

## 32<sup>nd</sup> EMAC Doctoral Colloquium

University of Hamburg  
ESA Main Building  
Edmund-Siemers-Allee  
Hamburg, Germany

<https://goo.gl/maps/gwLHbuZ6Q2H2>



## Program

Sunday, May 26, 2019

**17:00-19:00**   **Registration**                    (ESA Main Building – follow signs)  
                         **Welcome Reception** (Lounge & Catering Area behind ESA Building; follow signs)

**Monday, May 27, 2019**

**8:00-8:30 Registration (ESA Main Building – follow signs)**

**8:30-9:00 Welcome and Introduction (ESA West Wing, Room R 221)**

<b>Room:</b>	<b>R 120</b>	<b>R 121</b>	<b>R 122</b>	<b>R 220</b>	<b>R 222</b>	<b>R 223</b>
All Rooms in ESA West Wing	<b>Beginners' track 1</b> Consumer Behaviour  <b>Faculty:</b> Steven Sweldens Elizabeth Cowley Rik Pieters	<b>Beginners' track 2</b> Marketing Research  <b>Faculty:</b> Katrijn Gielens Karen Gedenk Renana Peres	<b>Beginners' track 3</b> Marketing Strategy  <b>Faculty:</b> Stefan Wuyts Kenneth Wathne Steven Seggie	<b>Advanced track 1</b> Consumer Behaviour  <b>Faculty:</b> Stijn van Osselaer Vicki Morwitz Eileen Fischer	<b>Advanced track 2</b> Marketing Research  <b>Faculty:</b> Arvind Rangaswamy Els Gijsbrechts P.K. Kannan	<b>Advanced track 3</b> Marketing Strategy  <b>Faculty:</b> Ajay Kohli Bernie Jaworski Lisa Scheer
9:00 – 10:30	✓ Breaz Monique ✓ Bublitz Andrea	✓ Agachi Elena ✓ Arnet Sandro	✓ Arabi Mohammadreza ✓ Badenes-Rocha Alberto	✓ Caprioli Sara	✓ Beuckels Emma	✓ Dikareva-Brugman Anastasia
10:30 – 10:45	<i>Coffee</i>					
10:45 – 12:15	✓ Candrian Cindy ✓ Glaser Matthias	✓ Gunby Kate ✓ Lopes Teresa	✓ Bergner Anouk ✓ Cloarec Julien	✓ Cossu Martina	✓ D'Assergio Caterina	✓ Gorji Paniz
12:15 – 13:15	<i>Lunch</i>					
13:15 – 14:45	✓ Menebo Mesay ✓ Panigyraiki Artemis	✓ Mohanty Pooja ✓ Nithikulsak Aryia	✓ Gidaković Petar ✓ Hurtak Stefan	✓ Gai Phyliss	✓ Deng Weiyi	✓ Haff André
14:45 – 15:00	<i>Coffee</i>					
15:00 – 16:30	✓ Rahmani Leila <i>(Session ends at 15:45)</i>	✓ Peng Chenming <i>(Session ends at 15:45)</i>	✓ Kötterheinrich Kim <i>(Session ends at 15:45)</i>	✓ Hosseini Rahil	✓ Lesscher Lisan	✓ Kessing Katharina
16:30 – 17:00	<i>Coffee</i>					
17:00 - 18:00	Panel Discussion with DC Faculty					
18:30 – 22:00	<i>EMAC DC Dinner</i>					

**Tuesday, May 28, 2019**

<b>Room:</b>	<b>R 120</b>	<b>R 121</b>	<b>R 122</b>	<b>R 220</b>	<b>R 222</b>	<b>R 223</b>
All Rooms in ESA West Wing	<b>Beginners' track 1</b> Consumer Behaviour  <b>Faculty:</b> Steven Sweldens Elizabeth Cowley Rik Pieters	<b>Beginners' track 2</b> Marketing Research  <b>Faculty:</b> Katrijn Gielens Karen Gedenk Renana Peres	<b>Beginners' track 3</b> Marketing Strategy  <b>Faculty:</b> Stefan Wuyts Kenneth Wathne Steven Seggie	<b>Advanced track 1</b> Consumer Behaviour  <b>Faculty:</b> Stijn van Osselaer Vicki Morwitz Eileen Fischer	<b>Advanced track 2</b> Marketing Research  <b>Faculty:</b> Arvind Rangaswamy Els Gijsbrechts P.K. Kannan	<b>Advanced track 3</b> Marketing Strategy  <b>Faculty:</b> Ajay Kohli Bernie Jaworski Lisa Scheer
9:00 – 10:30				✓ Li Shihao	✓ Schmitt Julia	✓ Marckhgott Eva
10:30 – 10:45	<i>Coffee</i>					
10:45 – 12:15	✓ Schmidt Jonas ✓ Stagno Emanuela	✓ Pocchiari Martina ✓ Schuster Emanuel	✓ Sandes Fabio ✓ Tran Huy	✓ Roggentin Agnes Sophie	✓ Siebert Christian	✓ Nißen Marcia
12:15 – 13:15	<i>Lunch</i>					
13:15 – 14:45	<i>(Session starts at 14:00)</i> ✓ Storch Julia	<i>(Session starts at 14:00)</i> ✓ Qiu Yuqian	<i>(Session starts at 14:00)</i> ✓ Starke Sebastian	✓ Sahabeh Tabrizi Eisa	✓ Eamonn O'Raghallaigh	✓ Widdecke Kai
14:45 – 15:00	<i>Coffee</i>					
15:00 – 16:30	✓ Tabassum Farhana ✓ Trupia Maria Giulia	✓ Tonikidou Artemi ✓ Zakarneh Mahmoud	✓ Ward Ella ✓ Zhang Yumeng	✓ Talebi Arash	✓ Yan Shunyao	✓ Xu Juan
16:30 – 17:30	<b>Meet the IJRM Editor &amp; Closing Statement by EMAC President</b>					