From Oslo to...Groningen

EMAC 2016
Oslo May 24-27

Leaving Footprints
EMAC 2017
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University of Groningen

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The largest European network of academics committed to the development and dissemination of marketing knowledge...
Dear EMAC members,

Hereby you find your copy of the EMAC Chronicle, our yearly newsletter. Summarizing the content of this issue and reflecting on the past year, I think it is fair to say that EMAC is a very lively community of highly active marketing scholars and that our organization is in very good shape.

2016 brought us two excellent conferences. First our yearly conference in May, which was organized at BI in Oslo by Klemens Knöferle, Bendik Samuelsen, and Luk Warlop. Together with their team the organizers did a terrific job. The conference offered a very nice blend of high quality paper sessions, some very interesting and inspiring key notes, and of course a few very nice social events. On behalf of the entire EMAC community I would like to thank Klemens, Bendik, and Luk for all the work they put into it. At least from my perspective it was very much worth it and I hope the organizers agree. I think we should be especially thankful to Luk who was involved in the organization of two consecutive conferences (Leuven and Oslo). In the meantime Peter Verhoef, Tammo Bijnol, Koert van Ittersum and Jaap Wieringa are very busy with organizing the 2017 conference in Groningen, the Netherlands. I wish them all the best with this and hope that many of you will submit your work for presentation at the conference and will also attend the conference. It promises to become another great conference.

Our second conference, the regional conference, was organized in September in Sarajevo by Maja Arslanagić-Kalajdžić and Selma Kadić-Maglajlić. This conference was also a very successful one. Thanks to the professionalism, commitment, and enthusiasm of Maja and Selma the conference attracted nearly hundred participants, mostly academics but also several practitioners. Most participants were coming from the “region” but we also welcomed participants from elsewhere in Europe and from other continents like Asia and the Americas. 2017’s regional conference will be organized by Florin Foltean and his team at the West University of Timisoara in Romania. I wish Florin all the best with the organization and look forward to attending the conference. It promises to become another great conference.

In 2016, the first EMAC Junior Faculty & Doctoral Student Research Camp was organized at the University of Vienna in Austria by Adamantios Diamantopoulos and Udo Wagner. The camp attracted 27 participants and judging from their comments I think it is fair to say that this was a very successful event. I am very happy that Adamantios and Udo have already volunteered to organize next year’s camp in Vienna as well and want to thank them already for all the effort they put in and for their ongoing commitment. At this place, I would also like to invite especially junior faculty from central and eastern Europe to apply for this event. During this year’s camp, they were somewhat underrepresented even though the idea to organize this camp started after discussions with members from this region who expressed a need for it.

Our two journals, the International Journal of Research in Marketing and the Journal of Marketing Behavior are doing very well. I would like to thank both Roland Rust and Klaus Wertenbroch for all their hard work in continuously improving the quality and standing of our journals. 2016 brought us several very interesting issues. On behalf of the editors I invite all members to continue submitting your best work to the two journals. Especially the Journal of Marketing Behavior would like to see more submissions from EMAC members as this number is lagging a bit behind.

After last year’s elections, the executive committee welcomed several new national representatives and said goodbye to several members who were at the end of their term. The steering committee welcomed four new members who were elected in last year’s elections. Durdana Orzretic-Dosen (treasurer), Tor W. Andreassen (education and development) Spiros Gounaris (corporate relations), Ajay Kohli (global relations) have now joined our ranks meaning that we are at full strength again. I would like to thank Peter Verhoef for doing the interim job as treasurer and Roland Rust for his work as vice president external relations. This has led to some very nice new events and there is more to come!

In the coming weeks you will be asked to participate in the 2017 elections for new national representatives and for a new president elect, and new vice presidents membership and publications. Please do vote!

I would like to end with wishing you all the best for the current academic year. Please spend some time in reading this chronicle and think about ways you, yourself can contribute to EMAC. Financially speaking we are currently very healthy and this means that whenever you have ideas, plans, suggestions, which will benefit our members, we do have the means to make this possible and provide support. Several members have already proposed new initiatives and with our support I hope these will lead to some new activities and dynamics in our community in the coming period. So never hesitate to contact me or any other member of the steering committee. Only an active member base will help EMAC strength again. I would like to thank Peter Verhoef for doing the interim job as treasurer and Roland Rust for his work as vice president external relations. This has led to some very nice new events and there is more to come!

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Gerrit VAN BUGGEN,
EMAC President
About EMAC Fellows*

At an EMAC Conference you might bump into a bunch of grey-haired dignitaries, looking solemn and absorbed in serious conversation. Chances are that you are seeing a group of EMAC Fellows, discussing the state of marketing in general and of EMAC in particular. Becoming an EMAC Fellow is a great honor. It is the recognition of scholarly leadership in the field of marketing. At the same time, the appointment as EMAC Fellow is a recognition of significant contributions to our association, the European Marketing Academy. The criteria for being a fellow are as follows:

• Have achieved a high level of scholarship and be a recognized leader in the field of marketing;
• Have made significant and enduring contributions to EMAC (for example as President; Vice-president; National Coordinator; editor of IJRM or JMB; organizer of EMAC Annual or Regional Conferences; organizer of the EMAC Doctoral Colloquium, Research Camp; or a conjunction of these);
• Be an active member of EMAC for the past five years.

The role of the EMAC Fellows is to provide an intellectual resource for EMAC to draw on, especially for the EMAC Executive Committee, and to enhance the standing of EMAC within the academic discipline as well as with government bodies and other relevant associations. EMAC Fellows constitute a sounding board for the Executive Committee especially for long term, strategic issues. In the past years, EMAC Fellows have been discussing and giving advice to the EMAC President on a number of issues, including membership matters, the role of national representatives, the structure of the conferences, the attractiveness of EMAC for its members, the EMAC doctoral colloquium, the issue of a second journal of EMAC (JMB) etc.

EMAC Fellows have their (annual) meeting during EMAC Conference, but they can also be involved in the meantime and organize a number of activities consistent with their purpose like setting up ad hoc task forces to give advice on any matters that are relevant for EMAC in realizing its goals as a high quality academic organization. EMAC Fellows have the advantage of distance from day-to-day decision making in EMAC and can use their experience for critical reflection.

