



CMC 2020

25th International Conference on
Corporate and Marketing
Communications

Conference Programme

Omni-Channel communication: Delivering
unified communications across all branded
touch-points

Hosted by the University of Granada (Spain)
Faculty of Economics and Business
Venue: Online Conference
14-16 April 2021



UNIVERSIDAD
DE GRANADA

Wednesday 14th April 2021



18:30

**(Madrid time, UTC+2)
CMC2020 Inauguration**

Welcome speech

Lucia Porcu and Salvador del Barrio (co-Chairs)
Philip J. Kitchen (CMC Founder)
Dorothy Kelly (Vice-Rector for Internationalization)

Live Virtual Tour

The Secrets of the Alhambra

Thursday 15th April 2021

9:00 – 9:30

**(Madrid time, UTC+2)
Welcome Note**

Lucia Porcu, Salvador del Barrio, Philip J. Kitchen

9:30-10:30

**(Madrid time, UTC+2)
Keynote Speech**

Enrique Bigné (University of Valencia, Spain)

Integrated Marketing Communication Measures: Research Directions. IMCM

10:30-11:30

(Madrid time, UTC+2)

Session A1. Session Chair: Yioula Melanithiou

Track: Consumer journey

1. The evaluation of the consumer journey through omni-channel integration: A proposal of indicators (Mariola Palazón, Manuela López, Inés López, María Sicilia)
2. The Customer Never Forgets: The Role of Past Service Experience on Consumer's Switching to New Services Offered by the Same Service Provider (Noah Bell and Zev Bronstein)
3. Understanding the concept of time for food wellbeing (Saadet Meltem Hut, Danae Manika, Savvas Papagiannidis, Josephine Go Jefferies)
4. The effect of integrating Augmented Reality to Omni-channel Retailing and Its Impact on Customers Shopping Experience (Tandy Christoforou, Yioula Melanithiou and Ioanna Papsolomou)



10:30-11:30

(Madrid time, UTC+2)

Session A2. Session Chair: Dorit Zimand-Sheiner

Track: Corporate Communications and Sponsorship

1. "Together we stand!" Why do brand communities support authentic sponsors? An experimental investigation (Debashree Roy, Debasis Pradhan and Tapas Ranjan Moharana)
2. The role of office atmospherics on enhancing internal marketing effectiveness in fulfilling job satisfaction: an application to the shipping industry (George Panigyrakis, Pantelitsa Yerimou, and Evdoxia Kyriacou)
3. The LW from the marketing perspective: analyzing its impact on the consumer response (Carlos Guerrero, Myriam Martínez-Fiestas and María Isabel Viedma)
4. Disruptions of Public Relations in the Digital Age (Dorit Zimand-Sheiner and Tamar Lahav)

11:30-12:00

(Madrid time, UTC+2)

Break

12:00-13:00

(Madrid time, UTC+2)

Keynote Speech

Oliver Walker, Head of Commercial and Strategy (Analytics), Merkle, UK

What is the formula to deliver omni-channel communications?

13:00-14:00

(Madrid time, UTC+2)

Session B1. Session Chair: Ioanna Papasolomou

Track: Social Media

1. To follow the leader...or not: Influencer-product-follower congruence on Instagram (Daniel Belanche, Luis V. Casaló, Marta Flavián-Lázaro, and Sergio Ibáñez-Sánchez)
2. The impact of Social Media News on Halal Food Purchase Intentions in non-Muslim country: Evidence from the UK (Khaled Ibrahim, Ahmed Shaalan and Marwa Tourky)
3. Generations X and Y and Their Brand Exposure through Social Media: The Impact of Bloggers (Anastasia Boldurchidi, Yioula Melanthiou and Ioanna Papasolomou)

14:00-15:30

(Madrid time, UTC+2)

Break

15:30–16:30

(Madrid time, UTC+2)

Session C1. Session Chair: Sabine Einwiller

Track: Electronic Word of Mouth (eWOM)

1. Review Online Ratings: An Analysis of Product Attributes and Competitive Environment (Manuel Sánchez Pérez, María D. Illescas Manzano and Sergio Martínez-Puertas)
2. The bigger the better: Understanding the moderating role of firm size in eWOM processes in the hospitality industry (Daniel Ruiz -Equihua, Luis V. Casaló, Jaime Romero)
3. Customer dissatisfaction as an antecedent of online complaints' desires: An ambivalent story (Wolfgang Weitzl, Clemens Hutzinger and Sabine Einwiller)

15:30–16:30

(Madrid time, UTC+2)

