indirectly, via their referral visit behavior and knowledge-based validation. For this, an online survey was conducted among a sample of Facebook users from Generation Y, data being analyzed using partial least squares structural equation modeling (PLS-SEM). The results revealed that eWOM diffusion on Facebook by Generation Y users is positively and directly predicted by their materialism and extraversion, and negatively and directly predicted by their level of self-esteem. Materialism was also found to have an indirect effect on eWOM diffusion, mediated by referral visit behavior. Even though narcissism had a significant positive and direct impact on Facebook users' knowledge-based validation and referral visit behavior, this personality trait was found to have only an indirect and rather low impact of eWOM diffusion. The research provides useful insights for online marketers, concerning psychographic market segmentation and targeting social media communication with the purpose of maximizing positive eWOM diffusion.

Thursday, 19 November 2020

18:20 – 18:40

Aesthetics in the design of luxury providers' websites: a content grid analysis



Edina BODOR

Babeș-Bolyai University

About the speaker:

Edina Bodor is a PhD Student at the Babeș-Bolyai Doctoral School of Economics in Cluj-Napoca, under the supervision of Professor Dan-Cristian Dabija. She has received a BSc in Business Administration and a MSc in Marketing Strategies at the same institution. Her current research topic is music and performing arts marketing. This area of interest comes from her passion for music and 10 years' experience in the entertainment industry (concerts, festivals, television). For a short period of time she has been a sales representative, but her main ambitions are entrepreneurial due to her scientific background, consistent music training and free-spirit.

Abstract: In the context of ongoing virtualization on an emerging consumer market, the research scope is to stress and evaluate the main aesthetical components involved in creating a successful experience on luxury providers' websites. Based on a qualitative approach, the author has conducted an observation among websites based on content grid analysis. The instrument was elaborated after a systematic review of the literature on aesthetics, luxury market and e-commerce. The specificity of the topic called for an in-depth analysis of the online presence of five luxury brands. Consequently, twelve elements of e-commerce aesthetics in association with a four-sided system which can shape a successful online shopping experience were examined. The paper further approaches the degree to which the luxurious dimension is delivered during a visit on the website. Theoretical notions have been operationalized in a way that enables any specialist to adapt the grid for its own purposes. The results can serve as examples of good practice for practitioners, but they also sound the alarm on accessibility issues even in a field dominated by aesthetics. The need to address the modern, technological luxury consumer is no longer questionable, but the compromises made in this regard on this market must be carefully implemented.

Thursday, 19 November 2020

18:40 – 19:00

Museum Marketing as a local service provider: Case Study - The Transylvanian Museum of Ethnography of Cluj-Napoca



Teodora-Maria SAS

Transylvanian Museum of Ethnography

About the speaker:

Dr. Teodora-Maria Sas is currently a cultural marketing specialist at the Transylvanian Museum of Ethnography in Cluj-Napoca (since November 2019). Ms. Sas is also a POCU expert at Babeş-Bolyai University in Cluj-Napoca (April 2020 – April 2021), within the POCU projects by which doctoral students from the same university can perform their entrepreneurial practice stage at the Transylvanian Museum of Ethnography. Previously, Ms. Sas was an international officer at the Centre for International Cooperation at Babeş-Bolyai University (2007-2019). Ms. Sas was also a trainee translator at the European Commission in Brussels, Directorate General for Translation, the Romanian language unit (March – July 2018), and a translator for “Vechiul Cluj” Association (cultural) in Cluj-Napoca. Ms. Sas completed her PhD Studies at the Faculty of European Studies, Babeş-Bolyai University, with a thesis in American philosophy of pragmatism and education (2012). Ms. Sas has published so far several articles on American philosophy of pragmatism and education, translation studies and terminology, and cultural marketing.

Abstract: This paper analyzes the importance of museum marketing as a local service provider, with a case study on the Transylvanian Museum of Ethnography (MET). The analysis begins with a review of the general museum offer (basic/permanent, educational, complementary and supplementary), with the purpose to introduce the reader in the field of museum marketing. Then the focus falls on the case study of the Transylvanian Museum of Ethnography of Cluj-Napoca (for e.g.: presentation of the museum cultural offer during 2019-2020; most important temporary exhibitions and cultural events organized and hosted by MET; research, innovation and entrepreneurial projects/programmes within the national and international cooperations with museum institutions and universities, etc.). The paper also highlights the importance of cultural marketing communication on social media during the Covid-19 pandemic. Via its entire cultural offer, the Transylvanian Museum of Ethnography not only demonstrates its relevance within the cultural landscape of the city of Cluj, but also its special contribution to the enhancement of the cultural life quality of the Cluj community, and also of its national and international visitors. This paper concludes with suggestions to innovate and to diversify the museum supplementary offer, with the aim to better serve the cultural and social needs of the Cluj community and of the museum’s national and international visitors as well, and also to intensify their desire to always return to this cultural institution which is truly unique in the Cluj county.

Thursday, 19 November 2020

19:00 – 19:20

**Data-driven Marketing in B2B –
Best practice analysis of the environment of social economy organizations**



Michael HEIDE

Babeș-Bolyai University

About the speaker:

Michael P. HEIDE is a PhD student at the Department of Marketing of the Faculty of Economics, Babeș-Bolyai University of Cluj-Napoca in Romania. After completing his apprenticeship as an orthopedic mechanic, he studied business administration (Bachelor of Arts) at the HfWU Nürtingen-Geislingen in Germany and social economy (Master of Arts) at the University of Applied Sciences Esslingen in Germany. In 2018, Michael P. Heide started the PhD program. His dissertation research focuses on communication in the B2B area, in the context of healthcare. In addition to his doctoral studies, he works in a business consulting in the healthcare sector.

Abstract: The global Corona pandemic is currently changing the (working) world and the associated global value chains, as is digitization. New, innovative business models are emerging, customer needs are changing, also in the B2B area. As a result, organizations need to adapt and change in order to remain competitive. Data-driven Marketing is more than just a technology. This procedure is intended to support social economy organizations (SEOR) in making decisions to use the collected data to learn more about the environment and their stakeholders and to better understand their needs. In this paper, best practice approaches for SEOR are outlined. This paper is primarily based on a detailed analysis of the literature with the focus on converting information from the environment into competitive advantages (USP). Keywords and time spans were used for the international database research using Boolean algebra. In addition, the author uses a structured interview guide to identify best practice approaches for SEOR in the context of qualitative research. Data-driven Management is a critical and, at the same time, topical research topic in marketing literature. The study can provide important impulses for the academic sector as well as for corporate management. Furthermore, the adaptation of the strategic, technology-based (marketing) concepts for SEOR is to be accelerated and evaluated. The results indicate the importance and untapped potential of data in making strategic and operational marketing decisions. Megatrends and the associated challenges in the social economy are also discussed. The qualitative character of studies, in connection with the national specifics of SEOR, minimize the generalizability of the concepts. The information presented can be useful for further studies in the context of the national and international comparison of health and social systems. Implemented CRM systems must be expanded to include intelligent connections, for example to social media. Due to the structural developments, established models and concepts of B2B Marketing must be questioned or even rejected. The current trend towards digitization has the potential to implement, among others, a new focus in academic education for marketing. The Corona pandemic accelerates the digitization of business models and shortens both the innovation cycles of goods. Data is developing into the digital oil of marketing, which is supported by potential stakeholders, among other things, by customer journey analysis. In addition, SEO should be part of the basic equipment in B2B Marketing so that SEOR can become professional.

Thursday, 19 November 2020

19:20 – 19:40

Effects of the EU GDPR on the dialogue marketing of health facility



Martin HEIDE

Babeș-Bolyai University

About the speaker:

Martin S. HEIDE is a PhD student in the Department of Marketing in the Faculty of Economics at Babeș-Bolyai University Cluj-Napoca in Romania. He studied business administration (diploma) at IMC Krems in Austria. He has been a PhD student since 2018, his research focus is buying behavior and sales room design at the POS in the context of health care. Martin also works as an assistant to the CEO of a healthcare provider in Germany.