The position of EMAC Fellows has been created about fifteen years ago. To that time, the idea was to form an institution to attract former leading members to continue their contribution to EMAC and to build a kind of long term memory of the EMAC policy. The initiative was taken by Susan Douglas, one of the Founders of EMAC and the first Dean of EMAC Fellows. Berend Wierenga, Gilles Laurent and Suzanne C. Beckmann succeeded Susan as Deans of Fellows. The number of active fellows is limited to 20. A fellow will automatically become an Honorary Fellow at retirement or when reaching the age of 70 years, whatever comes first. Honorary Fellows are invited for the annual meeting of fellows as nonvoting participants.

During our last meeting, our group decided to become more visible to the EMAC community. There will be a special event at the upcoming annual conference in Groningen. We will organize a discussion on Pressing Issues in our discipline and will invite all conference delegates who are interested. Please, make suggestions for topics that you like to see discussed to Udo Wagner.

We are further open to any inquiry for advice on issues relevant to marketing in general and to EMAC in particular; interested readers please feel free to contact us. We invite and encourage EMAC members to actively engage for our association and thus to qualify for joining us as future EMAC Fellow. We hope that the EMAC Fellows will be a continuing source of inspiration and assistance for the EMAC community in the years to come. Below, you find the list of current EMAC Fellows and Honorary Fellows.

Udo Wagner
former EMAC President
Currently Dean EMAC Fellows

Lutz Hildebrandt
former EMAC President

Berend Wierenga
former EMAC President
former Dean EMAC Fellows

(*) Some parts of this essay have been taken from the following references:
Laurent G. (2015), News from EMAC Fellows, EMAC Chronicle, 13, p. 23
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Wierenga B. (2007), EMAC Fellows, EMAC Chronicle, 1, p. 21
Wierenga B. (2009), Message from the Dean of EMAC Fellows, EMAC-Chronicle, 5, p. 9
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Current EMAC Fellows

András Bauer
Stoke Albers
József Berács
George Avlonitis
Rod Brodie
Michael Baker
Marnik Dekimpe
Suzanne Beckmann
Adamantios Diamantopoulos
Keith Blois
Klaus Grunert
Hubert Gatignon
Hans Kasper
Lutz Hildebrandt
Gary L. Lilien
Graham Hooley
Roland Rust
Hans Mühlbacher
Gabriele Troilo
Gilles Laurent
Jan-Benedict Steenkamp
Peter Leeflang
Gerrit Van Bruggen
Lars-Gunnar Mattsson
Udo Wagner
Kristian Möller
Luk Warlop
John Saunders
Piet Vanden Abeele
Berend Wierenga
Veronica Wong
I attended the 22nd ACM SIGKDD Conference on Knowledge Discovery and Data Mining from August 13-17, 2016, in San Francisco (http://www.kdd.org/kdd2016). It was an impressive conference, attracting approximately 2,700 participants. Each paid about US$ 1,000 registration fee. The share of industry participants was about 80% with industry sponsorship of approximately US$ 700,000. Sponsors included companies such as Didi, Adobe, Microsoft, LinkedIn, Bosch, Baidu, Facebook, Amazon, IBM, Target, Capital One, and NEC. At the conference’s large job market, sponsors tried to recruit PhD students from Computer Science for their companies.

In addition to sessions with academic papers, the conference included half-day and full-day tutorials and workshops with titles such as “Business Applications of Predictive Modeling at Scale”, “Causal Discovery”, “Mining and Learning with Graphs” and “Recommender Systems”. Topics were not far from what you see at typical marketing conferences such as EMAC and Marketing Science.

Why is that important to us as marketers? Because we should be aware that our colleagues from Computer Science are quite successful in capturing huge industry interest with their research. I was further very impressed by the presentations of company representatives which were more technically refined and insightful than one might expect. In fact, the quality of formal and technical model representations is something I rarely encounter at industry presentations at business schools. At the same time, I was bombarded with words such as MongoDB, Hadoop, Spark, python, or GitHub. While I have heard them before, their meaning and relevance is only slowly dawning on me.

Don't get me wrong. While I was very impressed by the interest from the industry and the kind of problems that were addressed at the conference, I was less impressed by some of the solutions. For example, one speaker addressed the problem of how to work with 1 million (independent) variables. When I heard „one million variables”, I first thought about the largest data set that I ever analyzed. I do not recall all details, but it was probably in the area of 100-300 variables. I was thus wondering where these „one million variables” would come from.

Finally, I decided to ask the speaker about the „one million variables”. The answer was that their data set covered about one million websites and they essentially recorded which user visited which website how often, which leads to a sparse matrix of many rows and obviously one million columns. I was certainly intrigued by the academic challenge of how to select which of these one million columns is truly relevant for the analysis. Yet, I was also wondering if they could not have formed 500 groups of websites, e.g., news, sports, fashion, assign each of the website to one of the groups and then work with 500 instead of 1 million columns.

I do not want to claim that the approach to aggregate to 500 groups is the best one but it is certainly one that avoids many technical challenges that our colleagues from computer science address and probably also love. It also provides an economic solution to a technical problem and outlines that there is a strong need for economic knowledge to solve data science problems. Certainly, however, we should open our eyes towards developments, trends and innovation that emerge from computer science. My prediction for the upcoming century is that major innovation in analyzing data will no longer come from the econometric area but from computer science. A recent paper that I published together with Daniel Ringel in the Special Issue on “Big Data: Integrating Marketing, Statistics, and Computer Science” in Marketing Science (“Visualizing Asymmetric Competition among More than 1,000 Products Using Big Search Data”) might serve as an example. It strongly benefitted from research in computer science, physics and bibliometrics to solve a fairly old marketing problem, namely describing the competitive space between many different products.
The Formation of Special Interest Groups within EMAC

As a Steering Committee, we have decided to pursue a new initiative within the coming years: the development of Special Interest Groups (SIG) within EMAC.

Background
So far EMAC is one large community with only limited specialization. However, with more specialization in our field, we observe a growing need to specialize and form smaller sub-communities in specific fields. We already observe that in the annual conference, where specific special sessions are organized around specific topics (These special sessions were labeled as Special Interest Groups). In the executive committee meeting in 2014 we also observe a strong wish to develop more enduring sub-groups within EMAC. This could also increase the involvement of EMAC members. We therefore aim to develop Special Interest Groups within EMAC. The SIG is used in other academic organizations, and specially the American Marketing Association has such a model, with SIGs in in different areas, such as service marketing, marketing research and retailing.

