

EMAC

26 - 29 May
2009

38th Conference

Audencia Nantes - France

Marketing & the Core & Disciplines:



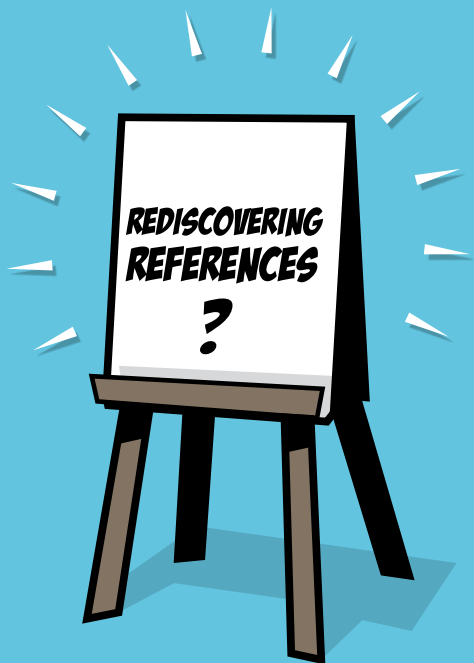
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www.emac2009.org



Making sense of management



Marketing & the Core Disciplines: Rediscovering references?

Marketing has always been nourished by the conceptual and methodological contribution of the “hard sciences” such as mathematics, as well as the social sciences such as psychology, economics, and sociology. How, in what form, and under which conditions should marketing research continue its dialogue with other disciplines? What assessment can we draw on the influence marketing research has in turn exerted and on the impact it has had on the evolution of knowledge and practices? These questions constitute the extension of the debate which was opened at the Brighton conference on the dangers linked to the hyper-specialisation seen within certain research areas in marketing, and on the increasing gap between economic and social considerations and the preoccupations of researchers.

Can “applied” disciplines in the framework of a widened dialogue be the answer to the debate on the reform of marketing? Can this notion help to re-establish the place marketing deserves within society and the corporate world? This is the main issue to be addressed at the 2009 conference.

Welcome to Audencia Nantes School of Management

Audencia's quality as an international management school is recognised both in the academic world and the business environment. Through over 100 years of implication in business education, Audencia has shown an ever-growing international vocation. It appears in major business education rankings such as the Financial Times and The Economist and is fully accredited by the three major international academic standards (EQUIS, AACSB, AMBA). On its 23,000 m² campus, Audencia welcomes more than 2000 students.

For each of its programmes, Audencia Nantes is committed to a stringent selection process to assess academic skills, professional background and individual motivation in line with a student's professional project. Audencia Nantes is also committed to courses taught by an international permanent faculty of 80 full-time professors with research expertise. Their involvement in the management school's research laboratories, two of which are specialised in marketing issues, their participation in conferences worldwide and their publication in the best international research titles, ensure teaching based on latest knowledge developments.

Jean-Pierre HELFER
Dean



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About EMAC

The European Marketing Academy (EMAC) is a professional society for people involved in marketing theory and research. It aims to promote an international exchange of findings and ideas in the field of marketing. The core activities of EMAC are the publication of the International Journal of Research in Marketing (IJRM) and the organisation of an annual research conference. The research conference serves as a forum for an intensive exchange of ideas and new insights, in addition to information sharing on research results covering all major areas of marketing. The 2009 conference will be held in Nantes, and hosted by **Audencia Nantes School of Management**.

Doctoral Colloquium

The Doctoral Colloquium, which will take place immediately prior to the EMAC Conference, provides outstanding doctoral students with an opportunity to discuss their dissertation research with other doctoral students and leading academics. All topics and methodological approaches within the broad field of marketing will be considered. For further information, please visit: www.emac2009.org

Special Interest Group

Chair: Gabriele TROILO,
Bocconi University

Co-chair: Jean-Louis NICOLAS,
Audencia Nantes School of Management

The objective of the Special Interest Group Track is to provide some space for groups of scholars to discuss their diverse research interests which may not fit into the established tracks list. Proposals for this track should cover a complete session (3-5 papers), and describe the topic, emphasize its importance to marketing knowledge development, and identify the researchers who will participate in the session.