Abstract: This paper deals with the effects or obstacles in relation to marketing activities in the healthcare sector - in particular of medical practices, due to the introduction of the European General Data Protection Regulation (EU-GDPR). As a result, new ways must be explored in order to be able to operate marketing in compliance with the EU GDPR. The research approach is interdisciplinary and application-oriented, enriched with secondary data and combined with a qualitative approach. Since May 25, 2018, the General Data Protection Regulation has been in effect in the European Union as a new data protection law that takes precedence over national law (in particular personal data). On this basis (legal text), the identified critical success factors can help companies achieve compliance in their dialogue marketing activities (B2C). This paper highlights the absolutely necessary factors that must be observed in order to guarantee EU-GDPR-compliant data protection and still make dialogue marketing possible. The legal framework (EU regulation) leaves little room for manoeuvre in the design or interpretation of dialogue marketing. Likewise, the national view (German health system) further restricts a transfer. The EU GDPR also forces medical practices to create awareness of data protection. In order to ultimately be able to successfully conduct dialogue marketing with patients, checklists must be drawn up for the operationalization of the EU GDPR and all internal processes must be evaluated, taking into account the TOMs (technical-organizational measures). In addition, a detailed list of procedures must be drawn up, which provides information on which data is processed in which way. All of the points mentioned above lead to a positive relationship with the patient in that he is willing to give a declaration of consent for dialogue marketing measures.

Thursday, 19 November 2020

19:40 – 20:00

Do you spot a face? How fMRI and MEG inform marketers about consumer behavior from neural correlates of face perception



Larissa BĂTRÂNCEA

Babeș-Bolyai University

About the speaker:

Larissa Bătrâncea is Associate Professor of financial analysis, game theory for business and family businesses at the Faculty of Business, Babeș-Bolyai University Cluj-Napoca, Romania. She received her PhD in economics from Babeș-Bolyai University and completed a postdoctoral program at the Romanian Academy in Bucharest, ranking first among 134 postdoctoral fellows. She holds a BA in economics, an MA in small business, a BSc and an MSc in mathematics, all awarded by Babeș-Bolyai University. She was visiting professor, invited researcher and completed various training programs at universities from Austria, Brazil, Denmark, Germany, Italy, the Netherlands, Russia, Slovakia, Spain, Sweden, USA. Her publication record comprises 30 books and book chapters as editor, author and translator (in Routledge, Springer, Elsevier, IGI Global, Risoprint) and numerous scientific articles published in outlets such as *Journal of Economic Psychology*, *Social Indicators Research*, *Economic Research-Ekonomska Istraživanja*, *Eastern European Economics*, *Current Science*, *Transylvanian Review of Administrative Sciences*, *Journal of Risk and Financial Management*, *Journal of Behavioral Economics for Policy*. Her research interests revolve around tax behavior, financial analysis, behavioral public finance, experimental economics, neuroeconomics, cognitive neuroscience. She translated into Romanian two books: Kirchler, E. (2007). "The Economic Psychology of Tax Behaviour". Cambridge, England: Cambridge University Press and Dixit, A.K., & Nalebuff, B.J. (2008). "The Art of Strategy: A Game Theorist's Guide to Success in Business and Life". New York, NY: W.W. Norton & Company. She activated as PI and member in 9 national and 7 international grants and was awarded 13 prizes in research and teaching.

Abstract: Face perception is a highly researched topic in cognitive neuroscience that has generated a wealth of studies during the last three decades. One of the regions in the human cerebral cortex involved in face perception is the fusiform face area (FFA) located in mid-fusiform gyrus (Brodmann area 37). The literature reports that brain activation in the left and right FFA increases more when people are exposed to pictures of faces compared to other non-face body parts or different objects. Insights provided by neuroimaging techniques such as functional magnetic resonance imaging (fMRI) and magnetoencephalography (MEG) feed into the general knowledge about face-selective responses, can outperform behavioral data and can inform marketers about how consumers make purchasing decisions based on information they receive visually. While both noninvasive neuroimaging techniques have their strengths and weaknesses, measuring neuronal activity, temporal resolution and spatial resolution are fundamental features. fMRI provides an indirect measurement of neural correlates of face processing through the blood-oxygen-level-dependent (BOLD) response, while MEG captures the magnetic field directly produced by neurons in the FFA when people detect faces. fMRI has an excellent spatial resolution and a reasonable temporal resolution (4–5 seconds) due to the sluggishness of haemodynamic response. MEG has only a good spatial resolution since it is not equally sensitive across all brain regions, but has an excellent temporal resolution (of milliseconds), which gives the possibility of observing the timing of events through spatial analyses. Hence, marketing activities revolved around product/service design, advertising or earning customer loyalty can draw multiple benefits that stem from using the two neuroimaging techniques.

Thursday, 19 November 2020

20:00 – 20:20

Regulation (EU) 2018/848: the impact on the marketing activity of the new EU organic food law



Mihai STOICA

The Bucharest University of Economic Studies

About the speaker:

Mihai Stoica is a Ph.D. student at the Bucharest University of Economic Studies, Department of Marketing. His thesis title is “Brand positioning strategies on the market of certified organic food in Romania”. He has a Master's Degree in Management Marketing (2015) and a Bachelor's Degree in Marketing from the Academy of Economic Studies, Bucharest, Romania (2013).

Mihai Stoica has over 5 years of experience in marketing, in companies in the pharmaceutical industry and in the field of production, distribution and trade of organic products. He has participated in economic missions and international fairs in the field of organic food, nutritional supplements and natural cosmetics.

Abstract: EU regulations on organic farming have a major impact on farmers, processors, wholesalers, retailers, certifiers and consumers. The rules imposed by the specific regulations are intended, inter alia, to provide a range of opportunities for operators in this market, leading to improved competitiveness, diversification of activity, development of short food chains and increased demand for quality products. Thus, the regulations in the field have an impact on the marketing activity of all operators involved in the market of organic products, which also affects consumers interested in green brands and organic food products. Because the current rules applicable to organic production were not uniform across the EU, as they encompassed a wide range of different practices and exceptions, a new legislative framework was developed. These legislative changes aim to keep pace with the expansion of the market and to allow producers to compete fairly and consumers to have more confidence in the organic products they buy and their quality. The new Regulation (EU) 2018/848 will apply from January 1, 2021, and will consolidate, standardize and harmonize the rules for the production and marketing of organic products. Encouraging short distribution channels and local production are among the main objectives to be achieved by the new regulation. Also, the use of natural flavors will be severely restricted, while the flexibility to indicate the origin of the ingredients is slightly increased compared to past regulations. This paper presents the stages of the legislative process of adopting the new rules on organic farming, along with the main changes brought by the new regulation. The aim is to provide a marketing perspective on these changes, along with an analysis of the impact they can have on the marketing activity carried out by operators on the organic food market.

Friday, 20 November 2020

Session 1

Chairs: Ciprian-Marcel POP; Alexandru CHIȘ, Maria-Luiza SOUCA,
Ioana-Nicoleta ABRUDAN, Ovidiu-Ioan MOISESCU, Dan-Cristian DABIJA

09:20 – 09:40

Towards the framework for identifying influencers for brand communication in social media



Vatroslav SKARE

University of Zagreb

About the speaker:

Vatroslav Skare, PhD, is an Associate Professor at the Marketing Department of the Faculty of Economics & Business, University of Zagreb, Croatia. Fields of his teaching and research interest are digital marketing, product management and services marketing. He regularly visits universities in Slovenia, Austria, Hungary, and Lithuania in the capacity of a visiting professor and guest lecturer. His research is currently focused on social media storms and privacy concerns. He is one of the technical editors for the scientific marketing journal *Market-Trziste* and member of the editorial board of the scientific journals *Forum on Economics and Business (Közgazdász Fórum)* and *Central European Business Review*. His academic activities also include active participation in academic and professional organizations, and teaching at executive education programs by using business simulations (*Markstrat*). As a consultant, he has been involved in marketing projects in different industries, including Tourism, Retail, Publishing & Media, ICT, and Real Estate.

