



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

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Dunarea de Jos
University of Galati,
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Dr. Farid Chaouki

President of NPG
Laboratory, Cadi
Ayyad University,
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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