Evaluation of proposals will be based on the session's relevance to the current marketing debate as outlined in the conference theme, the quality of the proposal, and the level of interest the session is likely to raise at the conference.



Call for papers

The EMAC 2009 Conference invites electronic submission of papers, which should be sent in PDF format before 7 December 2008. Authors may submit as many papers as they wish, but can only be cited as principal author for one of these submissions. Acceptance of a paper implies that at least one of the authors must attend the conference and present the paper.

Paper format

All papers are limited to **five pages** (including tables and figures), plus the cover/title page, and references. Papers must show a clear indication of the purpose of the research, research method, major results, implications and key references. Authors should also indicate the track in which they would like to present their paper. Papers will be evaluated through a double blind review process and authors will be notified of acceptance/rejection by late February 2009. For further information, please visit: www.emac2009.org

Tracks & Track Chairs

Advertising, Promotion & Marketing Communications

- Chair: Demetrios VAKRATSAS,
McGill University
- Co-chair: Marc FISCHER,
University of Passau

Business-to-Business Marketing & Networks

- Chair: Wolfgang ULAGA, *HEC Paris*
- Co-chair: Andreas EGGERT,
University of Paderborn

Consumer Behaviour

- Chair: Simona BOTTI,
London Business School
- Co-chair: Joachim VOSGERAU,
Carnegie Mellon University

Innovation & New Product Development

- Chair: Ulrike DE BRENTANI,
Concordia University
- Co-chair: Paulina PAPASTATHOPOULOU,
Athens University of Economics and Business

International & Cross-Cultural Marketing

- Chair: Constantine S. KATSIKEAS,
University of Leeds
- Co-chair: Luis Filipe LAGES,
Universidade Nova Lisboa

Marketing in Emerging & Transition Economies

- Chair: Paurav SHUKLA,
University of Brighton
- Co-chair: Kim-Shyan FAM,
Victoria University of Wellington

Marketing of Public & Non-Profit Organisations

- Chair: Adrian SARGEANT,
Indiana University
- Co-chair: Matthew WOOD,
University of Brighton

Marketing Research & Research Methodology

- Chair: Bruce HARDIE,
London Business School
- Co-chair: Gilles LAURENT, *HEC Paris*

Marketing Strategy & Leadership

- Chair: Robert MORGAN,
Cardiff University
- Co-chair: Christian HOMBURG,
University of Mannheim

Marketing Theory & Orientation

- Chair: Lloyd C. HARRIS, *University of Warwick*
- Co-chair: Lisa O'MALLEY,
University of Limerick

Modelling & Forecasting

- Chair: Lutz HILDEBRANDT, *HU Berlin*
- Co-chair: George BALTAS,
Athens University of Economics and Business

New Technologies & E-Marketing

- Chair: Arnaud DE BRUYN,
ESSEC Business School
- Co-chair: Arvind RANGASWAMY,
Penn State University

Pricing Issues in Marketing

- Chair: Fabio ANCARANI,
University of Bologna
- Co-chair: Pierre DESMET,
Paris-Dauphine University & ESSEC Business School

Product & Brand Management

- Chair: M. Berk ATAMAN, *Erasmus University*
- Co-chair: Barbara DELEERSNYDER,
Tilburg University

Relationship Marketing

- Chair: René DARMON, *ESSEC Business School*
- Co-chair: Manfred KRAFFT,
University of Münster

Retailing, Channel Management & Logistics

- Chair: Daniel BELLO,
Georgia State University
- Co-chair: Marc FILSER,
University of Burgundy

Sales Management & Personal Selling

- Chair: Paolo GUENZLI, *Bocconi University*
- Co-chair: Catherine PARDO, *EM Lyon*

Services Marketing

- Chair: Ko DE RUYTER,
University of Maastricht
- Co-chair: Bo EDVARDSSON,
Karlstad University

Social Responsibility, Ethics & Consumer Protection

- Chair: Minoo FARHANGMEHR,
University of Minho
- Co-chair: Steve HOGAN,
University of Brighton

Tourism Marketing

- Chair: Enrique BIGNE, *University of Valencia*
- Co-chair: Peter BURNS, *University of Brighton*



Historical Nantes
The Castle of the Dukes
of Brittany.