Abstract: The purpose of this presentation is to provide insight into current knowledge on engaging influencers for brand communication in social media, and to develop a conceptual framework for their identification and selection. By this we strive to bridge the gap in the scientific literature on choosing the right influencers from the brand management perspective, and to help brand managers in their decision-making. A literature review is conducted, in order to understand the nature of using influencers for brand communication in social media. Besides covering scientific contributions closely related to usage of influencers in social media, the review includes insights from celebrity endorsement literature as well. Although social media influencers in many cases are not celebrities, certain criteria for choosing celebrity endorsers can be used in the context of social media influencers. A conceptual framework stems from the literature review and proposes a set of criteria for identification and selection of influencers for brand communication in social media. All important criteria are outlined and described, and their relationships are commented on. Proposed framework serves as the basis for future scientific research, and as a tool for practitioners, i.e. brand managers.

Friday, 20 November 2020

09:40 – 10:00

Values and Attitudes Influencing the Green Consumer Decision-making Process



Szabolcs NAGY

University of Miskolc

About the speaker:

Dr. Szabolcs Nagy, habil., Ph.D. is a marketing expert and a habilitated university professor with more than twenty years of varied business experience. He is an associate professor at the Faculty of Economics, University of Miskolc, Hungary where he currently also holds the position of Vice Dean for International Relations. He is the head of the Department of Marketing Communication & Strategy in the Marketing & Tourism Institute. Szabolcs Nagy participated in several national and international research projects and is the author of more than a hundred publications including books, book chapters, conference papers, and journal articles on different aspects of marketing. Also, he is a member of the editorial board of four international journals. His main research interests are green marketing, social marketing, digital marketing, marketing innovation, and consumer behavior.

Abstract: We live in the age of global social and environmental problems partly caused by non-sustainable consumption patterns. To change individual consumption, marketers need to understand consumers' individual decision-making process. It was hypothesized that social and individual values play a central role in individual behavior. It was also supposed that values make an impact on individual behavior through attitudes. To analyze the relationship between values, attitude and individual behavior, a theoretical model was developed using Hofstede's cultural dimensions, Kahle's List of Values, the Schwartz value items, the Dominant Social Paradigm (DSP) and New Environmental Paradigm (NEP) items and the revised General Environmental Behavior (GEB) scale. The theoretical model was tested by Structural Equation Modelling (SEM). Several strong effects against sustainable behavior were identified. Masculinity as a dominant social value strengthens egoistic individual values, which causes stronger anti-environmental attitudes (higher level of DSP), which eventually leads to non-sustainable individual decision making. Research findings should be utilized by policymakers working on creating a more sustainable future.

Friday, 20 November 2020

10:00 – 10:40

Adoption and integration of emergent technologies by organisations in disrupted and uncertain business environments: Ethical implications



Anca YALLOP

Auckland University of Technology

About the speaker:

Dr Anca Yallop is Senior Lecturer in Business Strategy at the Auckland University of Technology (AUT), New Zealand. She holds a PhD in Marketing (Romania) and has completed her second PhD in Marketing Research Ethics (AUT), New Zealand. Prior to her appointment at AUT, Anca was at the Winchester Business School, University of Winchester, UK. Anca specializes in insight management, data ethics, business strategy, and business research methods. She has over a decade of teaching experience in higher education and several years' experience working in marketing and research roles in organisations across a diverse range of sectors internationally. Her research has appeared in the International Journal of Market Research, Journal of Information, Communication and Ethics in Society, Online Information Review, Leisure Studies, World Leisure Journal, International Journal of Culture, Tourism and Hospitality Research, Journal of Tourism Futures, Worldwide Hospitality and Tourism Themes, and the New Zealand Journal of Applied Business Research.

Abstract: Due to the current pandemic organisations from different industries and sectors around the world have experienced major disruptive changes. Adoption and integration of emergent technologies occurred at an accelerated pace in a collective effort to maintain 'business as usual'. However, due to an increase in levels of exchange and interrogation of consumer data online, privacy, data security and the risk of data breaches have become top concerns. This presentation addresses the ethical implications of technology and suggests measures for building consumer trust and data protection for stakeholders.

Friday, 20 November 2020

10:40 – 11:00

Gen Zs perception on sustainability in Romanian Retail



**Brîndușa
BEJAN**

Babeş-Bolyai
University



**Claudiu
PUȘCAȘ**

Babeş-Bolyai
University



**Dan-Cristian
DABIJA**

Babeş-Bolyai
University

About the speakers:

Brîndușa Mariana Bejan is PhD student since 2016 in Marketing at the PhD School in Business and Economics of the Faculty of Economics and Business Administration, Babeş-Bolyai University, Romania. The PhD thesis is about self-esteem and the influence on consumer behavior. Recently, Brîndușa Bejan was Research Assistant and member in the project „Causal relationships between sustainable development and Generations X, respectively Y in contemporary society. A holistic retail marketing approach”. She has published in various journals and has participated in some conferences (Marketing from Information to Decision Cluj-Napoca, iConEc).

Claudiu Pușcaș is a PhD candidate at the Department of Marketing, Faculty of Economics and Business Administration, Babeş-Bolyai University, Romania. In 2015 he obtained a Bachelor's degree in Business Administration at the Faculty of Business and in 2017 a Master Degree in Marketing Strategies and Policies at the Faculty of Economics and Business Administration, both at Babeş-Bolyai University. Between 2014 and 2016 he participated in various internships in the marketing departments of several companies from banking, retail and advertising sectors. Also, since 2016, Mr. Pușcaș is working in the strategic department of Loopaa Marcom, a marketing agency from Cluj-Napoca, Romania. His role is to manage the implementation of online and offline marketing campaigns for different companies from banking, medical, automotive, IT, and food sectors. His research is focused in circular economy and consumer behaviour.

Dr. Habil. Dan-Cristian Dabija is a PhD Supervisor and Full Professor at the Department of Marketing, Faculty of Economics and Business Administration, Babeş-Bolyai University, Romania. Dr. Dabija has recently led a research project on sustainability in retailing financed by the Romanian National Authority for Scientific Research and Innovation (125,000 EUR). He has published more than 100 papers in various journals, has participated in numerous conferences, and serves as an ad-hoc reviewer for *Amfiteatru Economic*, *Journal of Cleaner Production*, *Journal of Marketing Management*, *Journal of Global Marketing*, *Sustainability and Marketing Education Review* (<https://publons.com/researcher/479036/dan-cristian-dabija/>). His teaching disciplines are Retailing, International Marketing, Tourism Marketing, Sales Promotion and Strategic Marketing. More recently Dr. Dabija coauthored in Romanian the second edition of the book *To conceive, to write and to publish a scientific article in business and economics*, which was awarded in late 2017 the first book prize of the Romanian Association of Economic Faculties and in December 2019 the “Victor Slăvescu” Prize of the Romanian Academy of Science.

Abstract:

