



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



Hosted by
Università Cattolica del Sacro Cuore, Largo Gemelli 1, Milan (Italy)
April 3-4, 2014

***DIALOGIC COMMUNICATION:
BEYOND CONTROL TOWARD CO-CONSTRUCTION***

Conference program

April 3, 2014

- 9.00 – 10.00 **Registration and welcome coffee** - Lobby room Pio XI (G.127)
- 10.00 – 10.30 **Opening and greetings** - room Pio XI (G.127)
Marco Oriani, Chair Department of Economics and Management Sciences, Università Cattolica del Sacro Cuore
Rossella C. Gambetti, LABCOM and CMC Conference Chair, Università Cattolica del Sacro Cuore
Renato Fiocca, Chair and Professor of Marketing, Università Cattolica del Sacro Cuore
Philip J. Kitchen, CMC Conference Founder and Research Professor in Marketing ESC Rennes School of Business
- 10.30 – 11.15 **Keynote speech** - room Pio XI (G.127)
Bernard Cova, Professor of Marketing Kedge Business School Marseille
“Brand content in a post Postmodern society”
- 11.20 – 12.40 **Parallel session I “Advertising”** - room Pio XI (G.127) track chair: P. J. Kitchen
– *An organizational outcome model of interactive advertising*, A. Kuşçu (Boğaziçi University)

- *Gender and perceptual dimensions of TV-advertising*, L. Pynt Andersen & J. Møller Jensen (University of Southern Denmark)
- *Implementing Knowledge Management for Effective Communication Solutions: An Analysis of Communication Agencies in Turkey*, S. Misci Kip, E. Uzunoğlu (Izmir University of Economics) & P. J. Kitchen (ESC Rennes School of Business)
- *International Marketing Myopia: Advertising Typologies in Services*, A. Kalso, P. J. Kitchen & R.A. Nelson (ESC Rennes Business School)

Parallel session II “Responsible and ethical communication” - room Sala Negri da Oleggio (G.014) track chair: R. Bennett

- *A three way comparison of perceptions of the role and effectiveness of charity content marketing: The views of fundraisers, consultants, and donors*, R. Bennett, R. Kottasz & M. Pal (London Metropolitan University)
- *Branded Sustainability Programmes: platforms for collaboration and co-creation*, C. Scandellius & G. Cohen (Brunel University)
- *Business ethics revisited: the effects of business ethics on consumer perceptions, the mediating effect of brand equity and the relationship with the willingness to buy*, G. G. Panigyrakis, E. Koronaki (Athens University of Economics and Business) & A. Panigyraki (Erasmus School of Economics)
- *Deception on the Internet: Consumers Knowledge and Perception of Potentially Misleading Practices*, A. Panopoulos (University of Macedonia) & M. A. Belch (San Diego State University)

Parallel session III “Communication across cultures - part 1” - room Maria Immacolata (G.016) track chair: D. E. Schultz

- *Combining Personal Relationships and Relationship Marketing to Attract and Retain New Customers*, A. S. Shaalan (Hull University), J. Reast (Bradford University), D. Johnson (Hull University), M. E. Tourky (Exeter University) & E.-S. Mohamed Sobhy (Tanta University)
- *Discovering India’s Three Levels of Luxury Consumption*, D. E. Schultz (Northwestern University) & V. Jain (Mudra Institute of Communications)
- *Does integrated corporate communication improve market performance? Insights from the Spanish tourism sector*, L. Porcu, S. del Barrio García (Universidad de Granada) & P. J. Kitchen (ESC Rennes School of Business)
- *Rejuvenating a Quintessential Brand – The Legend of Royal Enfield*, M. Khanna & I. Jacob (K.J. Somaiya Institute of Management Studies & Research)

12.50 – 14.00 **Lunch and networking** - Lobby room Pio XI (G.127)

14.00 – 15.20 **Special Topic Session** - room Pio XI (G.127)

“Current challenges for compelling corporate and brand communication. Getting insight by thinking outside: the ecological quest for plunging into the research context”

