

30th EMAC Doctoral Colloquium

Groningen, the Netherlands, May 21-23, 2017

Venue: Het Kasteel, Melkweg 1, 9718 EP Groningen, the Netherlands



Programme

Sunday, May 21, 2017

14:00 – 14:30 Registration and welcome coffee **Grand Café** (in Het Kasteel)

14:30 – 14:45 Welcome and introduction **Conference room**

	Professor's room	Room 1.04	Room 1.08	Room 1.09	Room 1.12	W.F. Hermans room
	Beginners' track 1 Consumer Behaviour Faculty: Steven Sweldens Elizabeth Cowley Yangjie Gu	Beginners' track 2 Marketing Research Faculty: Kapil Tuli Katrijn Gielens Aurélie Lemmens	Beginners' track 3 Marketing Strategy Faculty: Kenneth Wathne Steven Seggie David Griffith	Advanced track 1 Consumer Behaviour Faculty: Stijn van Osselaer Vicki Morwitz Eileen Fischer	Advanced track 2 Marketing Research Faculty: Arvind Rangaswamy P.K. Kannan Fred Selnes	Advanced track 3 Marketing Strategy Faculty: Gary Lilien Raji Srinivasan Christophe van den Bulte
14:45 – 19:15	Sakshi Aggarwal Delphine Caruelle Daniela Carmen Cristian Agnieszka Dabrowska - Leszczynska	Manuel Berkmann Roelof Hars Tabea Krah	Steffi de Jans Kira Huesken Yenee Kim Maleen Knaak	Perrine Desmichel Iskra Herak Chi Hoang	Sila Ada Johannes Auer Nick Bombay	Julian F Allendorf Elham Ghazimatin Kathrin Gruber

Monday, May 22, 2017

	Professor's room	Room 1.04	Room 1.08	Room 1.09	Room 1.12	W.F. Hermans room
	Beginners' track 1 Consumer Behaviour Faculty: Steven Sweldens Elizabeth Cowley Yangjie Gu	Beginners' track 2 Marketing Research Faculty: Kapil Tuli Katrijn Gielens Aurélie Lemmens	Beginners' track 3 Marketing Strategy Faculty: Kenneth Wathne Steven Seggie David Griffith	Advanced track 1 Consumer Behaviour Faculty: Stijn van Osselaer Vicki Morwitz Eileen Fischer	Advanced track 2 Marketing Research Faculty: Arvind Rangaswamy P.K. Kannan Fred Selnes	Advanced track 3 Marketing Strategy Faculty: Gary Lilien Raji Srinivasan Christophe van den Bulte Ajay Kohli
9:00 – 12:00	Carsten Leo Demming Marit Drijfhout Daoyan Jin	Shahrzad Kurbiel Cord Otten Sebastian Alexander Schubach	Afra Koulaei Anne-Madeleine Kranzbuehler Veselina Milanova	Christos Kavvouris Jan Koch	Markus Gahler Daryna Kolesnyk	Ajmal Hafeez Robin Katzenstein

12:00 – 13:00 Lunch

Grand Café (in Het Kasteel)

13:00 – 16:00	Mustafa Karatas Kateryna Maltseva Eisa Sahabeh Tabrizi	Delia-Olga Ungureanu Saeid Vafainia Michiel van Crombrugge	Pauline Munten Artemis Panigyraiki Niki Papadopoulou	Anika Schumacher Varun Sharma	Leon Gim Lim Max Pachali	Samuel Staebler Julian Wichmann
---------------	---	---	---	--	---	--

16:00 – 16:30 Coffee break

Grand Café (in Het Kasteel)

16:30 – 18:00 Plenary session

Conference room

“Ph.D. survival guide” - Arnaud De Bruyn

19:00 – 22.00 The Doctoral Colloquium Group Dinner

Ni Hao Wok & Cuisine

Gedempte Kattendiep 122, 9711 PV Groningen

Tuesday, May 23, 2017

	Professor's room	Room 1.04	Room 1.08	Room 1.09	Room 1.12	Conference room
	Beginners' track 1 Consumer Behaviour Faculty: Steven Sweldens Elizabeth Cowley Yangjie Gu	Beginners' track 2 Marketing Research Faculty: Kapil Tuli Katrijn Gielens Aurélie Lemmens	Beginners' track 3 Marketing Strategy Faculty: Kenneth Wathne Steven Seggie David Griffith	Advanced track 1 Consumer Behaviour Faculty: Stijn van Osselaer Vicki Morwitz Eileen Fischer	Advanced track 2 Marketing Research Faculty: Arvind Rangaswamy P.K. Kannan Fred Selnes	Advanced track 3 Marketing Strategy Faculty: Gary Lilien Raji Srinivasan Christophe van den Bulte Ajay Kohli
9:00 – 11:00	Arash Talebi Sam van der Linden	Federica Vecchioni	Adeel Tariq Markus Welle	Anika Stuppy	Astrid Stubbe	Gennady Zavyalov

11:00 – 11:30 Coffee break

Grand Café (in Het Kasteel)

11:30 – 12:30 Plenary session

Conference room

Panel discussion

12:30 – 13:30 Plenary session

Conference room

Meet the IJRM & JMB editors, closing statement EMAC president

13:30 – 14:30 Lunch