The purpose of the study was to identify the extent to which Generation Z consumers appreciate that their favorite retailers adopted and implemented the dimensions of sustainability in an emerging market: Romania. Based on the „triple bottom line” concept which takes into account the existence of three dimensions of sustainability: the economic, environmental and social dimension (Elkington, 1997; Jones et al., 2008; Dan, 2019), the authors seek to identify the extent to which sustainable principles are found in the activities of large food and non-food retail chains. Based on the characteristics associated with these three dimensions, the authors conducted a qualitative research with the help of a semi-structured in-depth interview, the information being gathered through the face-to-face approach of the interviewees. Taking into account the Generational theory, the authors selected as a target segment for the interview the young people from Generation Z/iGeneration. This choice is due to the fact that iGeneration always seek to transpose the principles of sustainable development into all its activities and decisions (Valentine and Powers, 2013; Eastman and Liu, 2012; Dabija et al., 2018). The novelty of the research refers to the approach of sustainability through its dimensions in the context of an emerging market, which has more permissive legislative regulations. Also, the paper outlines the overall picture enjoyed by food and non-food retailers among Generation Z consumers. While older people are generally more sceptical of making consumer decisions according to sustainable principles, Generation Z members focus on their day-to-day actions, preferring companies and brands that are green and to some extent adhere to sustainability. The results obtained reveal that young people know the implications of the „sustainability” concept, being increasingly eager to get involved in actions aimed at protecting the environment and helping the community to which they belong. The desire of young people is to make a precise distinction between resources that are inexhaustible and those that can be consumed, non-renewable. Unlike previous generations, iGeneration members are much more concerned with reducing water consumption and looking for alternative energy sources. The aim of iGeneration is to contribute to the improvement of living conditions for their descendants, through the efforts and actions undertaken they want to contribute to the proper functioning of the planet. The effects of pollution on the environment have led young people to adopt a sustainable behaviour, which is reflected not only in the consumption of green or organic products, but also in the preference of stores that join this trend. According to this, the changes they are undertaking should be reflected in the organizational behaviour of retailers. Thus, from the social dimension perspective, iGeneration expects organizations to help reduce pollution by changing packaging, making them more eco-friendly or by elimination plastic bags. The effects thus generated will have a long-term impact on the environment. Consumers believe that sustainable development is the result of the efforts of customers, companies and employees. Each of these actors has the capacity to propose sustainable principles and to contribute to their materialization in the daily activities. Among the limitations of the research is the fact that only young people from Generation Z are considered, who in fact represent only a small part of retailers` customers. Future studies will have to focus on investigating the opinions of members of Generation Y, X or even Baby Boomers. At the same time, it would be suitable to carry out comparative research between the behaviour of different generational cohorts, thus highlighting more clearly certain generational profiles. From a managerial perspective, the study gives company representatives a perspective on the criteria considered by Generation Z consumers when making purchases. Thus, managers can identify criteria that customers use to differentiate between retailers that offer similar products.

Friday, 20 November 2020

11:00 – 11:20

Brand Valuation in the New Socio - Economic Reality – How Measurable the Intangible Brand Equity could be?



Snezana Mojsovska SALAMOVSKA

University of “St.Kliment Ohridski” Bitola

About the speaker:

Prof. Snezana Mojsovska Salamovska PhD is full professor at the State University of St Kliment Ohridski Bitola, North Macedonia, Faculty of Economics, Department of Marketing, Management and Business.

• **Academic field:**

1. Marketing
2. Management

• **Courses taught :**

Brand Management, Marketing Research I and II, Management , I, II, III (at all three cycles of studies), Strategic Marketing Management, Qualitative Research Methods (doctoral level)
Languages : English, Russian, Croatian

Abstract: The aim of this paper is to analyse the specifics of intangible assets measurement and valuation in the new reality, with special emphasis on brand equity. The methods for valuation and accountability of this highly sophisticated intangible asset are often criticized, having in consideration the lack of objectivity and prudence in the respective methodology. The specific characteristics of intangible assets impede to a great extent the standard implementation of standard methods and techniques used for valuation of tangible assets. Having in consideration the global trends of increasing the participation of intangible assets in the overall organisational assets, companies are facing serious problems with the formal inclusion of intangibles, especially the brand equity, in formal financial and accounting statements. The international accounting standards are very rigid regarding the brand equity treatment, and the new reality requires more sophisticated and flexible methodology on this context. The traditional statement “what can not be measured – can not be taken in consideration” is being seriously challenged in the new reality. Therefore, besides the theoretical part, contemporary best practices and experiences in this context will be elaborated and compared as well, in terms of emphasizing the contribution of the brand equity in value creating processes, as well as barriers and impediments for its valuation and formal inclusion in formal documents and statements in companies in various environments.

Friday, 20 November 2020

Session 2

Chairs: Ciprian-Marcel POP; Alexandru CHIȘ, Maria-Luiza SOUCA,
Ioana-Nicoleta ABRUDAN, Ovidiu-Ioan MOISESCU

11:40 – 12:20

Intelligent Automation - The Service Revolution Has Begun



Jochen WIRTZ

National University of Singapore

About the speaker:

Jochen Wirtz is Vice Dean MBA Programmes and Professor of Marketing at the NUS Business School, National University of Singapore. Dr Wirtz has published over 200 academic articles, book chapters and industry reports, including 6 features in Harvard Business Review. His over 10 books include: *Intelligent Automation: Learn How to Harness Artificial Intelligence to Boost Business & Make Our World More Human* (2021), *Services Marketing: People, Technology, Strategy* (8th edition, 2016), *Essentials of Services Marketing* (3rd edition, 2018), and *Winning in Service Markets* (2017). With translations and adaptations for over 26 countries and regions, and combined sales of some 800,000 copies, they have become globally leading services marketing text books. For free downloads of his recent work and selected books see ResearchGate, and follow his work on LinkedIn. In recognition of his excellence in research and teaching, Professor Wirtz has received over 45 awards, including the Christopher Lovelock Career Contributions to the Services Discipline Award in 2019 (the highest recognition of the American Marketing Association (AMA) service community), the Academy of Marketing Science (AMS) 2012 Outstanding Marketing Teacher Award (the highest recognition of teaching excellence of AMS globally), and the prestigious, top university-level Outstanding Educator Award at NUS. He also was the winner of the inaugural Outstanding Service Researcher Award 2010 and the Best Practical Implications Award 2009, both awarded by Emerald Group Publications. He serves on the editorial review boards of over ten academic journals, including the Journal of Service Management, Journal of Service Research, and Cornell Hospitality Quarterly.

Abstract:

While Intelligent Automation (IA) has already started to become a pivotal lever to enhance customers' experience and boost business productivity, research has been limited and focused on Artificial Intelligence (AI) and robotics. Academics need to be future ready and help industry and society to translate the vast opportunities that are opening up. In particular, I firmly believe that our economies face a turning point that is similar to the industrial revolution that started in the late 18th century that brought high quality, low cost manufactured goods to the masses. Again, we have the opportunity to rapidly increase our standard of living, but this time by industrializing the service sector through IA. IA will transform virtually all service sectors. Service robots and AI in combination with rapidly advancing technologies have the potential to dramatically improve the customer experience, service quality, and productivity all at the same time. Opportunities for academic research are discussed based on my recently published book *Intelligent Automation: Learn How to Harness Artificial Intelligence to Boost Business & Make Our World More Human* (Figure 1) and on the Master Class published on YouTube (Figure 2).

Figure 1. New Book on Intelligent Automation.



Figure 2. Watch my Master Class to Better Understand the Service Revolution.



Friday, 20 November 2020

12:20 – 13:00

Franchised Services: Employer Branding and Multiple Identities



Alan WILSON

University of Strathclyde

About the speaker:

Alan Wilson is Emeritus Professor at University of Strathclyde, Strathclyde Business School, Glasgow. His research and teaching focus on services marketing, corporate branding and reputation, digital marketing, customer experience management and marketing research. Before joining the Department, he was a senior consultant within a London-based marketing consultancy practice and prior to that an Associate Director of a leading London-based marketing research agency. Whilst at Strathclyde, he has been a Vice Dean of the Strathclyde Business School and has also served as Head of the Department of Marketing during the periods 2007-2010 and 2013-2014. Since then he has had responsibilities for the Doctoral Programme, the Executive Masters in Hospitality and Tourism Leadership Programme and the Business & Community Engagement activities. He is currently Director of Research for the Department and was a Visiting Professor of Services Marketing at Ecole Hoteliere Lausanne, Switzerland from 2010 to 2019. He was Board Director and Chairman of Culture Republic (an arts marketing and audience development agency, whose aim was to improve accessibility to arts and cultural events in Scotland). He also acts as a marketing and marketing research advisor and trainer for a number of Scottish and UK based organisations. He has been invited to deliver lectures and seminars throughout the world in countries such as Pakistan, Poland, Australia, Portugal, Spain, Malaysia, Singapore, France, Italy, Romania, Dubai, Switzerland, Japan, South Africa and the USA.

