

PROGRAMME

CONFERENCE PROGRAMME

TIME (GMT-5)	DAY 1 THURSDAY, NOVEMBER 18		
07:30 – 08:00	CONFERENCE REGISTRATION Lobby of the “Centro de Vinculación UPAEP”		
08:00 – 08:30	OPENING SESSION Main hall of the “Centro de Vinculación UPAEP”		
08:30 – 09:45	PLENARY SESSION 1 “Presidential Panel on Emerging Markets.” Academy of Marketing Science (AMS) SESSION CHAIR: Naresh K. Malhotra, Georgia Institute of Technology, Past President AMS PANELIST: Barry Babin, The University of Mississippi, Past President AMS Linda Ferrell, Auburn University, Past President AMS OC Ferrell, Auburn University, Past President AMS John Ford, Old Dominion University, Past President AMS Julie Guidry Moulard, Louisiana Tech University, Current President AMS		
09:45 – 11:15	TRACK SESSION 1 Paper presentations in the tracks: Branding Digital Marketing Primary Co-chairs: Dora Ivonne Álvarez Tamayo, UPAEP Laura B. Sánchez Baltasar, UPAEP María Josefina Rivero Villar, IESDE	SPECIAL TALKS Talk 1: “El futuro de los contenidos” José Beker, Beso Talk 2: “Creative strategy” Susanne Llano, Unilever	WORKSHOP 1 “Neuromarketing” Jaime Romano Neuro Marketing
11:15 – 11:30	COFFEE BREAK		
11:30 – 12:30	KEYNOTE SPEAKER 1 “Leading with innovation and passion in Emerging Markets.” Juan Pablo Gómez McFarlan CEO of SEAT & CUPRA México		
12:30 – 14:00	TRACK SESSION 2 Paper presentations in the tracks: Green/sustainable marketing Psychology, consumer behavior and culture Primary Co-chairs: Héctor Hugo Pérez Villarreal, UPAEP Emigdio Larios Gómez, BUAP María de Lourdes E. Mateos Espejel, UPAEP Crishelen Kurezyn Diaz, UPAEP	PANEL “Startups experiences in Latin America” Unreasonable México, Rocket Pin. Rulo de Anda Co-Founder Unreasonable México Carlos Carreto Country Manager MX-Rocketpin Alexander Yaroshewski Co-Founder Crecy	WORKSHOP 2 DataStoryTelling: Transformando datos en historias Fabiola Guzmán and David Ugalde GDV Group
14:00 – 15:30	CONFERENCE DINNER		
15:30 – 16:30	KEYNOTE SPEAKER 2 Marketing as Constructive Engagement for Sustainable Prosperity and Peace Clifford J. Shultz Leader for projects funded by USDA, USAID, USDE, US State Department, UN and National Geographic Society.		

TIME (GMT-5)	DAY 2 FRIDAY, NOVEMBER 19		
08:00 – 09:30	PLENARY SESSION 2 “ACR Leadership on Consumer Behavior in Emerging Markets.” Association for Consumer Research (ACR) SESSION CHAIR: Session chair: Rajiv Vaidyanathan, University of Minnesota Duluth, Executive Director, ACR PANELIST: June Cotte, Western University, President, ACR Angela Lee, Northwestern University, Past President, ACR Linda Price, University of Wyoming, Past President, Fellow, ACR Stefano Puntoni, Erasmus University, International Perspectives Director, ACR Jagdish Sheth, Emory University, Past President, Fellow, ACR		
09:30 – 11:00	TRACK SESSION 3 Paper presentations in the tracks: Marketing strategy Relational and services marketing Retailing and Merchandising Primary Co-chairs: Cecilia Calderón Valencia, UPAEP Sofía Elba Vázquez Herrera, UPAEP Alfonso Oswaldo Guerra Peralta, UPAEP Rosa María Cánton Croda, UPAEP	SPECIAL TALKS Talk 3: “Team Management” Daniela Maytorena HR Consultant and Headhunter Talk 4: “A-Creativa” Victoria Pérez Díaz	WORKSHOP 3 “Costumer care” Mariana Balbuena and Josué Berlanga Phillip Morris
11:00 – 11:30	COFFEE BREAK		
11:30 – 12:30	KEYNOTE SPEAKER 3 “Being part of the Academy and the Industry in an Emerging Country.” Claudio Flores Thomas CEO of Altazor Intelligence, Former President AMAI		
12:30 – 14:00	TRACK SESSION 4 Paper presentations in the tracks: Clusters Strategy and Collaboration Marketing in SMEs Other topics Primary Co-chairs: Rocío Prado Castillo, SINTONÍA Olivia Alejandra Paredes Aldama, UPAEP Cynthia María Montaudón Tomas, UPAEP José Luis Estrada Rodríguez, BUAP	WORKSHOP 3 Customer Care Strategy: Delivery service vs Delivery experience Carol Soto and Aymé Aburto Gravy	WORKSHOP 1 “User experience using Facereader and SenseLab” Monserrat Sánchez Brand Center UPAEP
14:00 – 15:30	CONFERENCE DINNER		
15:30 – 16:30	SPECIAL SESSION “Publishing in Top Journals” Charles R. Taylor, Editor-in-Chief of the International Journal of Advertising Naresh K. Malhotra, Marketing Legend; World’s Top 2% Most-Cited Researcher		
16:30 – 17:00	CLOSING SESSION		