

PROGRAM

The 2019 International Conference on Marketing and Technologies (ICMarKTech'19)

Porto / Maia - Portugal
27th, 28th and 29th of November 2019

Nov 27	
9:00 – 10:00	Reception
10:00 – 11:30	Session 1- Open and Keynote Session (Auditorium) <i>General Chair:</i> José Luis Reis
	<p>Domingos Oliveira e Silva, Dean of University Institute of Maia – ISMAI, Portugal Célio Sousa, President of Polytechnic Institute of Maia – IPMAIA, Portugal Álvaro Rocha, President of AISTI - University of Coimbra, Portugal Carlos Melo Brito, Keynote Speaker, School of Economics and Management of the University of Porto & EGP-UPBS, Porto, Portugal , “Tech-based Innovation for Competitive Advantage”</p>
11:30 – 12:00	Coffee Break
12:00 – 13:00	Session 2 - (Auditorium) <i>Chair:</i> Ricardo Cayolla
	<p>58 - The Use of Consumer Neuroscience Knowledge in Improving Real Promotional Media: The Case of Worten (José Paulo Santos, Hugo Ferreira, Joaquim Reis, Diana Prata, Sofia Simões, Inês Borges) 54 - Developing a web application for recognizing emotions in neuromarketing (Filip Filipović, Luka Baljak, Tamara Naumović, Aleksandra Labus, Zorica Bogdanović) 68 - Customer’s acceptance of humanoid robots in services: the moderating role of risk aversion (Daniel Belanche, Luis V. Casalo, Carlos Flavián)</p>
13:00 – 14:30	Lunch

14:30 – 16:30	Session 3 – (Auditorium) Chair: Rui Carreira
	<p> 57 - Websites as spaces of confluence: narratives and the pursuit of legitimacy (Fernando Santos, Mafalda Nogueira) 73 - Information society: access to public information (Lilian Molina, Gina Parrales, Arturo Clery, Soraya Linzán) 70 - Facebook and Polícia de Segurança Pública: An exploratory study of follower’s engagement (Sónia M. A. Morgado, Tiago Moniz, Sérgio Felgueiras) 85 - Managing Human Resources Resistance to Organizational Change in the Context of Innovation (Jesus Silva) 99 - Management Model for the Logistics and Competitiveness of SMEs in the City of Barranquilla (Jesus Silva) </p> <p> Session 4 - (Amphitheater 1) Chair: Avelino Victor </p> <p> 94 - Os 5 sentidos associados a Portugal na perspectiva dos turistas (Ana Franco, Ricardo Correia, Raquel Correia) 43 - Envolvimento nas redes sociais: uma análise multigrupos entre indivíduos de Portugal e da Polónia (Luísa Augusto, Sara Santos, Pedro Santo) 59 - O Business Intelligence, o marketing de e-governo e as Tecnologias de Informação para apoio às tomadas de decisão no Planeamento Fiscal (Maria Rodrigues, Patrícia Azevedo, José Luís Reis) 25 - O Marketing nas empresas de restauração com presença na Web: A influência da comunicação e dos atributos valorizados pelos clientes (Alexandra Costa, Pedro Carvalho, Maria Mourão) 34 - Impacto das competências de marketing na definição da estratégia e na performance das PME (Mário Rodrigues, Maria Abreu, Alexandre Silva) </p>
16:30 – 17:00	Posters Session Chair: Jesus Silva
	<p> 106 - Mixed models based on dynamic programming in space-time economic analyses (Monika Hadaś-Dyduch) 61 - Football and Corporate Reputation in Digital Era: the case of FC Porto (Paulo Salgado, Teresa Ruão) 22 - Personalized information system architecture (José Luís Reis) 97 - Micro-influenciadores digitais – o caso Sephora (Bárbara Portelada) </p>

Nov 28

9:00 – 11:00

Session 5 - (Amphitheater 1)