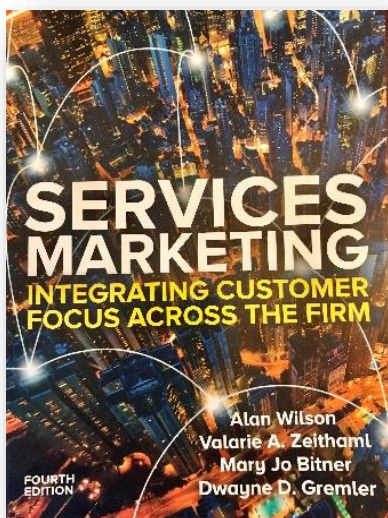
Abstract: Service employees have long been seen as the interface between an organisation and its customers. Their actions are often seen as the manifestation of the brand and the major contributor to the reputation of the organisation.

Corporate brand management requires the total commitment of all staff within an organisation (Balmer, 2001) to deliver the brand promise to the stakeholders and create a strong corporate reputation. Employer branding is key to this commitment and is an increasingly important topic for research and practice in multinational enterprises because it plays directly into the corporate reputation, talent management and employee engagement agendas (Martin et al. 2011). In particular employer branding can play a strategic role in ‘future-proofing’ corporate reputations (Martin 2009; Burke et al. 2011) and integrating a true customer focus across the organisation.

In franchised type services such as hotels and car dealerships, employer branding can be more complex than in most other types of organisation as employees are often performing their work tasks under the direction of different stakeholder groups. For example, in hotels, there is the brand such as Hilton involved in setting the brand standards and marketing the hotels; there is often a management company running the hotel and employing the staff; and finally there are the property owners. Corporate reputation is important to all three but particularly to both the hotel brands and the bigger management companies that manage many hotels.

This raises questions as to who do the employees identify with and which corporate identity is important for recruitment and does this alter once they are employed. To explore this topic, a programme of qualitative research was undertaken with hotel brand managers, hotel management company executives, hotel general managers and hotel employees. Overall success is dependent on the alignment of the vision and values of brand, management company and property owner.

Book QR code:



Friday, 20 November 2020

13:00 – 13:20

Closing the green gap: Analysis of different options to increase the perceived price fairness and purchase intentions



Sebastian ULLRICH

Schmalkalden University of Applied Sciences

About the speaker:

Sebastian Ullrich is Professor of Marketing at Schmalkalden University of Applied Sciences. He received his PhD on effects of personalized websites on brand attachment from the University of Giessen, Germany. He was a Lecturer in Marketing at the Academies of Business Administration and Public Management, Giessen. His research interests include online communication, word of mouth, trust and green marketing. His research has been published in books and journals like Journal of Product & Brand Management, Marketing ZFP – Journal of Research and Internet Research. Further, he is Founder and Director of Ullrich Consulting, a research-oriented brand and communication consultancy located in Germany.

Abstract: Many studies on consumer behavior in ecological consumption are available. However, significantly fewer ecological products are purchased than is suggested by test persons in studies (Green Gap). One of the reasons why few ecological products are bought lies in the higher prices of these. But consumers are willing to pay higher prices for the same product if the price difference can be logically justified from their perspective (attribution theory). In this contribution the effect of packaging design information on perceived price fairness and purchase intention is analyzed. A between-subjects online experiment is conducted with German speaking students. Discount, discount organic and branded products for private and public consumption are presented as independent stimuli in eight groups. Two of these groups see discount organic products with an indication of the price share of the extra costs for organic cultivation. The data set was evaluated with ANCOVAs. Conventional and ecological discount products were judged by the respondents to be fairer in price than branded products. Moreover, the purchase intentions for discount products were higher. The price indication seemed to have a positive effect on publicly consumed products, while the values for privately consumed products fell slightly. Further research seems to be useful for other product categories, countries and demographics to support the results. The popularity of discount products was demonstrated once more. In addition, branded products are now in competition with discount organic products.

Friday, 20 November 2020

13:20 – 13:40

Possible Impact of Crowdfunding on Pricing Decisions



Peter KONHÄUSNER

Babes-Bolyai University

About the speaker:

Peter Konhäusner combines practical input in his academic works as he is able to include experience of over 20 years of entrepreneurship and management in multinational companies. Specializing on leadership, HR management, business strategy, marketing and information logistics he is also acting as a business advisor and consultant. Konhäusner lives and works in Berlin, Germany.

Abstract: As an integral part of the marketing mix (McCarthy 1960) pricing is seen by the target audience in relation to the expected value (Hinterhuber 2004). The adequately set price will therefore result in a higher demand on the market and in maximizing the profit of the firm constrained by the quantity of products or services offered (Marn & Rosiello 1992). Identifying and influencing the price sensitivity of customers is an important task for marketing in companies (Kim et al. 1999; Krishnamurthi & Raj 1985; Kim & Toh 2006). This article explores the possibility to use crowdfunding as a method to identify the right price to be set before the product is released to the market or the service is offered. Besides the benefits of funding a new project crowdfunding also has marketing effects (Konhäusner 2020). Hu et al. (2015), expanded by Du et al. (2020) discussed how the pricing mechanisms in crowdfunding campaigns work, leaving out the managerial implications for the time after the campaign. Hornuf and Neuenkirch (2017) analyzed the right pricing for shares in an equity-based crowdfunding campaign, but did not expand the view outside of the campaign timeline. Therefore, this article discusses theoretically the use of crowdfunding campaigns as a pre-sale method to test the price sensitivity of consumers. In the empirical section of the article qualitative case examples highlight the differences between the pricing strategy of the offered products in the crowdfunding campaigns and in the market after the successful ending of the campaign. It is discussed how crowdfunding campaigns can point customers towards new products and also help marketers to set the right price based on the feedback from the crowd.

Friday, 20 November 2020

Session 3

Chairs: Ciprian-Marcel POP; Lăcrămioara RADOMIR, Maria-Luiza SOUCA,
Ioana-Nicoleta ABRUDAN, Ovidiu-Ioan MOISESCU

14:00 – 14:40

What Is Customer Inspiration And How Can Retailers Increase It



Heiner EVANSCHITZKY

The University of Manchester

About the speaker:

Heiner Evanschitzky is Professor and Chair of Marketing at the University of Manchester, Alliance Manchester Business School. Heiner received his PhD and Habilitation from the University of Muenster (Germany). Previously, he worked as Professor of Marketing at Aston University and the University of Strathclyde. He was Visiting Professor at University of St. Gallen (Switzerland), Curtin Business School (Australia), and Florida Atlantic University (USA). His research investigates interesting and relevant problems with an attempt to develop impactful conclusions. The current focus primarily lies on Retail Marketing/Management where he investigates customer inspiration and store atmospherics, digital disruption in retailing, customer participation, relationship marketing, and profit chain models. His work has been published in journals such as Journal of Marketing, Journal of Management, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Research, International Journal of Research in Marketing, and Journal of Product Innovation Management. Heiner is an editorial board member at Journal of Retailing and Journal of Service Research. He currently serves as Associate Editor for the British Journal of Management.

Abstract: Introducing customers to new ideas lies at the heart of marketing, yet surprisingly little is known about customers' state of inspiration within a marketing context. This presentation introduces customer inspiration as a customer's temporary motivational state that facilitates transition from the reception of a marketing-induced idea to the intrinsic pursuit of a consumption-related goal. It briefly reports on the development of a 10-item customer inspiration scale. Further, it reports on three studies that assesses the drivers of inspiration in a retail context and the psychological mechanism through which inspiration is created.

Friday, 20 November 2020

14:40 – 15:20

Quantify uncertainty!