Moving to a SIG structure
A SIG should focus on a specific sub-field in marketing, that has sufficient interest in our field. It should function as a network of academics interested in a specific field, that can organized specific activities at the annual EMAC conference and outside that conference.

A SIG has its own chair, which will be rotated every three years. SIG chairs can be nominated and then selected by the Steering/Executive Committee. This structure will put the academic responsibility to a given SIG represented by the SIG chair. SIG chairs can delegate the organizational responsibility however.

A SIG can organize special sessions on EMACs annual conference, but can also organize a specialized conference under the EMAC umbrella (EMAC SIG Conferences). EMAC will fund a SIG with a yearly budget (for now 1 K) depending on the size of the SIG. This budget is established every 3 years.

Initial Development
On the 2016 EMAC conference in Oslo we had discussions with multiple academics heavily involved in organizing the special sessions at past annual EMAC conferences to further assess the potential for developing SIGs. Based on these discussions and discussions with other academics at the conference, we believed that we could start with the initial development of SIGs within EMAC. At this point we have four first SIGs, that will start their activities at the annual conference in 2017 in Groningen. We are very grateful that some academics will pioneer with us in this development. Specifically, we will start the following SIGs in 2017:

- B2B Marketing: Prof.dr. Michael Kleinaltenkamp, Freie Universität Berlin
- Customer Relationship Management: Dr. Javier Sese, University of Zaragoza and Prof. Manfred Krafft, University of Münster
- Innovation and Stakeholders: Dr. Paul Driessen, Dr. Bas Hillebrand, Radboud University Nijmegen and Prof. dr. Annouk Lievens, University of Antwerp
- Marketing Strategy: Dr. Kapil Tuhl, SMU, Singapore

During the conference one SIG session will be organized for the network of academics interested in that specific topic. The SIG leader has the freedom to organize that session, where we of course strive for high quality. It can be done in different forms, such as invited presentations, panel discussion, etc. Each session will be ended with informal drinks sponsored by EMAC.

The development of enduring SIGs within EMAC also implies that the traditional SIG-sessions at EMAC conference will be replaced by Special Sessions. This implies that academics can still submit proposal for sessions around a specific topic, that will be reviewed.

SIGs can thus also organize small-scale Special SIG conferences, which serve the purpose to provide a more focused forum for EMAC members to discuss subjects covered in a specific SIG. A SIG conference is a financially independent small-scale event where responsibilities are carried by the SIG and local organizers (preferably in school premises). The SIG can use their budget to partially support the special conference. EMAC takes no financial or organizational role other than propagating the event and helping the organizers with the right information. Special conferences are open for EMAC members and non-EMAC members. Special conferences should though not interfere with the timing of EMAC Annual or Regional conferences.

Future Development
It should be clear that the current SIGs are just a start. As a steering committee we hope that they will develop in the right way. We also pursue to develop more SIGs in the coming years on more topics, such as consumer behavior, social media or international marketing (list is not limited). As long as the SIGs represent a good substantive topic with sufficient interest within the academic marketing community, SIGs can be developed on a topic. Hence, if you are interested in setting up such a SIG, we stimulate you to contact Peter Verhoeof (p.c.verhoeof@rug.nl).

If the SIG development is successful, EMAC will adopt a similar model as AMA, where EMAC members can indicate to which SIG they would like to belong.

We hope that the development of SIGs will be successful. Given the increasing interest in academic research in marketing across the globe, this new initiative can be a fruitful new development.

We call upon EMAC members to co-create these SIGs, in order to foster engagement of all EMAC members.

Peter VERHOEF
VP Membership EMAC
University of Groningen, The Netherlands
Membership Situation

The EMAC membership has steadily increased since early 2000. In most recent years we have a rather stable membership of more than 1,000 members each year (see Figure 1). The stable membership assures that EMAC remains a healthy organization with sufficient members around the globe active in academic marketing research and education. Since 2013 we have a maximum number of 1,192 members, membership has dropped a bit to 1,067 in 2015. For 2016 we expect a rise again to around 1,100 members.

![Figure 1: Membership situation since 2003–2015.](image)

One of the major issues with membership is that it highly depends on the success of our conferences, as conference visitors pay for the membership as well when registering. As a consequence, retention rates are relatively low. As EMAC we thus try to add more value for our members. One of the initiatives currently being set up is the development of so-called EMAC special interest groups. EMAC has reserved money for that and will invest in a stronger connection between members within these groups as well as between members and EMAC. On the next conference in Groningen, we plan to introduce the first special interest groups. Currently, we are in contact with some EMAC members to develop initial groups in for example B2B marketing, CRM, and stakeholder marketing. In the coming years we hope to extend this.

Financial Situation

After the years with severe losses, EMAC has moved to a solid financial situation due to some specific measures taken. In 2015 we had a surplus of € 44,746 and as a consequence the financial position of EMAC has improved as well. We now have equity of around €260,000. This is mainly a result of the efforts being undertaken by the previous treasurer Gerrit van Bruggen. As the membership is rather stable, we expect for the coming years a good financial situation as well. For EMAC it is, however, crucial that we organize our yearly conference each year. So, this needs to have our fullest attention and we hope that members feel that they also have a responsibility to organize these events.

Given our financial situation, we have opportunities to invest in new initiatives. For the coming years these involve a new colloquium for young researchers to be held in Vienna this fall and organized by Adamantios Diamantopoulos and Udo Wagner. We will also invest in the development of special interest groups. Furthermore, the plan is to invest in communication efforts surrounding knowledge dissemination. Tor Wallin Andreassen will take the lead in this, as a new VP of education and development.

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Peter VERHOEF
VP Membership EMAC
University of Groningen, The Netherlands
EMAC and McKinsey honor Europe’s best marketing dissertations

1st Prize – Jonne GUYT

“Take Turns or March in Sync?” Impact of the National Brand Promotion Calendar on Manufacturer and Retailer Performance

ABSTRACT

Featured price cuts are a popular tool among brand-manufacturers and retailers. Yet, there is growing concern about the net sales and revenue gains from these promotions, as retailers and manufacturers may simply be subsidizing consumers that shop around. This notion has placed the (co-) occurrence of a brand’s promotions across retailers high on the promotion-planning agenda. This paper examines the mechanisms underlying out-of-phase vs. in-phase schedules, and empirically demonstrates their sales and revenue implications in four product categories, covering purchases of a national panel of households across eight years.