© photo: OTNM / Nautilus Nantes



Nantes, a European city in France

Nantes, France's sixth largest city, sits at the mouth of the river Loire, just two hours by high-speed train or one hour by air, from Paris and just over half an hour from the sandy Atlantic coast. Often described as the French city that boasts the best quality of

life, Nantes also enjoys the highest rate of population growth of any city in France. One of the country's greenest urban areas, Nantes houses a wealth of historical monuments that reflects its important strategic and economic position.

© photo: OTNM / Nautilus Nantes

Cultural Nantes
One of the fantastic
machines inspired
by Jules Verne.





© photo: Dominique MACEL, St-Nazaire City

Saint-Nazaire Bridge
The nearby Atlantic coast.

To the pleasant environment created by parks and historical buildings can be added a rich economic and industrial identity. It is the country's fourth largest port and, with Airbus plants in both Nantes and nearby Saint-Nazaire, the area is France's second biggest aeronautics centre. Aside from the ship and plane building sectors, the city is a hive of activity, with almost 1400 companies housed within its limits.

Nantes is also at the heart of one of France's main wine producing regions and close to the sumptuous royal castles of the Loire Valley. While the Atlantic coast and countryside attract visitors all year round, the economic strength of both Nantes and nearby port and shipbuilding centre Saint-Nazaire assure the area enjoys a vibrant business profile.



© photo: OTNM / Nautilus Nantes



Tradition & Modernity
Notre-Dame de Bon-Port Church provides a backdrop for the Buren rings.

Practical Information



Registration and venue

Conference registration is to be completed through the conference website: **www.emac2009.org**

The conference will be held at Audencia Nantes School of Management.

Accommodation

Information may be found on the conference website.

EMAC 2009 Conference fees

Before 27 April 2009: € 550

> includes € 460 Conference fee plus
€ 90 EMAC Membership for 2010

After 27 April 2009: € 600

> includes € 510 Conference fee
plus € 90 EMAC Membership
for 2010

Deadlines

Submission of papers: 7 December 2008

Notification to the authors:
Late February 2009

Final online-registration: 12 May 2009

Organising Committee

Chairpersons

Pr. Jean-Pierre HELFER

Dr. Jean-Louis NICOLAS

Members

Axelle CHEVY

Dr. Gervaise DEBUCQUET

Dr. Blandine LABBÉ-PINLON

Dr. Cindy LOMBART

Pr. Mohamed MERDJI

Dr. Jean-Michel MOUTOT

Alexandra ONILLON



Contact Information for the Conference

Email address: **info@emac2009.org**

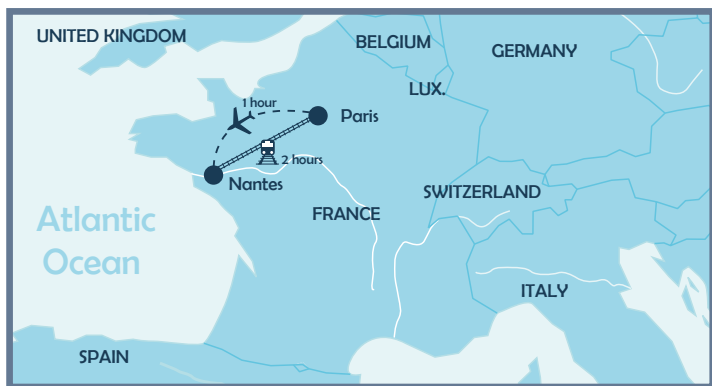
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EMAC 2009

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Audencia was the first French management school to sign the UN's Global Compact.