Marko
SARSTEDT

Otto-von-Guericke-University Magdeburg; Monash
University Malaysia

About the speaker:

Marko Sarstedt is a Chaired Professor of Marketing at the Otto-von-Guericke-University Magdeburg (Germany) and Visiting Professor at the Monash University Malaysia (Malaysia). His main research interests are the advancement of research methods to further the understanding of consumer behavior. His research has been published in, for example, *Nature Human Behaviour*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Organizational Research Methods*, *Multivariate Behavioral Research*, *MIS Quarterly*, *Psychometrika*, *Journal of Business Research*, *Journal of World Business*, *Marketing Letters*, and *Long Range Planning*. Marko has co-edited several special issues of leading journals and co-authored five widely adopted textbooks, including “A Primer on Partial Least Squares Structural Equation Modeling (PLSSEM)” (together with Joe F. Hair, G. Tomas M. Hult, and Christian M. Ringle). His research ranks among the most frequently cited in the social sciences with more than 50,000 citations according to Google Scholar. Marko has won numerous best paper and citation awards, including five Emerald Citations of Excellence awards. His research has been covered by the leading media outlets such as *Die Zeit*, *Huffington Post*, and *Spiegel* and has been featured in documentaries on consumer behavior on *arte* and *MDR* as well as on the scientific video platform *Latest Thinking*. According to the 2019 F.A.Z. ranking, he is among the three most influential researchers in Germany, Austria, and Switzerland. Marko has been named member at Clarivate Analytic's 2019 Highly Cited Researcher List, which includes the “world's most impactful scientific researchers.”

Abstract: The behavioral sciences underestimate the uncertainty of research findings and thus overestimate replicability. Metrologists in the physical sciences quantify all material components of uncertainty, even if some components must be quantified using non-statistical means. Behavioral science should follow suit.

Friday, 20 November 2020

15:20 – 16:00

Engaging Students: Challenges and Opportunities Pre- and Post-COVID



Cristina SAMBROOK

University of Birmingham

About the speaker:

Dr. Cristina Sambrook is currently the Director of the Executive MBA Programme at the University of Birmingham (Birmingham Business School). She was previously in charge of the university's BSc Business Management suite of programmes in Singapore, provided in collaboration with the Singapore Institute of Management. Prior to joining the Business School, Dr Sambrook had an international career, she lived and worked in several countries such as Romania, Israel and the UK, both in the public and private sectors. She was adviser to a Government minister, lead foreign investment projects in real estate and private pensions and more recently was a director and senior consultant on leadership development in London. This experience informs her pedagogical research and her teaching, as her interests revolve around cross cultural challenges (management, communication and strategy), leadership and international marketing.

Abstract: Reflecting on my teaching in many corners of the world I learned two things: students are the same everywhere and yet totally different...

Actively engaging students - encouraging proactivity, questioning, critical thinking and most of all, daring to raise their hands and debate in front of an audience – in some circumstances is challenging at the best of times. I will present a few examples from my experience of teaching students from various cultures, as well as some of the tools I use to stimulate their engagement. Online software for face to face teaching, group work as a pedagogical tool, or experiential learning were all very successful approaches before COVID. Can they still work in the new 'online teaching' era? Do we need to change our approach entirely in the 'the new normal'?

Friday, 20 November 2020

Session 4

Chairs: Ciprian-Marcel POP; Dan-Cristian DABIJA, Maria-Luiza SOUCA,
Ioana-Nicoleta ABRUDAN, Ovidiu-Ioan MOISESCU

16:20 – 17:00

How country development and national culture affect the paths of perceived brand globalness to consumer behavior across nations



Bernhard SWOBODA

Trier University

About the speaker:

Professor Dr. Prof. h.c. Bernhard Swoboda owns the chair for Marketing and Retailing at Trier University and is director for all foreign exchange and foreign business language programs of the faculty. He is/was involved in ExMBAs: University of Basel (CH), WHU (DE) and with his assistants at Aston Business School (Birmingham, GB), University of Gallway (IE), and Babeș-Bolyai University (RO), which honoured him as professor honoris causa. His research fields with more than 600 publications (50 books, over 300 articles in reviewed journals/proceedings) include retail management, consumer goods marketing, and international marketing-management. He is editor of the book-series Retailing and International Marketing, author of the most successful German speaking books Retail Management and International Marketing and have published in famous journals such as Journal of the Academy of Marketing Science, Journal of Retailing, Social Indicators Research, and Management International Review. His work achieved 12 Best Paper Awards (from European Marketing Academy, European International Business Academy, Academy of International Business and American Marketing Association). Prof. Swoboda is active in supervisor boards, as a speaker in consulting projects: Bayer (chemicals), Boehringer Ingelheim (pharmaceutics), Chambre de Commerce Lux, COOP CH (retailer), Dresdner Bank Lux, Henkel (brand manufacturer), Karstadt, Kaufhof, Kaufland, Metro Group, Praktiker, Rewe Group (commerce firms), SAP, Subway etc. He has established a High-Potential-Program (with Bitburger Brewery, Luxair Air, Moccamedia, Rewe Group, RTL, SAP) and www.netzwerkhandel.com (network of practically active professors).

Abstract: Multinational corporations (MNCs) are perceived as global brands with advantages in influencing consumer behavior. However, whether the advantages of perceived brand globalness (PBG) hold across nations or depend on country-specific context factors remains unknown. To examine this issue, this study applies accessibility diagnosticity theory and multilevel structural equation modeling to study the paths from PBG to repurchase intention and identify important country-specific moderators. The results rely on hierarchical data from 22,055 consumer evaluations of an MNC in 31 countries and underline indirect-only paths from PBG to repurchase intention through functional and psychological value. However, the paths change with the degree of country development and national culture. Country development weakens, whereas the degree of embeddedness, mastery, and hierarchy strengthen the PBG-value links. The moderations differ in strength. MNCs must choose certain levers to effectively manage PBG. This study makes corresponding suggestions and contributes to research concerning cross-national brand management.

Friday, 20 November 2020

17:00 – 17:40

What Does the Future Hold for Retailing in the 2020s and Beyond...?



David B. GRANT

Hanken School of Economics
Thammasat University

About the speaker:

David B. Grant is Dean of Research and Societal Impact and Professor of Supply Chain Management & Social Responsibility, Hanken School of Economics, Helsinki and Bua Luang ASEAN Chair Professor, Thammasat University, Bangkok. His prior academic appointments include the Universities of Calgary in Canada, Edinburgh and Heriot-Watt Universities in Scotland, and Hull in England and prior senior administrative appointments include Directorships/Deputy Directorships of several Logistics Research Institutes and Associate Deanship for Business Engagement and Outreach. David received his PhD from Edinburgh University in 2003. His thesis investigated customer service, satisfaction and service quality in UK food processing logistics and received the James Cooper Memorial Cup PhD Award from the UK's Chartered Institute of Logistics & Transport (CILT). David's research interests include customer service, satisfaction, and service quality, retail logistics, reverse and sustainable logistics, and humanitarian and societal logistics. His recent applied research has investigated retail store on-shelf availability and out-of-stocks, total loss and waste in food retailing, forecasting and obsolete inventory, service quality of internet retailers, and consumer logistics and shopping convenience. Recent research project participation include the completed EU FP7 €14.8 million Logistic Efficiencies And Naval architecture for Wind Installations with Novel Developments (LEANWIND) and H2020 €3.9 million integrated system for real-time TRACKing and collective intelligence in civilian humanitarian missions (iTRACK), and the current Hanken-led EU H2020 €2.8 million Health Emergency Response in Interconnected Systems (HERoS). David's professional affiliations include the CILT and its Logistics Research Network (LRN), the French Association Internationale pour la Recherche en Logistique (AIRL), the Nordic Nordisk Forskning i Material Administration (NOFOMA), the US Council of Supply Chain Management Professionals (CSCMP) and the British Retail Consortium's Storage and Distribution Technical Advisory Committee. He is also a member of the Finnish Union of University Professors Professorilitto, holds a Professional Certificate in University Teaching from Edinburgh University and is a Fellow of the UK Higher Education Academy (HEA). David has over 250 publications in various fora and is on the editorial advisory board of many international journals. His co-authored books on Sustainable Logistics and Supply Chain Management and Fashion Logistics published by Kogan Page are now in their second editions. In 2019, David was ranked fifth in Economics, Business and Management and first in Industrial Economics and Logistics in an academic study published in Tiedepolitiijja that identified the 'top ten professors in Finland' for research impact and productivity.

Abstract: Retailing of goods and services, both traditional and in-store as well as e-commerce and omni-channel, face a number of challenges leading some commentators to predict the demise of retailing as we know it. This presentation considers current events and trends not only in retailing, but also across the wider retail supply chain including the economy, globalized sourcing, suppliers, distribution and fulfilment chains, and consumers, to objectively synthesize the major issues and discuss possible scenarios and courses of action.