The results reveal that calendar effects primarily materialize in categories where the chosen retailer is driven by brand promotions. In those categories, alternating the timing of featured price cuts across chains substantially increases the manufacturer and retailers’ immediate sales lift. However, when it comes to net gains, striving for out-of-phase promotions – the dominant approach among chains – is not necessarily ‘best practice’: retailers see the revenue advantage diminish, and manufacturers may even earn less.

In the second chapter of his dissertation, Jonne Guyt uses a GEV model to analyze the effectiveness of promotional tools when consumers use one of many different decision structures. The empirical outcomes reveal that even within a given category, the impact of discount and feature promotions on manufacturer-brand and retailer-category sales is dependent on the competition perspective used by consumers (and revealed by the GEV-model). In the third chapter, the effectiveness of large scale promotion events (such as, e.g., Albert Heijn’s ‘Hamsterweken’ in the Netherlands) is analyzed. This chapter empirically uncovers the impact of such events on customer visits and basket size before, during and after the event.

Jonne GUYT
Amsterdam Business School, University of Amsterdam, The Netherlands

2nd Prize – Jannik MEYNERS

The Role of Mere Closeness—How Geographic Proximity Affects Social Influence

In the past years, two major trends have created new challenges for marketers. First, consumers have grown to rely on advice from other consumers—for instance, through online reviews such as on TripAdvisor, Expedia, or Yelp. Today, the majority of online purchases is based on recommendations by others, however, the author of the recommendation is typically unknown to the consumer. Hence, it is unclear how consumers can assess to what extent a recommendation actually matches their own needs and tastes and whether they should follow it. The second trend that emerged in the past years is the availability of data: consumers increasingly provide marketers with personal data—especially geographic information—by using their mobile devices (e.g., smartphones or tablet PCs) for shopping purposes or product search. Thus, companies could use the existing data to show reviews that match the consumers’ tastes, however, it is unclear if and how geographic information can be used to actively manage product recommendations.

Our paper provides insights into the role of geographic proximity for recommendations and online reviews. In three studies that cover both extensive field data as well as experiments, we show that geographic proximity increases social influence and demonstrate its interdependency with social closeness. The results indicate a) that the role of geographic proximity for social influence is not simply a result of the higher likelihood of social
interaction and b) that the effect of geographic proximity increases with decreasing tie strength between sender and receiver of a recommendation. In three experiments, we demonstrate the monetary value of geographic information by analyzing consumers’ willingness to pay more for products recommended by someone geographically close. Additionally, we show that the effect of geographic proximity is mediated by perceived homophily between consumers.

The results imply that geographic location may well strengthen the social influence as it raises the perceived helpfulness of customer recommendations. Consequently, companies could sort reviews so that those from geographically close users are displayed first. By implementing such an individually tailored review order, consumers would receive more helpful reviews that lead to higher conversion rates and purchases of products that suit their needs. Also, companies could use our insights to increase the effectiveness of social media advertising. In social media such as Facebook, Google+, or Twitter, the users’ geographic location is typically available and can be used to target social ads, i.e., ads that show Internet users the products or services that their contacts like, follow, or use. As the results show, advertising with contacts that live in geographic proximity to the user (e.g., “Bill likes Company X”) could be more influential than advertising with someone geographically distant.

**Jannik MEYNERS**  
University of Hamburg & Kühne Logistics University, Germany

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**3rd Prize – Lisette de Vries**

**Effects of Traditional Advertising and Social Messages on Brand-Building Metrics and Customer Acquisition**

This study examines the relative effectiveness of traditional advertising and social messages, generated by firms or consumers, for brand-building and customer acquisition efforts. First, we consider traditional advertising, firm-to-consumer (F2C), and consumer-to-consumer (C2C) social messages simultaneously and compare their effectiveness. Second, we elaborate on the complementary effects of and interrelations among traditional advertising, F2C, and C2C social messages. Third, we take both brand-building (i.e., mindset data) and behavioral metrics into account to assess the effectiveness of the different messages over time. To a unique data set from a European telecom firm, the authors apply vector autoregressive modeling, which allows considering the interrelations between traditional advertising and social messages. Results show that traditional advertising, firm messages on its social media page and conversations among consumers on social media differ in their effectiveness. Traditional advertising is most effective for both brand building and customer acquisition. The firm’s social media page complements the traditional advertising efforts. Moreover, firms can stimulate messages among consumers on social media through traditional advertising that in turn affect brand building and acquisition. These findings help managers to leverage the different types of messages more adequately. Given the effectiveness of traditional advertising, managers should carefully consider shifting marketing investments away from traditional advertising. Furthermore, thoroughly orchestrating traditional advertising and the firm’s social media page may improve a firm’s performance with respect to building the brand and enabling customer acquisition.

**Lisette DE VRIES**  
University of Münster, Germany
THE EFFECT OF CROSSMODAL CONGRUENCY BETWEEN AMBIENT SCENT AND THE STORE ENVIRONMENT ON CONSUMER REACTIONS

The most important dimensions of an ambient scent when selecting this scent to be diffused in the store environment are its pleasantness and its congruity with the object (e.g., product or store) under investigation (Doucé et al., 2013). In this study we examine the importance of the congruency of the ambient scent with the crossmodal correspondences elicited by the store environment. A crossmodal correspondence refers to the tendency of one sensory modality to be matched with another sensory modality (Spence, 2012). The presence of a sensory cue in the store environment (e.g., the colours used) might trigger an expectation with respect to, for instance, the tactile sense (e.g., expected temperature). We propose that if the ambient scent triggers the same expectations as the store environment then the ambient scent and the store environment are crossmodally congruent. Furthermore, we state that diffusing a crossmodally congruent ambient scent in the store environment will lead to more positive effects compared to the use of a crossmodally incongruent ambient scent.

In order to measure the crossmodal correspondences elicited by the store and the ambient scent, a crossmodal correspondences index was developed (i.e., 11 bi-polar items based upon Crisinel, Jones, & Spence, 2012). The absolute difference between the scores the store would receive and the scores the scent would receive on these 11 items (e.g., loud versus quiet) can then be averaged and result in a crossmodal congruency score between scent and store.

