



UBBFSEGA
Universitatea Babeș-Bolyai | Facultatea de Științe Economice și Gestiunea Afacerilor



Marketing Department



PROGRAM

International Conference

MARKETING – FROM INFORMATION TO DECISION

10th Edition

20-21 October 2017

**Cluj-Napoca, Romania
2017**



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International Conference on Marketing

Marketing

From information

to decision

10th Edition

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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.



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PROGRAM

Friday, October 20, 2017

09:00 – 10:00 Registration
10:00 – 11:30 Plenary session
11:30 – 12:00 Coffee break
12:00 – 14:00 Session 1
14:00 – 15:30 Lunch break
15:30 – 17:30 Session 2
18:30 – Dinner

Saturday, October 21, 2017

10:00 – 12:00 Lifelong learning in Marketing – Round Table
12:00 – 15:00 Guided tour



Scientific Committee

- Dr. József BERÁCS** (Corvinus University, Budapest, Hungary)
- Dr. Yuriy BILAN** (University of Szczecin, Poland)
- Dr. Alisara Rungnontarat CHARINSARN** (Thammasat University, Bangkok, Thailand)
- Dr. Juraj CHEBEN** (Metropolitan University, Prague, Czech Republic)
- Dr. Gerard CLIQUET** (Rennes University, France)
- Dr. Vasile DINU** (Bucharest University of Economic Studies, Romania)
- Dr. Thomas FOSCHT** (Karl-Franzens University, Graz, Austria)
- Dr. Kyoko FUKUKAWA** (University of Bradford, UK)
- Dr. Călin GURĂU** (Montpellier Business School, France)
- Dr. Dana-Nicoleta LASCU** (University of Richmond, USA)
- Dr. Felix MARINGE** (University of the Witwatersrand, Johannesburg, South Africa)
- Dr. Dirk MORSCHETT** (University of Fribourg, Switzerland)
- Dr. Corina Monica PELĂU** (Bucharest University of Economic Studies, Romania)
- Dr. Ioan PLĂIAŞ** (Babeş-Bolyai University, Cluj-Napoca, Romania)
- Dr. Dr. H.C. Nicolae Al. POP** (Bucharest University of Economic Studies, Romania)
- Dr. Ciprian-Marcel POP** (Babeş-Bolyai University, Cluj-Napoca, Romania)
- Dr. Ştefan PRUTIANU** (Alexandru Ioan Cuza University, Iaşi, Romania)
- Dr. Vatroslav SKARE** (University of Zagreb, Croatia)
- Dr. Prof. H.C. Bernhard SWOBODA** (University of Trier, Germany)
- Dr. Dr. H.C. Horst TODT** (University of Hamburg, Germany)
- Dr. Sebastian VĂDUVA** (Emanuel University of Oradea, Romania; University of Akron, USA)
- Dr. Brian A. VANDER SCHEE** (Aurora University, USA)
- Dr. Satyendra SINGH** (University of Winnipeg, Canada)
- Dr. Bradley WILSON** (Universidad de Los Andes, Colombia; RMIT University, Australia; Bayreuth University, Germany; Maximilian University of Munich, Germany)
- Dr. Alan WILSON** (University of Strathclyde Business School, Glasgow, UK)
- Dr. Anca C. YALLOP** (University of Winchester, UK)



Organising Committee

Dr. Ioana-Nicoleta Abrudan (Babeş-Bolyai University, Cluj-Napoca, Romania)

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Friday, 20 Oct 2017

Plenary session

10:00 – 11:30 (Room 118)

Scanning the Word of Mouth Landscape: Some Thoughts and Directions for Future Research



Keynote speaker:

Dr. Chanaka JAYAWARDHENA

Professor of Marketing

Hull University Business School, UK

An Intercultural Perspective on Persuasion Marketing



Keynote speaker:

Dr. Peter BROEDER

Assistant Professor

Tilburg University, Department of Communication and Information Sciences

The Netherlands



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Friday, 20 Oct 2017

Session 1

12:00 – 14:00 (Room 118)

Chairs: Peter BROEDER; Dan-Cristian DABIJA

Tokaj Wine Region As A World Heritage Site Complex Development Opportunities



Zoltán SZAKÁL

University of Miskolc, Hungary

Colour preference of online consumers: a cross-cultural perspective



Peter BROEDER

Tilburg University,
The Netherlands



Evelien SCHERP

Tilburg University,
The Netherlands

The Interplay between Gender, Phonetic Symbolism, and Anthropomorphized Products



Brooke REAVEY

Dominican University,
USA



Yanliu HUANG

Drexel University, USA



Trina ANDRAS

Drexel University, USA

New Trends In Retail Marketing – „Beacon Technology“



**Andrea
KUBELAKOVÁ**

Slovak University of
Agriculture, Slovakia



Ľudmila NAGYOVÁ

Slovak University of
Agriculture, Slovakia

The Affective Nature of Customer Expectations and Their Constitutive Impact on Customer Experience



Gelu TRIȘCĂ

Eftimie Murgu University of Reșița, Romania



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Friday, 20 Oct 2017

Session 2

15:30 – 17:30 (Room 118)

Chairs: Brooke REAVEY; Ovidiu Ioan MOISESCU

Case Study on Accepting Conductive Materials in Modern Manicure

Tiberiu Sebastian BENYI

Technical University of Cluj-Napoca, Romania



Ioana Ancuța IANCU

Technical University of Cluj-Napoca, Romania



Mircea Dan IUDEAN

Technical University of Cluj-Napoca, Romania

Introduction in the Shopping Centre Sector from Romania - a Brief Inventory of the 24 biggest cities - as of July 2017



Cosmin Bogdan MICU

Babeș-Bolyai University, Faculty of Economics and Business Administration, Romania

Investigating Driving Factors for Organic Food Consumption among Romanian Producers



Iulia Diana POPA

Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania



Lăcrămioara RADOMIR

Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania

City Branding and Tourism: The Case for CittaSlow in Romania



Maria Luiza SOUCA

Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania



Radu COCEAN

Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania

Experience Marketing in Higher Education



Ciprian Marcel POP

Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania



Mihai Florin BĂCILĂ

Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania



Clarisa Doriana SLEVAŞ-STANCIU

Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania

Factors Influencing Apparel Store Patronage of Millennials



Raluca BĂBUŢ

Babeş-Bolyai University,
Faculty of Economics and
Business Administration,
Romania



Brînduşa BEJAN

Babeş-Bolyai University,
Faculty of Economics and
Business Administration,
Romania



Dan-Cristian DABIJA

Babeş-Bolyai University,
Faculty of Economics and
Business Administration,
Romania

The Moderating Role of Allocentricity in the Relationship between Tourism Experience Quality, Satisfaction and Behavioral Intentions of Tourists



Ovidiu Ioan MOISESCU

Babeş-Bolyai University, Faculty of
Economics and Business Administration,
Romania



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Saturday, 21 Oct 2017

Lifelong learning in Marketing – Round Table

10:00 – 12:00

Guided tour of Cluj-Napoca and its surroundings

12:00 – 15:00