Chair: José Paulo Santos

- 52** – Willingness to pay a premium price for streaming services: the role of trust in services (Luísa Augusto, Sara Santos, Pedro Santo)
- 92** - The Influence of Brand Experience in City Marketing (Bruno Coelho, Ana Sampaio, Pedro Rodrigues)
- 81** - Service Loyalty in Retail Banking: An Empirical Study (Mathias Mujinga) **49** - The Residents' Perception of the Impacts of Tourism in Porto (João Carvalho, Sandrina)
- 72** - Social media usage among wine tourism DMOs (Filipa Jorge, Mário Teixeira, Carlos Fonseca, Ricardo Correia, Ramiro Gonçalves)
- 49** - The Residents' Perception of the Impacts of Tourism in Porto (João Carvalho, Sandrina Ribeiro, Marc K. Peter)

Session 6 - (Auditorium)

Chair: Bruno Sousa

- 50** - Transformación digital en distribución: Soluciones tecnológicas y estrategias competitivas de las empresas minoristas españolas (Ana M. Díaz Martín, Ignacio Cruz Roche, Mónica Gómez Suárez, Myriam Quiñones García, Anne Schmitz)
- 53** - El e-commerce como catalizador de la especulación en bienes tangibles de colección: El caso de Cardmarket y las cartas Magic (Luis Eguizábal Jiménez)
- 83** - Arquitectura informacional de portales web de las universidades latino-americanas en los rankings (Jesus Silva)
- 46** - Instamarketing y género: Un estudio aplicado a la mujer universitária (Ana Arencibia-Nuez, Carmen Domínguez-Falcón)
- 98** - Understanding the role of social networks in consumer behavior: perspective of the hotel sector in the northern region (Alexandra Malheiro, Bruno Sousa, Luís Ferreira)
- 48** - O QR Code como ferramenta de divulgação da cultura e promoção da cidade de Salvador (Brasil) (Ives Gutierrez, Isabel Lopes, Vanessa Rodriguez, Paula Fernandes, Mariana Jatobá)

11:00 – 11:30	Coffee Break
11:30 – 13:30	Session 7 - (Amphitheater 1) Chair: António Melo
	<p>29 - How can Marketing Managers thrive in the age of AI? (Gioia Volkmar)</p> <p>2 - The Digital Advertising Conceptual Flow - A Literature Review (Valerio Stallone)</p> <p>30 - Application of Genetic Algorithm on Multi-objective Email Marketing Delivery Problem (Lei Zhang, Jun He, Zhenyu Yan, Wuyang Dai, Abhishek Pani)</p> <p>103 - Machine learning applied to the H index of Colombian authors with publications in Scopus (Jesus Silva)</p> <p>35 - The use of Virtual Reality in Marketing: Exploring the need for technology and language adaptation to create high quality immersive experiences (Markus Rach, Russell Scott)</p>
	Session 8 - (Auditorium) Chair: Pedro Malta
	<p>77 - Tactical approaches to disclose influencers' advertising partners (Ana Filipa Couto, Pedro Quelhas Brito)</p> <p>78 - The characteristics of digital influencers and their ethically questionable attitudes (Sara Daniela Soares Rodrigues Silva, Pedro Quelhas Brito)</p> <p>38 - The Application of Social and Viral Marketing and the Management of Social Networks to Promote the European Defense Conscience (Manuel A. Fernández-Villacañas Marín)</p> <p>91 - The Role of Digital Influencers on Buying Intention (Rita Silva, Ana Sampaio, Pedro Rodrigues)</p> <p>90 - The use of Influencers in Social Media Marketing (Mariana Oliveira, Renata Barbosa, Alexandre Sousa)</p>
13:30 – 15:00	Lunch