Three pretests were conducted to: (1) determine the crossmodal correspondences elicited by the store (i.e., a store selling cooking materials) by use of the crossmodal correspondence index, (2) find two pleasant ambient scents of which one has the lowest possible crossmodal congruency score and one has the highest possible score, and (3) determine if the chosen scents are congruent with the products.

In the main study there were three conditions: a) no ambient scent, b) a crossmodally congruent ambient scent (i.e., apple pie) and c) a crossmodally incongruent ambient scent (i.e., coffee). Results showed that the presence of a pleasant and product congruent ambient scent, whether or not crossmodally congruent with the store environment, has a positive influence on pleasure experienced in the store, store environment evaluation, and store evaluation compared to the absence of an ambient scent. This result indicates that crossmodal congruency does not necessarily lead to more positive effects. However, only an ambient scent that is crossmodally congruent has a positive effect on word-of-mouth and approach behaviour compared to the no scent condition. Moreover, a crossmodally congruent ambient scent also has a positive influence on approach behaviour compared to a crossmodally incongruent ambient scent. Thus, our results reveal that the use of a pleasant, product congruent and crossmodally congruent ambient scent holds some benefits.

The crossmodal correspondence index and crossmodal congruency score presented in this paper are fairly new concepts and are - in this study - based upon 11 items. Due to the effects that were found in this study, the further development of the crossmodal correspondence index and crossmodal congruency score is advised and recommended.

The work presented in this paper is part of a larger research project where different store environments and store types are considered as well as where the composition of the proposed crossmodal correspondences index and the proposed calculation of the crossmodal congruency score are further refined. This research project is one of three projects of my dissertation and is ongoing in collaboration with dr. Lieve Doucé (PXL University College - Hasselt University) and my supervisor dr. Jan Vanrie (Hasselt University).

References

Carmen ADAMS
Hasselt University, Belgium
The impact of pre- and post-launch publicity and advertising on new product sales

Alexa B. Burmester, Jan U. Becker, Harald J. van Heerde, Michel Clement,
International Journal of Research in Marketing, Volume 32(2), pp. 408-417

We are honored to be awarded the 2015 IJRM Best Paper Award for our article entitled “The impact of pre- and post-launch publicity and advertising on new product sales.” We are grateful for the guidance of the review team at IJRM, for the big publicity data set we received from the “Agentur Gamepress” for this project and for the help of research assistants in coding the data.

The impetus for this research came from our interactions with companies. Many wonder whether anything is known about the effects of publicity versus advertising on sales. Publicity offers consumers seemingly objective and unbiased content that has been endorsed by a third party, the publisher. In contrast, advertising produces communications that are obviously paid for and endorsed by a company. Hence, many consumers regard advertising with scepticism and consider it to be less credible than publicity. As a result, companies increasingly start to consider shifting the focus from advertising to publicity.

The question is whether this shift is warranted. To our surprise, no prior study had analysed the effects of publicity and advertising on sales, which is the gap we address. We do so in the context of new product launches, where we distinguish between pre-launch and post-launch activities. The questions we address are: Is there a difference between pre- and post-launch advertising and publicity effectiveness (in terms of elasticities)? What is the relative effectiveness of advertising and publicity on sales? Do they strengthen each other (have a positive interaction effect) or weaken each other (have a negative interaction effect)?

In the paper, we develop hypotheses regarding the effects of pre- and post-launch publicity and advertising on sales. To be able to draw empirically generalizable conclusions, we test the hypotheses using a large-scale data set that tracks sales, publicity, and advertising for 3336 video games across 52 weeks covering the pre- and post-launch phases.

The results demonstrate that pre-launch publicity is more effective than pre-launch advertising in driving sales at launch, in line with publicity being more credible than advertising. However, once the product is launched, consumers are able to judge the product themselves and spread word of mouth, reducing the sales effectiveness of both publicity and advertising. Publicity’s effect declines particularly strongly, in line with the notion that post-launch word of mouth is a more direct information substitute for publicity.

Surprisingly, we find a negative interaction effect between pre-launch advertising and publicity, which means that publicity becomes less effective when it is accompanied by higher levels of advertising for the same product and vice versa. Our explanation is that a lot of publicity and advertising for the same product leads to saturation effects and can be even considered by consumers as a deliberate ploy to persuade them. The post-launch interaction effect is insignificant.

In terms of managerial implications, we conclude that companies can gain most sales by focusing on publicity pre-launch and on advertising post-launch, and that there is little benefit from increasing publicity and advertising during the same phase.

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Marketing in the Age of Data

First of all, we would like to thank the 1050 delegates who attended the EMAC 2016 conference and made it an exceptional experience under the broad conference topic “Marketing in the Age of Data”. We are very pleased that more than a thousand academics from all over the world found their way to Oslo during this (for Norwegian standards) warm week in May.

The Department of Marketing at BI Norwegian Business School was honored and proud to host the 45th annual EMAC conference, and very happy to welcome so many guests to Oslo and to our campus.

The conference set off with the highly respected Doctoral Colloquium, which brought together 60 carefully selected doctoral students and 12 excellent faculty, and which lasted from Sunday May 22nd to Tuesday 24th. The DC format of EMAC, with its three intense days, various tracks, and small groups of students and faculty, is clearly a tradition that EMAC should strive to maintain. We are grateful to all DC faculty members for spending their time on maintaining this tradition, and for inspiring and mentoring young students.

Tuesday’s opening reception was held in the Oslo City Hall—the very same hall where the Nobel Peace Prize is awarded every year. On Wednesday morning, the main conference started: three busy days packed with intense academic discourse during plenary sessions, invited speaker sessions, a large number of special interest group sessions, 20 regular conference tracks, poster-sessions, and social events.

