PROGRAM

ICCEM : International Conference on Customer Experience and Marketing

June 9th 2023
Paris School of Business
(59 Rue nationale, 75013)

Organizers

Dr. Wissal Ben Arfi
Head of Marketing & Communication Department, PSB

Dr. Héger Gabteni
Dean for Faculty & Research, PSB

Dr. Alexandru Capatina
Vice-Dean for Research Dunarea de Jos University of Galati, Romania

Dr. Farid Chaouki
President of NPG Laboratory, Cadi Ayyad University, Marrakech, Morocco

Partners:
Cadi Ayyad University, Marrakech (Morocco)
Dunarea De Jos University, Galati (Romania)
Detailed Program

8h30 – 9h  Registration / coffee break (Room 1.25)

9h – 9h45  Opening of the ICCEM Conference (Room 1.26)
- Philippe JAMET, CEO & Dean of Paris School of Business
- Héger GABTENI, Dean for Faculty and Research, Paris School of Business
- Wissal BEN ARFI, Head of Marketing & Communication Department, Paris School of Business

9h45 – 12h  Plenary Session 1: Customer Experience, Service Marketing and New Challenges

9h45 – 10h30  Conference Keynote Speaker
Ouidade SABRI, Professor of Marketing at IAE de Paris

Topic: Customer Experience in phygital settings: new challenges & trends

Chair: Judith PARTOUCH-SEBBAN (Paris School of Business)

10h30 – 11h  Nicoleta Cristache, Oana Pricopoaia, Andrei Tirnovanu (University of Galati, Romania): The role of entrepreneurial marketing in increasing the performance of young entrepreneurs

11h – 11h30  Daniel Maar (Paris School of Business), Dirk Totzek (University of Passau): How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Price-Based Positioning and Contextual Factors for Project Performance

11h30 – 12h  Redouane Bakrim (IAE de Paris), Martin Yong Hyun (International University of Rabat, Marroco), Ouidade Sabri (IAE de Paris), Lee Seoki (Pennsylvania State University): A Systematic Literature Review of Online Consumer Misbehavior: Conceptualization, Operationalization and Future Research Agenda
12h – 13h30 Lunch break (Room 1.25)

13h30 – 15h45 Plenary Session 2: Meet the Editor

13h30 – 14h15 Conference Keynote Speaker

Dipayan BISWAS, Professor of Marketing at University of South Florida, USA

**Topic:** Rethinking Marketing and Customer Experience Management in a Changing World

**Chair:** Ioannis Theodorakis (Paris School of Business)

14h15 – 14h45: Mariem El Euch Maalej (Paris School of Business), Jean Louis Chandon (International University of Monaco), Marielle Salvador (Institut Paul Bocuse), Karine Raïes (EM Lyon): *Building a personal brand in the digital age: starred chefs’ strategies on Instagram*

14h45 – 15h15: Wissal Ben Arfi (Paris School of Business), Galina Kondrateva (EDC Paris BS), Tatiana Khvatova (EM Lyon), Aymen Ammari (Groupe OMNES, INSEEC Bordeaux): *Consumer Intention to Buy an Electric Vehicle: A PLS-SEM and fsQCA approach*

15h15 – 15h45: Ons Belaid (University of Lyon), Sonia Capelli (IAE Lyon School of Management), William Sabadie (Magellan Research Lab): *Beyond sharing my building: my neighbors share my room!; when collective psychological ownership matters*

15h45 – 16h Coffee break (Room 1.25)
16h – 18h15  Plenary Session 3: Customer Experience, Digitalization & Metaverse

16h – 16h45  Conference Keynote Speaker

Alexandru CAPATINA, University of Galati, Romania

**Topic:** Connecting brands and customers through Metaverse Platforms - an emerging way to develop the digital identity

---

Chair: Demba Ousmane DIOUF (Paris School of Business)

16h45 – 17h15: Ishraf Zaoui, Yousra Hallem (OMNES Education, INSEEC Lyon): L'utilisation du Chat GPT en éducation: Regards croisés des enseignants et des étudiants sur les intelligences artificielles génératives

17h15 – 17h45: Maximilien N'tary-calaffard (University of Paris 1 Panthéon-Sorbonne), Nathalie Guichard (IUT Sceaux, Paris): Influencer's role via UGC: An approach to sneakers purchase decision of digital natives

17h45 – 18h15: Andrei Alexandru Panait, Dragan Bogdan, Adrian Micu (University of Galati): Exploring the multifaceted implications of digital transformation in higher education institutions: A comprehensive analysis of emerging opportunities for enhancing online visibility and fostering sustainable growth

---

18h15 – 18h30  Closure of the ICCEM Conference

Héger GABTENI – Wissal BEN ARFI – Farid CHAOUKI – Alexandru CAPATINA

---

**Where business meets creativity**

Paris School of Business

MARRAKECH

SYDNEY

GALATIENSIAS