

32nd 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)

| Room: | R 120 | R 121 | R 122 | R 220 | R 222 | R 223 |
|----------------------------|--|---|---|---|---|--|
| All Rooms in ESA West Wing | Beginners' track 1 Consumer Behaviour Faculty: Steven Sweldens Elizabeth Cowley Rik Pieters | Beginners' track 2 Marketing Research Faculty: Katrijn Gielens Karen Gedenk Renana Peres | Beginners' track 3 Marketing Strategy Faculty: Stefan Wuyts Kenneth Wathne Steven Seggie | Advanced track 1 Consumer Behaviour Faculty: Stijn van Osselaer Vicki Morwitz Eileen Fischer | Advanced track 2 Marketing Research Faculty: Arvind Rangaswamy Els Gijsbrechts P.K. Kannan | Advanced track 3 Marketing Strategy Faculty: Ajay Kohli Simone Wies 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 (ESA West Wing, Room R 221) | | | | | |
| 18:30 – 22:00 | <i>EMAC DC Dinner</i> | | | | | |

Tuesday, May 28, 2019

| Room: | R 120 | R 121 | R 122 | R 220 | R 222 | R 223 |
|----------------------------------|--|---|---|---|---|--|
| All Rooms in ESA West Wing | Beginners' track 1 Consumer Behaviour Faculty: Steven Sweldens Elizabeth Cowley Rik Pieters | Beginners' track 2 Marketing Research Faculty: Katrijn Gielens Karen Gedenk Renana Peres | Beginners' track 3 Marketing Strategy Faculty: Stefan Wuyts Kenneth Wathne Steven Seggie | Advanced track 1 Consumer Behaviour Faculty: Stijn van Osselaer Vicki Morwitz Eileen Fischer | Advanced track 2 Marketing Research Faculty: Arvind Rangaswamy Els Gijsbrechts P.K. Kannan | Advanced track 3 Marketing Strategy Faculty: Ajay Kohli Simone Wies 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 | Meet the IJRM Editor & Closing Statement by EMAC President (ESA West Wing, Room R 221) | | | | | |