This year, we emphasized the idea of invited speaker sessions and invited six top scholars in our field for a series of highly visible talks. The purpose of these talks was to approach the over-arching topic of the conference, “Marketing in the Age of Data”, from different academic angles. The speakers offered a broad range of insights from different fields, such as marketing modeling, big data analytics, consumer behavior, and consumer neu-

The conference in numbers:

- 1050 participants, ca. 100 more than the previous year
- 171 submitted papers for the Doctoral Colloquium, out of which 60 (35%) were accepted
- 977 submitted competitive papers out of which 506 (52%) got accepted. These numbers demonstrate that the EMAC Annual Conference is on a good trajectory when it comes to attracting high quality research and participants from all over the world.
- 20 tracks with 45 track-chairs
- 21 Special Interest Groups (many strongly linked to the conference theme “Marketing in the Age of Data”), two collaboration groups, two roundtable sessions, two tutorials, two movie sessions, and three meet-the-editors sessions. The success of these various new formats shows that within the EMAC community there is a clear demand for expanding opportunities for professional development at the conference, complementary to the more traditional conference tracks and sessions.
- 1212 authors from 41 countries, and 823 reviewers
- 160 posters for the poster-session (and an even higher number of bottles of wine)
Special thanks to:

• The president of BI Norwegian Business School, Inge Jan Henjesand, for being the main sponsor of the conference.
• The impressive number of volunteers from BI that assisted us before and during the conference.
• The team from EMAC Brussels: Anne-Laure Marteaux and Cristina Setyar, as well as the president of EMAC, Gerrit van Bruggen.
• The track-chairs, chair of the DC and chair of the poster session.
• The plenary speaker, Peter Fader, University of Pennsylvania.

• The invited speakers:
  - Ming Hsu, University of California, Berkley
  - Aradhna Krishna, University of Michigan
  - Koen Pauwels, Ozyeğin University & BI Norwegian Business School
  - Uri Simonsohn, University of Pennsylvania
  - Charles Spence, Oxford University
  - Michel Wedel, University of Maryland

On behalf of the organizing committee, we hope you keep your visit to BI Norwegian Business School and Oslo in good memory, and we look forward to seeing many of you again next year at the University of Groningen.

The EMAC2016 Conference Co-Chairs
Klemens KNÖFERLE
Bendik SAMUELSSEN
Luk WARLOP
In this talk, I shared with participants some of my work with Professor Kapil Tuli of Singapore Management University. The talk started with a basic question: what is the purpose of a theory? At its core, a theory enables us to explain (variability in) a phenomenon of interest. If we can explain a phenomenon well, we can predict the phenomenon, and potentially control it. I then delineated key components of a theory, and the importance of each component. For example, while a theoretical proposition can help explain a phenomenon, a strong argument for the proposition engenders greater faith in the theoretical proposition, which bolsters the confidence with which one can make predictions and exercise control over the focal phenomenon. In this respect, a good argument is similar to empirical support for the proposition, and warrants careful construction. In addition to providing support for a theoretical proposition, an argument also offers the opportunity for grounding a proposition in prior theory and empirical findings.

The structure of a theoretical argument can take many different forms depending on the nature of the theoretical proposition involved (e.g., linear effect proposition, interaction effect proposition, non-linear effect proposition). I presented general structures of arguments corresponding to different types of theoretical propositions. These structures can serve as tools to help a scholar develop cogent arguments for his/her theoretical propositions, and evaluate the quality of arguments presented by other scholars for their propositions. I also discussed some common weaknesses in arguments advanced by researchers, especially for interaction effect propositions. For example, a researcher may advance a theoretical proposition that the effect of X on Y is moderated by Z; and then argue for it by suggesting that if X is held constant, Y is likely to be higher when Z is higher. This would be a flawed argument (even if it is empirically supported) because it merely states that Z has a positive relationship with Y, which says nothing about why Z amplifies or attenuates the effect of X on Y.

Scholars can make many different types of theoretical contributions, including development of new constructs, propositions and arguments. For example, the discovery of observable events that collectively can be “captured” in a new construct would be a theoretical contribution, even though it would not constitute a theory by itself. Perhaps the richest opportunities for developing new theories may be found in interesting new phenomena about which there is little in the literature. However, building interesting new theory frequently requires first-hand immersion in the phenomenon of interest.

Scholars often confound what I like to call “theory application” with “theory building.” Theory application entails applying existing theory to marketing problems and contexts. In contrast, theory building involves, for example, developing new linkages between constructs. A lack of appreciation of the difference between the two can trip up a scholar as s/he conducts research, writes it up, and reviews others’ research. It is important for marketing scholars to allocate more effort to building new theories of marketing phenomena, and not exclusively focus on applying existing theories. Why? Because it is fun, enhances the theory builder’s reputation, and strengthens the marketing discipline.

The talk concluded with a brief overview of insights into the process for building influential marketing theories. It requires the theory builder to have deep familiarity with the focal topic, conceptual playfulness, and an eye for rigor as well as aesthetics. The theory building process entails “turning on” the creative mindset followed by the critical mindset, and iterating between the two, often hundreds of times. Not surprisingly, it gives rise to many emotional highs and lows, but the highs make the lows abundantly worth it!
EMAC Climber Community

EMAC Climber Community 2016: This year’s highlights

For the sixth time, EMAC’s Climber Community (CC) provided young scholars in marketing (e.g., assistant professor, post-doc, research fellow, etc.) with a networking platform for exchanging experiences, learning and getting inspired. The meeting took place in two subsequent sessions of the 45th EMAC Conference in Oslo. Nearly 70 researchers attended the plenary session and 30 of them joined the networking session, both held in the afternoon of May 25.

Welcoming words by EMAC’s president Professor Gerrit van Bruggen

EMAC’s president Professor van Bruggen welcomed EMAC’s Climber Community at the beginning of the plenary session. Professor van Bruggen provided our members with valuable information about the EMAC and encouraged young scholars to get actively involved in various EMAC initiatives.

Keynote speech by Professor V. Kumar

The highlight of the 6th EMAC CC meeting was Professor V. Kumar’s speech ‘Engaging in the Academic World’. Professor Kumar shared with participants interesting details about his own career path, successes and challenges on his way, and suggestions for successful academic career development. Furthermore, Professor Kumar provided insights into how to publish in highly ranked marketing journals. The plenary session ended with a Q&A session and a coffee break exclusively for EMAC’s CC members.

Community building

Following the successful approach from previous EMAC CC meetings, the second session was again fully dedicated to young scholars’ networking. Approximately 30 EMAC CC members participated in a networking activity. They were divided into groups of 5 participants, with a mission to find a common ground for any kind of academic collaboration (research, teaching, etc.). Group members exchanged their backgrounds, experiences regarding issues that characterize this career stage, and finally brainstormed collaboration ideas. Group presentations revealed several very prosperous avenues for future collaboration. We are looking forward to hear about their realization in the near future.

We would like to thank our speakers as well as all participants for taking part in this year’s EMAC CC meeting and we are looking forward to seeing you again next year in Groningen!