Session C2. Session Chair: Juan Miguel Alcántara Pilar

Track: Media Channels

1. Is streaming killing or saving the cinema? An exploratory study (Athanasios Poulis, Davide Melidoro, Anastasios Panopoulos and Andreas Andronikidis)
2. What television series interest viewers? Identification of general trends (Álvaro J. Rojas Lamorena, Salvador del Barrio García and Juan Miguel Alcántara Pilar)
3. "The Largest Digital Migration in History?": #WearedeletingWhatsApp versus #WearenotdeletingWhatsApp WhatsApp Privacy Policy Crisis in Turkey, Brand Trust and Reaction of Users (Burcu Oksuz and T. Serra Gorpe)

Friday 16th April 2021

9:30–10:30


(Madrid time, UTC+2)

Session D1. Session Chair: George Panigyrakis

Track: Branding

1. Formation of customer-based Brand Equity via authenticity: the mediating role of utilitarian attitude and the moderating role of restaurant type (María Eugenia Rodríguez-López, Salvador del Barrio-García and Juan Miguel Alcántara-Pilar)
2. Effects of Fan Identification and Brand Collision on Perceived Value in a celebrity endorsement context (Manuel Cuadrado, Eduardo Fons-D'Ocon and María José Miquel)
3. Building a country brand through sustainability: the case of Greece, Cyprus, Israel and Egypt (George Panigyrakis, Katerina Papakonstantinou, Pantelitsa Yerimou and Eirini Koronaki)





9:30-10:30

(Madrid time, UTC+2)

Session D2. Session Chair: Teodoro Luque

Track: Advertising

1. Are podcast advertisements effective? An emerging economy perspective (Subhalakshmi Bezbaruah and Kuldeep Brahmhatt)
2. The effect of racial diversity in advertising on luxury and masstige brands (Caroline S.L. Tan)
3. Attitudinal and viral effects of a high emotional cause-related marketing ad. An integrative international approach (Elísabet Mora, Natalia Vila and Inés Küster)

10:30-11:00

(Madrid time, UTC+2)

Break

11:00-12:00

(Madrid time, UTC+2)

Keynote Speech

Sabine Einwiller

(University of Vienna, Austria)

Content-based strategic communication and corporate newsrooms: How companies are trying to make their communications function more agile

12:00-13:00

(Madrid time, UTC+2)

Session E1. Session Chair: Ana Isabel Polo Peña

Track: Marketing Communications and Consumer Behaviour

1. Examining the informational and affective processing of co-creative consumer experiences with the private label brands: A study from the perspective of consumer engagement within the context of retailing in United Kingdom (Gulbin Durmaz, TC Melewar, Athina Dilmeri and Charles Dennis)
2. The impact of Chatbot adoption on brand image, customer experience and engagement in Singapore Banking Sector: A Qualitative Study (Ahmed Shaalan, Marwa Tourky and Lim Sok Hoon)
3. Unveiling the drivers and outcomes of IMC capability: Insights from Consumer Market Companies in Pakistan (Ayaz Ahmad, Salniza Md. Salleh, Selvan AL Permual, Lucia Porcu and Wisal Ahmad)

12:00–13:00

(Madrid time, UTC+2)

Session E2. Session Chair: Carlos Flavián

Track: Online Communications

1. Neural Insights on the influence of hedonic and utilitarian web layouts on consumer value and choice (Luis-Alberto Casado-Aranda, Juan Sánchez and Ana-Belén Bastidas Manzano)
2. Online media channel choice for CSR communication (Andrea Pérez and María del Mar García de los Salmones)
3. Exploring users' responses towards Face Filters: Implications for social media and brands (Carlos Flavián, Sergio Ibáñez Sánchez and Carlos Orús)

13:00–15:00

(Madrid time, UTC+2)

Break

15:00–16:00

(Madrid time, UTC+2)

Session F. Session Chair: Philip J. Kitchen

Track: Integrated Marketing Communication

1. Examining the Integrated Marketing Communication research corpus: a co-word analysis approach (Lucia Porcu, Salvador del Barrio García and Francisco J. Muñoz Leiva)
2. Luxury brand and integrated Marketing Communication: towards a research agenda (Antigone G. Kyrousi, Eirini Koronaki, and Athina Y. Zotou)
3. Integrated Marketing Communications: Multi-Applicatory Models and a Judgement Call for 21st Century Practice (Philip Kitchen)

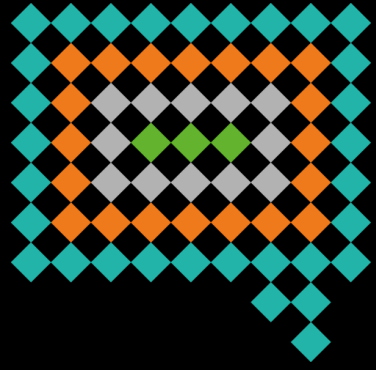
16:15–18:00

(Madrid time, UTC+2)

Awards Announcement and Closing ceremony

Tribute to Professor Don E. Schultz – In memoriam





Conference Programme

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