Bernard Cova, Kedge Business School

Rossella C. Gambetti, Università Cattolica del Sacro Cuore

Guendalina Graffigna, Università Cattolica del Sacro Cuore

Philip J. Kitchen, ESC Rennes Business School

TC Melewar, Middlesex University London

Don E. Schultz, Northwestern University

Claudia Simoes, The Open University Business School

15.20 – 15.40 **Coffee break** - Lobby room Pio XI (G.127)

15.40 – 17.00 **Parallel session I “Crisis and internal communication”** - room Pio XI (G.127) track chair: S. Pace

- *Advertising’s effect on getting employees “on board”*, N. Bondesson (Lund University) & S. Rosengren (Stockholm School of Economics)
- *Employee Communication Behaviours for Dialogic Communication: Theoretical Explanations and Field Evidence*, A. Mazzei (Università IULM)
- *The effects of social media on brand attitude and WOM during a brand crisis: the case of Barilla*, S. Pace (Kedge Business School), B. Balboni (University of Modena and Reggio Emilia) & G. Gistri (University of Macerata)
- *When the online firestorm goes mainstream – A content analysis of print and online news media*, S. Einwiller & S. Himmelreich (Johannes Gutenberg-University Mainz)

Parallel session II “Communication and intangible assets - part 1” - room Sala Negri da Oleggio (G.014) track chair: T.C. Melewar

- *Conceptualising the corporate brand as a socially owned asset: A critical contemplation*, S. Biraghi, R.C. Gambetti (Università Cattolica del Sacro Cuore), D.E. Schultz (Northwestern University) & P.J. Kitchen (ESC Rennes School of Business)
- *How does reputation win trust? - A customer-based mediation analysis*, R. Ali, K. Wu, Z. Jin & T.C. Melewar (Middlesex University London)
- *The role of multi-stakeholder identities in individuals’ perceptions of corporate reputation: Evidence from Russia, Bulgaria, Italy and Australia*, P. Puncheva-Michelotti & M. Michelotti (ESC Rennes School of Business)
- *The state of play of corporate identity research: progress, change and further developments*, L. Devereux & TC Melewar (Middlesex University London)

Parallel session III “Social media communication” - room Maria Immacolata (G.016) track chair: S. Misci Kip

- *Dialogic Communication through Social Media: How Turkish Non-Profit Organizations (NPOs) Use Facebook to Build Relationships?*, S. Misci Kip & E. Uzunoğlu (Izmir University of Economics)
- *Implementing and managing social media marketing within SMEs*, L. Arnone (University of Mons)
- *Industry and agency views of social media: issues implementing dialogic communication for organisations of the digital age*, M. Buchanan-Oliver & E. Fitzgerald (University of Auckland)
- *Social Media in the CSR Communication: a theoretical framework*, A. Moretti & A. Tuan (Università di Udine)