In the meantime: Please actively engage in our social network groups!

In addition to the annual EMAC CC meeting during EMAC conferences, two online groups exist on the social networking platforms LinkedIn and Facebook. Their aim is to facilitate networking activities and social exchange between EMAC CC members throughout the year. Updates on next steps, new developments, and future EMAC CC meetings are also posted in these two groups, and we invite you to join!

- LinkedIn: https://www.linkedin.com/groups/3836584
- Facebook: https://web.facebook.com/groups/emac.cc/

In order to maintain and further develop our network, we would like to encourage you to share any information that might be valuable for our EMAC CC members (e.g., job offerings, information regarding research funding, international exchange opportunities or events) throughout the year.

For further information, please contact Vatroslav.

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Looking Back at the 1st EMAC Junior Faculty & Doctoral Student Research Camp, September 1–2 2016, Vienna, Austria

In early September, the Chairs of Marketing (Prof. Dr. Udo Wagner) and International Marketing (Prof. Dr. Adamantios Diamantopoulos) of the University of Vienna hosted the 1st EMAC Junior Faculty & Doctoral Student Research Camp. Twenty-seven PhD researchers and junior scholars from as near as Germany and as far as Thailand—selected based on the quality of their proposals—presented their research projects and received feedback and detailed advice from senior EMAC scholars. In addition to the organizers, the Research Camp faculty included Prof. Dr. Franziska Völckner (University of Cologne), Prof. Dr. Martin Natter (University of Zurich) and the EMAC President, Prof. Dr. Gerrit Van Bruggen (Erasmus University).

A wide variety of topics were covered by the presenters and the same applies to methodological and analytical approaches. This diversity generated lively discussions during the sessions benefiting not only the presenters but the audience as well.

In addition to the research project presentations of doctoral students and junior faculty, three plenary sessions on (1) identifying relevant research topics in marketing, (2) submitting papers to top-rated marketing journals, and (3) serving the academic marketing community were also held by Research Camp faculty members and generated interesting debates among participants.

All in all, this new EMAC initiative—which specifically targets young researchers embarking on an academic career in marketing—proved to be highly successful, as evidenced by the invariably positive feedback obtained from participants both during and after the event. In particular, the informal and friendly atmosphere, the constructive nature of the feedback provided to presenters, and the excellent organizational arrangements (thank you Judith and Martina!) were very much appreciated by all who attended. Last but not least, all participants enjoyed spending some time in "the Best City in the World to Live" (Global Finance Magazine, 2015)!

The next EMAC Junior Faculty & Doctoral Student Research Camp is scheduled to take place during August 31st–September 1st 2017 again at the University of Vienna (full details on our website). We are very much looking forward to receiving good applications from PhD students and young scholars, particularly from countries in Central and Eastern Europe (CEE). Unfortunately, this year there were no CEE participants not because their proposals were not accepted but because nobody applied! We very much hope that this situation will change and that several colleagues from university institutions in CEE will submit research proposals for the 2nd EMAC Junior Faculty & Doctoral Student Research Camp. We also hope that senior academics in CEE countries as well as the relevant EMAC Country Representatives will support us by encouraging young researchers to apply.

We look forward to welcoming many of you in Vienna next September!

Udo Wagner
Chair of Marketing
University of Vienna

Adamantios Diamantopoulos
Chair of International Marketing
University of Vienna
What had been considered the East has changed, and the same has happened to the West. Today, all of the world’s economies are interdependent, meaning that the East is dependent on the West, and vice versa. In this interconnected world, the transitional economies of Central and Eastern Europe are experiencing diverse challenges. First, they need to define their own place in regard to the relationship between east and west, which affects their marketing strategies, positioning and targeting. Second, they need to understand the interdependence between the East and West, consumers on both sides, as well as suppliers and other important stakeholders. Finally, they need to become fully integrated into the new world by offering innovative and competitive solutions. In these ways, companies operating in Central and Eastern Europe have the opportunity to explore and use the best from both worlds and to position themselves as a knowledge bridge between the East and West, at that unique place where the East kisses the West.

Prior mentioned was the main idea behind 7th EMAC Regional Conference hosted in European Jerusalem, Sarajevo at the School of Economics and Business University of Sarajevo, titled as Where the East kisses the West: Marketing Convergence and Divergence in the New Europe. Conference received 72 high quality submissions and out of which 46 manuscripts (36% rejection rate) were accepted. These 46 manuscripts were presented across 11 parallel sessions. In addition to that 7th EMAC Regional Conference, besides plenary opening and closing sessions, hosted three additional special sessions where invited speakers were discussing various aspects of the conference theme. There were 73 registered participants from 23 countries – with most participants coming from Bosnia and Herzegovina, Croatia, Slovenia, Austria, and the UK. It is noteworthy to say that 7th EMAC Regional conference in Sarajevo hosted participants from the USA, India, Brazil and Australia as well.

Competitive were presented across: four marketing strategy sessions, two consumer behavior sessions, two branding sessions, two online marketing sessions and one corporate reputation sessions. Conference opening carried a title "Where Business Meets Academia", Claude Obadia (ESCE International Business School, France) talked about "Resolving the gap between academic research and practice: An agenda". His speech was followed by the address of Emil Tedeschi (CEO of the Atlantic Group, Croatia) that talked about the Atlantic Group Harvard Business Review case study and its marketing-relevant aspects. At the first special session, "Contemporary Research Corner" Roland Rust (University of Maryland, USA) presented his newest research forthcoming in Journal of Marketing Research "Return on Service Amenities", followed by the presentation of Nick Lee (University of Warwick, UK) on the "Theory and Practice of Publishing in World-Leading Journals". Second parallel special session "Where success business stories meet: Doing Business in the Region" gathered a panel of leading firms’ representatives that are partnering with the EMAC Regional 2016 conference, namely, Muhamed Pilav (MS&Wood, B&H) and Adis Hasakovic (KLAS, B&H) who talked about their current regional and global business initiatives. Third special parallel session titled "Where present and future meet: Neuromarketing- science or a trend?" was moderated by Melika Husic-Mehmedovic (University of Sarajevo, BH) and current research conducted by Valicon (Regional marketing agency) was presented. Conference closing was titled "Where are we heading?" and Adamantios Diamantopoulos (University of Vienna, Austria) talked about "Supporting Young/Next-Generation Researchers", followed by Koen Pauwels (Özyeğin University, Turkey) who discussed on how "Data meets Decisions: Marketing Analytics in the East and the West".
As a Conference Chairs, we are also proud that we are continuing a good practice established by colleagues from Katowice and Vienna, of publishing outstanding papers presented at the EMAC Regional Conference in Journal of Business Research (JBR) special issue that is expected to be published in mid-2017. The conference chairs would like to thank all the authors who submitted a paper, the 75 reviewers who expressed their commitment to our scientific community with their work and last but not least Ms. Anne-Laure Marteaux for her efforts. We hope that all participants brought home positive experiences and memories from 7th EMAC Regional Conference and their stay in Sarajevo, and we hope that they will soon come back again. We welcome you all to visit Sarajevo, and School of Economics and Business, the only ACSB accredited school on Bosnia and Herzegovina. Do skorog videnja!