15:00 – 17:00	Session 9 - (Amphitheater 1) Chair: Fernando Santos
	<p>40 - Driving Factors of Consumer’s Irrationality in Omnichannel Consumer Behaviour (Jurgita Radzevičė, Jūratė Banytė)</p> <p>42 - Event-Based Marketing: a trendy and emotional way to engage with the public (Amalia Hulubei Georgescu, Silvia Avasilcai)</p> <p>86 - Potential and Advantages of Social Shopping in Portugal (Joana Ferreira, Vitor Santos, Pedro Malta)</p> <p>89 - Fournier (BRQ) versus Rusbult (IM): is Love really important in consumer-brand relationship? (Ricardo Cayolla, Sandra Loureiro, José Luís Reis)</p>
	Session 10 - (Auditorium) Chair: Valerio Stallone
	<p>33 - Featured Snippets Results in Google Web Search: An Exploratory Study (Artur Strzelecki, Paulina Rutecka)</p> <p>24 - Words, Frequencies, Understanding: Ranking Marketing Discipline Terms using Machine Learning (Peter Vitartas)</p> <p>55 - A survey on Centennials’ expectations of mobile operators (Mirjana Stojanović, Marko Projović, Lazar Živojinović, Dušan Barać, Zorica Bogdanović)</p> <p>65 - User Behavior: The Case of Instagram (Teresa Guarda, Isabel Lopes, José Avelino Victor, Encarnación González Vázquez)</p> <p>41 - Customer Acceptance of Shopping Assistant Chatbots (Tiago Araújo, Beatriz Casais)</p>
20:00 – 22:30	Conference Dinner (Porto Downtown)

Nov 29	
9:00 – 11:00	Session 11 - (Amphitheater 1) Chair: Ivo Pereira
	<p>79 - Oportunidades y desafíos en la aplicación de Inteligencia Artificial a procesos de Validación Marcaria (Ruben Manrique, Nicolas Amezcua, Juan Pablo Carreño)</p> <p>23 - Marketing digital y presencia 2.0: El caso de las pymes andaluzas del ámbito sanitario (Irene Rivera-Trigueros, Juncal Gutiérrez-Artacho, María-Dolores Olvera-Lobo)</p> <p>27 - Situación económica de las consultoras de neuromarketing en España (Marian Nuñez-Cansado, Aurora López López, Ana Sebastián Morillas)</p> <p>36 - Aproximación a las estrategias transcreacionales de la comunicación publicitaria audiovisual en la web (María Olvera-Lobo, Lola García-Santiago)</p>
	Session 12 - (Auditorium) Chair: Marc K Peter
	<p>76 - The Influence of Thinking Styles on Perceived Price Fairness: An Experimental Study (Sayanti Shaw)</p> <p>80 - Disruptive Technologies or Big-Bang Disruption: A Research Gap in Marketing Studies (Mohammad Bagheri)</p> <p>102 - Good practices in Logistics for SMEs: a strategy for the global Marketplace (Jesus Silva)</p> <p>64 - Mobile applications at music festivals in Portugal (Daniel Fonseca, José Luís Reis, Sandrina Teixeira, Marc K. Peter)</p>
11:00 – 11:30	Coffee Break
11:30 – 13:30	Session 13 - (Auditorium) Chair: Mohammad Bagheri
	<p>104 - End-user Involvement in the Big Data-based Service Development Process (Rui Carreira)</p> <p>88 - The LexDoBusiness Collaborative Platform (Hélder Azeredo, José Luís Reis, Agostinho Sousa Pinto)</p> <p>56 - Business Intelligence and Data Mining to Support Sales in Retail (Francisca Castelo-Branco, José Luís Reis, José Manuel Vieira, Ricardo Cayolla)</p> <p>93 - The Human Senses as Consumption and Brand Identity Boosters (Cátia Ramos, Ana Sampaio, Pedro Rodrigues)</p>
	Session 14 - (Amphitheater 1) Chair: Ana Azevedo
	<p>84 - Análisis de componentes principales en la Competitividad en Colombia (Jesus Silva)</p> <p>82 - Análisis del nivel de competitividad en clústers. Caso iniciativa turismo de naturaleza en Atlántico, Colombia (Jesus Silva)</p> <p>3 - Comércio eletrônico: A percepção e a experiência de jovens e-buyers do ensino superior português (Maria Isabel Barreiro Ribeiro, António José Gonçalves Fernandes, Isabel Maria Lopes)</p> <p>95 - A utilização das redes sociais na estratégia de internacionalização: uma abordagem com a Investigação-Ação (Leonel Sousa, Ana Azevedo)</p>
13:00 – 14:30	Lunch
14:30 – 18:00	Conference Touristic Tour