19.30

Gala dinner

getting together at La Dogana del Buongusto, via Molino delle Armi 48, Milan

Awards for best paper and best extended abstract

April 4, 2014

- 9.00 – 10.20 **Parallel session I “Product placement, celebrity endorsement, and content marketing”**
- room Pio XI (G.127) track chair: D.E. Schultz
- *Examining the significance of content marketing. New approach in digital marketing or management fashion?*, A. Vollero, A. Siano & M. Palazzo (Università di Salerno)
 - *Product placement and celebrity endorsement impact on consumer’s behavior: an empirical investigation*, T. Prokopolis & B. Vasiliki (University of Patras)
 - *Storytelling or story-managing? Museum marketing and content creation in FIBAC’s conception*, M. Siglioccolo, A. Siano, M. Gaeta & A. Gaeta (Università di Salerno)
 - *Understanding Meaning Transfer in Celebrity Endorsements: A Qualitative Exploration*, V. Jain (Mudra Institute of Communications) & R. Subhadip (Indian Institute of Management)
- Parallel session II “Designing consumer experience”** - room Sala Negri da Oleggio (G.014)
track chair: M. T. Cuomo
- *Augmented in-Store Experience: a preliminary study*, M. T. Cuomo, D. Tortora & G. Metallo (Università di Salerno)
 - *Dimensions of the user digital experience on social networking sites : the case of luxury brands’ fan pages*, L. Arnone, A. Geerts (University of Mons) & S. Pace (Kedge Business School)
 - *Should it be Green or Not? Investigating what Constitutes Prototypical Packaging Design for Organic Food*, P. Chrysochou, A. Festila, A. Georgieva & D.Todorova (Aarhus University)
 - *Speaking of brands: post-modernising the narrative approach to brand management*, S. Esmann Andersen & T. S. Johansen (Aarhus University)
 - *The influence of website design, culture and language on perceived web usability, satisfaction and perceived risk online*, J.M. Alcántara-Pilar & S. del Barrio-García (University of Granada)
- Parallel session III “Communication and performance”** - room Maria Immacolata (G.016)
track chair: T.C. Melewar
- *Defining and measuring corporate orientation to dialogue: the development of an index for digital media*, S. Romenti & G. Murtarelli (Università IULM)
 - *The applications of Video analytics in marketing: from data to value based information*, Matteo Testori (Università Cattolica del Sacro Cuore)
 - *The Audible Corporation: Quantitative Findings of Corporate Auditory Identity Management from the UK*, R.H. Bartholmé (Independent Researcher) & T.C. Melewar (Middlesex University of London)
 - *The effect of high arousal advertising design on brand recall and ad recall*, D. Belanche, C. Flavián & A. Pérez-Rueda (Universidad de Zaragoza)
- 10.20 – 10.45 **Coffee break** - Lobby room Pio XI (G.127)
- 10.45 – 11.30 **Keynote speech** - room Pio XI (G.127)
Russel Belk, Professor of Marketing Schulich School of Business
“Co-construction of the digital extended self”
- 11.30 – 12.50 **Parallel session I “Communication and intangible assets - part 2”** - room Pio XI (G.127) track chair: A. Siano

- *An interdisciplinary approach to Italian museum reputation development: Bohem's spiral revisited for FIBAC's project*, M. Siglioccolo, A. Siano, M. Gaeta & A. Gaeta (Università di Salerno)
- *Examining the influence of corporate website management on corporate reputation, e-loyalty and identification: a research agenda*, E. Ageeva & T.C. Melewar (Middlesex University London)
- *Stakeholder engagement as a contested dialogic territory: an interpretive glance*, R.C. Gambetti, S. Biraghi (Università Cattolica del Sacro Cuore) & S. Romenti (Università IULM)
- *Understanding the relationship between the communicated political brand identity and understand political brand image of David Cameron's UK Conservative Party*, C. Pich (Nottingham Business School) & D. Dean (Hull University Business School)

Parallel session II "Communication across cultures - part 2" - room Maria Immacolata (G.016)
track chair: C. Jashi

- *From Control to Collaboration: Navigating the Collaborative Turn in Brand Management –A South African Perspective*, S. Verwey & C. Muir (University of Johannesburg)
- *Perception of Consumer loyalty of Foreign Brands. Georgian case*, N. Todua & C. Jashi (Tbilisi State University)
- *Representations of Japanese Companies' Corporate Environmental Communication*, N. Amzah (National University of Singapore)
- *Empirical Evidence of Consumer Based Brand Equity in Emerging Economics: The Case of Egyptian Banking Sector*, A. Hegazy (Al-Azhar University), A. Broadbridge (University of Stirling) & A. S. Shaalan, Hull University

12.50 – 13.10 Closing remarks - room Pio XI (G.127)

Edoardo T. Brioschi, LABCOM and CMC Conference Chair

Rossella C. Gambetti, LABCOM and CMC Conference Chair

Philip J. Kitchen, CMC Conference Founder and Research Professor in Marketing ESC Rennes Business School

13.10-14.10 Lunch and networking - Lobby room Pio XI (G.127)

14.30 Optional program

Guided tour

Teatro alla Scala museum and Gustav Klimt exhibition at Palazzo Reale

Teatro alla Scala Museum

(Group 1: meeting at Piazza della Scala at 14.30) (Group of up to 20 people)

(Group 2: meeting at Piazza della Scala at 14.40) (Group of up to 20 people)

Gustav Klimt Exhibition at Palazzo Reale

(Group 1: Palazzo Reale at 16.30) (Group of up to 20 people)

(Group 2: Palazzo Reale at 16.45) (Group of up to 20 people)