Friday, 20 November 2020

17:40 – 18:20

Live or Love the truth?



Pantea FOROUDI

Middlesex University London

About the speaker:

Pantea Foroudi (PhD, SFHEA, MSc (Honor), MA, BA (Honor) - is Business Manager and Solution Architect at Foroudi Consultancy as well as is a member of the Marketing, Branding, and Tourism, Middlesex University London. She earned her PhD from Brunel University London. Pantea has started her corporate position since 1996. Her research interests include marketing, branding, communications, visual identity/design, stakeholders, and social media, and e-marketing from a multi-disciplinary approach. Pantea has published widely in international academic journals such as Journal of Business Research, European Journal of Marketing, and so on. Her name has listed as the FIRST and “top Scholarly output” in the UK and all of Europe and FOURTH in the world for the year range from 2017 to 2020 (SciVal Elsevier, October 2020). She is in Editorial Board for many journals such as International Journal of Hospitality Management (IJHM), International Journal of Consumer Studies (IJCS), Journal of Business to Business (JBBM), Journal of Business Research (JBR), Qualitative Market Research: An International Journal (QMRIJ) and Senior Editor in European Journal of International Management (EJIM), Cogent Business & Management, Marketing Session (CBM), and Iranian Journal of Management Studies (IJMS).

Abstract: Earlier authors have recognised the importance of corporate identity and visual identity (signature and website) in marketing and design areas. However, most of the efforts are faded with trying to explain terminologies and limited systematic procedures are forwarded that in order to benefit organisations and retailers. This study focuses on salient features of the recent marketing, design, branding theories to answer (i) What are the key components of (i) corporate identity; (ii) corporate signature; and (iii) corporate website? (ii) What is the nature of the relationships of retailer’s identity, visual, attitude towards corporate/brand, and experience?, (iii) How attitude towards corporate/brand and experience influence on brand love and willingness to purchase? Based on attribution theory and social identity theory, this study presents a conceptual analysis of corporate identity and corporate signature on willingness to purchase in five studies over two phases. The study identifies and confirms the main components of corporate identity, signature, and website. Constructed on a corporate identity view, This research identifies the main aspect of brand love and its components. Key implications for managers and researchers are highlighted.

Friday, 20 November 2020

18:20 – 19:00

Life-Stream Shopping with China Leading the Way



Ivy de SOUZA

University of
Richmond



Khanh VU

University of
Richmond



Ginny Zhang

University of
Richmond



Dana-N. LASCU

University of
Richmond

About the speakers:

Ivy de Souza is a first-year student at the University of Richmond planning to study medicine and obtain a background in business. She is currently working as an intern at the Virginia Asian Chamber of Commerce.

Khanh Vu is a first-year student at the University of Richmond currently pursuing two areas of interest: business and medicine. She is a medical assistant.

Ginny Zhang is a first-year student at the University of Richmond. She is from Tianjin, China, planning to major business with mathematical applications. She is a vlogger and author of fiction and screenplays.

Dr. Lascu is Professor of Marketing at University of Richmond. She has a Ph.D. in marketing from the University of South Carolina, a Master of International Management from the Thunderbird School of Global Management, and a B.A. in English and French from University of Arizona. She has published more than 100 professional and academic manuscripts in, among others, journals such as *International Business Review*, *Journal of Business Research*, *International Marketing Review*, *European Journal of Marketing*, and *Journal of Global Marketing*, and authored several editions of two textbooks, *International Marketing 6e* (2019) and *Essentials of Marketing 7e* (2021). She is associate editor for the *Journal of Global Marketing*, Regional Editor for the *Journal of Global Business and Technology*, and serves on the review board of several other journals. Dr. Lascu served as a consultant for companies such as Ford Motor Company, IDV North America, Aquasource North America, Stihl, Yellow Book USA, and others. Dr. Lascu is a Fellow of the Academy of Global Business Advancement and has received, among other awards, the Outstanding Faculty Award of the State Council for Higher Education of Virginia (SCHEV), the University of Richmond Distinguished Educator Award and Scholarly Activity Award, and an honorary doctorate from Ider University, Mongolia.

Abstract:

Live streaming in marketing will revolutionize retailing and customer service, and, in the process, increase company revenue. This research aims to provide an in-depth analysis of live-streaming developments in marketing in a comparison analysis between China and the United States. The research is primarily a literature review aimed to provide a synopsis of the direction of live streaming in marketing from insights into China's complex and rapidly-developing interactive marketing landscape. This study will also provide a brief content-analysis comparison between marketing communications in China's Taobao Live and/or Weibo and the equivalent U.S. Instagram posts for leading influencers. No academic studies to date have attempted this comparison, although practitioners have recently lamented the delayed adoption of live-stream marketing in the U.S. The present study will primarily focus on developments in the Chinese live-streaming marketing landscape in an effort to anticipate – and encourage – subsequent development in the U.S. An extensive analysis of the literature found that live streaming offers customers an interactive, real-time, virtually-experiential shopping experience that promises to revolutionize retailing and customer service, and increase company revenue. In the United States, top influencers have occasionally used Chinese live streamer Viya to pitch their products, Amazon introduced its live-stream function in 2019, and a number of companies have used live streaming sporadically – for annual events, for example – with most U.S. firms only now preparing for this new e-commerce platform. In comparison, the use of live streaming is exploding in China, with the number of live streaming merchants increasing, exponentially – 120% this past year. The literature review will be shared at the conference, along with the results of the content-analysis study, which is ongoing. The paper primarily provides a targeted literature review. With regard to the content-analysis study, there are several limitations, primarily the challenge of providing a direct comparison between static (U.S.) and interactive (China) communications, the limited sample of posts analyzed, and a limited generalizability of results. This research aims to question the delay in adoption in the U.S. of what should be a booming marketing-facilitating industry worldwide. While Chinese live-streaming platforms have engaged hundreds of thousands of brick-and-mortar retailers, ranging from wholesale markets to mom-and-pop stores, U.S. firms have only sporadically embraced this e-commerce venue. Bringing these developments to the forefront of academic research might encourage practitioners to assess live streaming as a profitable mode of communication with target markets.

Friday, 20 November 2020

19:00 – 19:20

Drivers of purchase intention of green cosmetics: the impact of social media



Rebeka-Anna
POP

Babeș-Bolyai
University



Zsuzsa
SĂPLĂCAN

Babeș-Bolyai
University



Mónika-
Anetta ALT

Babeș-Bolyai
University

About the speakers:

Rebeka-Anna Pop is a first year PhD student and a part-time faculty member in the Marketing Department at Babeș-Bolyai University. Her current research interest includes consumer behavior, green marketing and retailing. She holds a master's degree in marketing strategies and policies and bachelor degree in Marketing, both from the University of Babeș-Bolyai.

Zsuzsa Săplăcan is assistant professor of marketing at the Babeș-Bolyai University, Faculty of Economics and Business Administration. Her current research interest includes financial service marketing, digital marketing skills and competencies, and consumer behaviour researches in different contexts. Her teaching activity covers courses on basic marketing, service marketing, financial service marketing, consumer behaviour and pricing. She has recently co-authored papers published in European Journal of International Management, International Journal of Bank Marketing and Applied Economic Letters about a cross-border banking advertising research, respectively a life insurance consumer behaviour study.

Mónika-Anetta Alt is associate professor of marketing at the Babeș-Bolyai University, Faculty of Economics and Business Administration. She has 16 years of experience in teaching marketing. Her research interest is related mostly to the field of advertising and retailing. Her articles regarding the marketing of financial services and advertising were published in the European Journal of International Management, International Journal of Bank Marketing, Applied Economics Letters and Journal of East European Management Studies. Recently, she has published an article regarding retail innovation in the European Journal of Innovation Management.