Maja Arslanagic-Kalajdzic, PhD
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#emacregional2016
Welcome!

We are proud to host the Annual Conference of the European Marketing Academy in May 2017 at the University of Groningen. Following the 8th annual conference in 1979, we are happy to welcome EMAC back in Groningen in 2017! We organize the conference from May 23-26. The theme of EMAC 2017 is “Leaving Footprints”. Footprints reflect impact, offering evidence for having made a difference. Moreover, they leave a trail for others to follow. This theme highlights substantive academic marketing research that impacts marketing practice, policy makers, and society at large. The theme fits the research climate at the Marketing Department of the Faculty of Economics and Business, University of Groningen. Building on the University wide social themes Energy, Healthy Ageing, and Sustainable Society, the Marketing Department has a long tradition of conducting substantive research in close collaboration with marketing practice. This has among other resulted in the founding of the Customer Insights Center. Within this setting, and in the attractive city of Groningen, we hope to welcome you in 2017.

About the University of Groningen

Innovative, research-driven and rooted in the number-one knowledge hub of the Northern Netherlands, the University of Groningen is an internationally oriented university with 30,000 students. Quality has been top priority for over four hundred years, and with great success: The University is currently in or around the top 100 in several influential ranking lists. The University of Groningen has a rich academic tradition dating back to 1614. From this tradition arose the first female student and the first female lecturer in the Netherlands, the first Dutch astronaut and the first president of the European Central Bank.

About the Faculty of Economics and Business (FEB)

At the Faculty of Economics and Business we are highly competitive thanks to our top quality staff members: researchers who publish in renowned international journals and teach inspiring courses, and top-level practitioners who share their valuable professional experience with students. Appealing research, an inspiring working atmosphere, excellent connections with both the corporate and public sectors, and recognising differences in ambitions and talents form the key elements of the Faculty’s strategy. Current students describe the Faculty as being open, personal, ambitious and down to earth. The graduates of our Faculty are known to be highly motivated, successful leaders who are making a real impact on society. They are very strong team workers, flexible and analyti- cal ly very good. Our committed staff members provide them with top quality education and research skills, while closely collaborating with the corporate world. The Faculty of Economics and Business belongs to the 1% of business schools around the world accredited by both AACSB and EQUIS.
About Groningen

As a lively university city, Groningen has the youngest average population in the Netherlands. It has a long and turbulent history, which becomes evident from the historic warehouses, courts and buildings. Groningen is also a city with nerve, with the most numerous examples of innovative architecture within its boundaries. In addition, it was proclaimed the city with the best city centre in the Netherlands because of its charm. In 2013, Groningen was chosen as the happiest city of Europe. The city scored high on greening, trust in fellow inhabitants, health care, public spacing and of course, education.
Besides that, Groningers are very satisfied with air quality, sport facilities, cultural facilities, safety and the city council. 97 percent of the people in Groningen are happy to live in Groningen. Groningen also holds the awards for the most fun shopping street in the Netherlands 2015 (the Folkingestraat), the award for the best market in the Netherlands 2016 and is in the top 3 of most innovative cities in Europe.

About the Conference

We build on the strong experience of EMAC conferences in the last decades. The conference will be organized at Martiniplaza, which is a large conference center in the city of Groningen. We again have a large number of tracks (20), covering the entire field of marketing. To remain current, this year we have put more emphasis on new digital and social media developments, with two tracks on digital marketing and social media.
In the spirit of the conference theme, Brian Wansink from Cornell University and Jan Zijderveld, President of Unilever Europe, will be the two key-note speakers, emphasizing how research and industry can leave footprints. Moreover, we have organized two sessions surrounding the theme of leaving footprints, with high-level academics, such as Dominique Hanssens, Ajay Kohli, and Debbie MacInnis. Finally, to create pleasant and memorable experiences, we will organize different conference events in distinguished locations in our city, such as the famous Martini Church.

For more information and submission details, we refer to: www.emac2017.org.

See you all in Groningen in May 2017!

Peter Verhoef, Koert van Ittersum, Tammo Bijmolt, Jaap Wieringa
The EMAC Groningen Conference Team
Aims And Activities

The European Marketing Academy (EMAC) was established in 1975.

The Academy is a professional society for people involved or interested in marketing theory and research. Its aims are to serve as the core of a communication network for disseminating information and promoting international exchange in the field of marketing. EMAC membership is open to individuals both from Europe and elsewhere. At present, the Academy has more than 1000 members from more than 50 different countries in all five continents.

EMAC also organises an Annual Conference that is hosted by major universities or scientific institutes all over Europe. This provides a yearly forum for the presentation and discussion of research projects in various stages of development. In conjunction with this Annual Conference, a Doctoral Colloquium for students in marketing is held during the same week at the same place.

EMAC has launched in 2010 its first Regional Conference. The aim is to attract people from specific regions and help research in specific fields of marketing.

In order to keep the membership informed of its activities as well as other activities in the field, the Academy publishes the EMAC Chronicle twice a year and the Electronic EMAC Newsletter four times a year. Apart from conveying information on trends in the field, these publications are also a “clearing” device for the dissemination of information on on-going and completed research, teaching material, job vacancies, etc. The Academy edits the International Journal of Research in Marketing. The editorial board of this major marketing publication consists of leading researchers from all over the world. Other publications are planned.

Do you teach? Do you research? Do you want to be kept informed in the marketing area? In that case you should join the Academy. It is an association for everybody with a professional interest in the field.

For more information on the Academy, please contact the EMAC Secretariat.