

PROGRAMA

DAY 1			
TIME	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: “Social entrepreneurship and social marketing” Psychology, consumer behavior and culture Digital Marketing Primary Co-chairs: Dora Ivonne Álvarez Tamayo , UPAEP Laura B. Sánchez Baltasar , UPAEP María Josefina Rivero Villar , IESDE Héctor Hugo Pérez Villarreal , UPAEP	SPECIAL TALKS Talk 1: “El futuro de los contenidos” José Beker , Beso Talk 2: “Creative strategy” Susanne Ramírez Yano , 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 Macfarland 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: Emigdio Larios Gómez , BUAP María de Lourdes E. Mateos Espejel , UPAEP Crishelen Kurezyn Díaz , 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.		

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DAY 2				
TIME	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: “Transformación hacia una nueva era: Talento 4.0” Daniela Maytorena HR Consultant and Headhunter Talk 4: “La mercadotecnia de un símbolo distintivo de México” Alejandro Montes VP Marketing & Commercial at AAA	WORKSHOP 3 “Costumer care” Mariana Balbuena and Josué Berlanga Phillip Morris	
11:00 – 11:30	COFFEE BREAK			
11:30 – 12:30	KEYNOTE SPEAKER 3 “Digital marketing challenges in emerging markets” 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 “Micro trends in marketing and politics” 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 “Creating content for digital marketing campaigns” Carol Soto and Aymé Aburto Gravy	WORKSHOP 1 “User experience using Facereader and SenseLab” Montserrat 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			