Abstract: Social media has shaped the sustainable orientation of the consumer's. This inclined cosmetic companies to develop green product lines, which can satisfy these new consumer needs. The primary aim of the study is to explain the impact of Social Media on consumers' purchase intention and motivation (altruism and egoism) toward green cosmetics. This study uses the Theory of Planned Behavior (TPB) to explain how Social Media influences the consumers' purchase intention and motivation in this particular context. Using Smart PLS to analyse the data collected, the results support the significant role of Social Media on consumers' attitudes, subjective norms, altruistic and egoistic motivations, and the impact of these variables as the antecedents of green purchase intention. Marketers are advised to apply social media in their communication strategies to increase the motivation and purchase intention toward green cosmetics.

Friday, 20 November 2020

19:20 – 19:40

Official tourist destination promotional videos or travel vloggers: an investigation using eye-tracking technology



Georgiana-Denisse SAVIN
Babeș-Bolyai
University



Cristina FLEȘERIU
Babeș-Bolyai
University



Larissa BĂTRÂNCEA
Babeș-Bolyai
University

About the speakers:

Cristina Fleșeriu is a Lecturer at the Faculty of Business, Babeș-Bolyai University, Cluj-Napoca, Romania. She has a PhD in marketing since 2013 and teaches topics such as: Principles of marketing, Customer relationship management and Sales management. Her fields of interest are: consumer behavior and satisfaction, customer relationship management, marketing in tourism and hospitality and innovation in education.

Georgiana-Denisse Savin is a second-year Master Student in Business Administration in Hospitality and International Tourism at the Faculty of Business, Babeș-Bolyai University. Her areas of interest are neuromarketing, consumer behavior and destination marketing.

Larissa Bătrâncea is Associate Professor of financial analysis, game theory for business and family businesses at the Faculty of Business, Babeș-Bolyai University Cluj-Napoca, Romania. She received her PhD in economics from Babeș-Bolyai University and completed a postdoctoral program at the Romanian Academy in Bucharest, ranking first among 134 postdoctoral fellows. She holds a BA in economics, an MA in small business, a BSc and an MSc in mathematics, all awarded by Babeș-Bolyai University. She was visiting professor, invited researcher and completed various training programs at universities from Austria, Brazil, Denmark, Germany, Italy, the Netherlands, Russia, Slovakia, Spain, Sweden, USA. Her publication record comprises 30 books and book chapters as editor, author and translator (in Routledge, Springer, Elsevier, IGI Global, Risoprint) and numerous scientific articles published in outlets such as Journal of Economic Psychology, Social Indicators Research, Economic Research-Ekonomska Istraživanja, Eastern European Economics, Current Science, Transylvanian Review of Administrative Sciences, Journal of Risk and Financial Management, Journal of Behavioral Economics for Policy. Her research interests revolve around tax behavior, financial analysis, behavioral public finance, experimental economics, neuroeconomics, cognitive neuroscience. She translated into Romanian two books: Kirchler, E. (2007). "The Economic Psychology of Tax Behaviour". Cambridge, England: Cambridge University Press and Dixit, A.K., & Nalebuff, B.J. (2008). "The Art of Strategy: A Game Theorist's Guide to Success in Business and Life". New York, NY: W.W. Norton & Company. She activated as PI and member in 9 national and 7 international grants and was awarded 13 prizes in research and teaching.



Abstract: Taking into consideration the constant state of change that occurs every day, it has become a real challenge for the destination marketing organizations (DMO) to get to understand the newer trends and the behavior of their potential clients, when designing the advertising campaigns, in order to be successful. The aim of this paper is, by using eye-tracking devices, to create a comparative analysis between the way in which potential customers perceive the official promotional videos of different destinations worldwide, in comparison with the unofficial videos provided by the online content creators, also known as travel vloggers. Being a common research method in neuromarketing together with fMRI, EEG and EKG, eye-tracking could be considered an innovative approach into a better understanding of the consumers' behavior based on their cognitive responses on the outside stimuli. The proposed experiment consists of a number of 20-35 participants that will watch promotional videos from both sources, official and unofficial, whilst being tracked by an eye-tracking device, in order to determine the key attention-grabbing elements. For the tourism and hospitality industry, the experiment and its results would be beneficial as they could help optimize the marketing strategies for the upcoming online advertising campaigns of the tourism marketing entities on the macro destination level for emerging destinations worldwide such as Uzbekistan, Mongolia, Cambodia or Nepal, by offering a detailed analysis of the most attractive factors which stimulate the consumers, in this case the potential tourists, on the cognitive level and facilitates the choices on the decision making process by highlighting the stimuli which are having the ability to attract the viewer.

Friday, 20 November 2020

19:40 – 20:00

The Brand associations formed in content marketing



**Alexandra
Raluca JELEA**

University
Alexandru Ioan
Cuza Iași



Mircea ROȘU

University
Alexandru
Ioan Cuza Iași

About the speakers:

Alexandra Jelea – I'm a PhD student in first year of doctoral studies. After earning my master's degree in Software Development and Business Information Systems from the Faculty of Economy and Business Administration in Iasi, I entered the PhD studies, in the same institution in order to explore my passion for marketing and IT. I'm following this path because I believe that the two fields are future oriented and there are still a lot of things to discover. My biggest accomplishment is being nominated for Tsekouras Young Economists for writing a paper in Economy. I can say that my passion for research and analyzing data started there.

Mircea Roșu – Currently doing a PHD in Content Marketing, researching strategies for the creation of valuable content that can be used both in a B2B and B2C context. The research will be accompanied by the creation of two websites which will be used for testing purposes and the gathering of statistics regarding the behavior of the users. Having worked as a content writer and then as a content manager and editor for about 5 years, I plan to draw upon my experience in the field in order to create a complete guide for growing and managing online properties. In terms of academic career, I have graduated law at Alexandru Ioan Cuza University, followed by a masters in European law. Finally, I have completed a Phd in Communication Sciences researching legal argumentation.

Abstract: This paper aims to find the brand associations that are formed when being exposed to the brands Volvo and Apple. The main focus is on whether the respondents have positive or negative emotions regarding these two brands. The second part of the article looks at how the two companies promote their products in the online environment and whether their messages are aligned with the public's perceptions. The study aims to analyze the marketing strategies for both businesses, focusing on content marketing. By conducting qualitative research, we observed that there are differences in people's perceptions of brands.

Friday, 20 November 2020

20:00 – 20:20

Consumer response on musical stimuli in the shopping environment



Andrei UNGUREANU

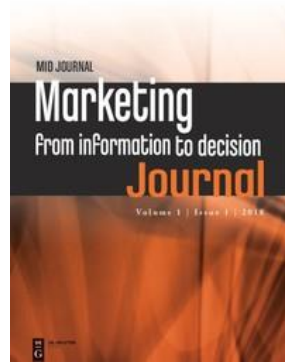
University Alexandru Ioan Cuza Iași

About the speaker:

Andrei's primary area of academic interest is sensory marketing and digital marketing. He is keen to invest time in analyzing the hypothesis proposed in his research using empirical methodologies. With eighteen years of experience in the music industry, Andrei has developed an impressive range of business and creative skills. A passion for embracing cutting edge technology and innovative ideas has gone hand-in-hand with a commitment to good people management and systems control. Vision, energy, dedication and leadership are assets Andrei brings to every project alongside excellent interpersonal skills.

Abstract: Aesthetics strategies have long been used by patronage in creating an experience for the shoppers. Sensory marketing has been a subject of in-depth research for an extended period. Shopping malls as environments have been an optimum environment for such analyses. Taking into account multi-layers marketing, the focus of this study is on the usage of auditory stimuli and the consumer response to such. Background music is a mandatory part of aesthetics in the shopping environment. Due to its subjectiveness, researchers have used multi-layer marketing analysis to explain its importance to consumer behaviour. Malls as environment offer a measurable ecosystem where both patronage and clients play an interconnected role in discovering the importance of the usage of background music. Since the COVID-19 new reality is affecting the mall's strategies, background music and auditory marketing have a higher rate of importance in the success of retailers. Therefore, essential variables correlation and usage of tools deriving from more in-depth research regarding the usage of background music can positively affect the success rate of a mall.

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