

Mkt Clan & UPAEP present

## 2021 ANNUAL CONFERENCE OF THE EMERGING MARKETS CONFERENCE BOARD



INTEGRATING ACADEMIA  
AND INDUSTRY IN  
EMERGING MARKETS

## INTERNATIONAL MARKETING—NEW TRENDS & MARKETS

**FEES —** Students & alumni

ONLINE — 40 USD  
HYBRID — 75 USD

Business & academic

ONLINE — 75 USD  
HYBRID — 150USD

UPAEP, Puebla  
**NOVEMBER**  
**18 & 19 - 2021**



# THE EMCB

Formed in 2012 by Dr. Naresh K. Malhotra, with the mission of bringing together world-class academia and professionals in marketing to share their discoveries of marketing research in emerging economies, as well as to explore opportunities of collaboration and cooperation.

WELCOME!

**2012**

New Delhi, India

**2013**

Port Elizabeth, South Africa

**2014**

New Delhi, India

**2015**

Dubai, UAE

**2016**

Bangkok, Thailand

**2017**

New Delhi, India

**2018**

Johannesburg, South Africa

**2019**

Ghazaibad, India

**2020**

Ljubljana, Slovenia

**2021**

Puebla, México



2021 **PUEBLA, MÉXICO**  
November 18 and 19, 2021.  
Centro de vinculación UPAEP

# EMCB

## International Co-sponsors

- Academy of International Business (AIB)
- Academy of Marketing Science (AMS)
- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- European Marketing Academy (EMAC)
- Sheth Foundation
- Georgia Tech CIBER
- University of Johannesburg
- Academy of Indian Marketing (AIM)

# OUR PLENARY SESSIONS AND KEYNOTE SPEAKERS



# ACADEMY OF MARKETING SCIENCE (AMS)

## PRESIDENTIAL PANEL ON EMERGING MARKETS.



## PANELISTS

### **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

#### **Session chair:**

### **Naresh K. Malhotra**

Georgia Institute of Technology, Past President AMS

# ASSOCIATION OF CONSUMER RESEARCH (ACR)

"LEADERSHIP ON CONSUMER BEHAVIOR IN EMERGING MARKETS."



## PANELISTS

### **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

### **Session chair:**

### **Rajiv Vaidyanathan**

University of Minnesota Duluth, Executive Director, ACR

# CLIFFORD J. SHULTZ

- Leader for projects funded by USDA, USAID, USDE, US State Department, UN, National Geographic Society, World Bank, et al.
- Fellow of the Harvard-Fulbright Economics Teaching Program / FUV.
- Professor and Charles H. Kellstadt Chair, Loyola University Chicago, Quinlan School of Business.
- Specializes in marketing, policy and socioeconomic development to enhance sustainable well-being in distressed and recovering economies.
- Served two terms as Editor for the Journal of Macromarketing, President of the International Society of Markets and Development, and currently serves on several editorial and policy boards; he has over 250 publications in various scholarly outlets, including the forthcoming Community, Economy and COVID-19: Lessons from Multi-Country Analyses of a Pandemic, and has received numerous commendations and awards, Fulbright appointments to Vietnam and Croatia, and research fellowships.
- Invited to lecture, to make research presentations at universities and institutes, and to counsel governments, NGOs and businesses on six continents.



# NARESH K. MALHOTRA

- Selected as a Marketing Legend in 2010.
- Listed by Stanford University among the world's top 2% most-cited researchers across all disciplines.
- He has several top (number one) research rankings that have been published. He is a highly cited author with a large number of Google Scholar Citations.
- His book entitled **Marketing Research: An Applied Orientation**, Seventh Edition, published by Pearson Education, has been translated into several languages and is the global leader.
- He is the winner of numerous awards and honors for research, teaching, and service to the profession including the Academy of Marketing Science Distinguished Educator Award for 2005. He has an active consulting practice.



# CLAUDIO FLORES THOMAS

**CEO of Altazor Intelligence.**

He currently chairs the **Alianza por el Valor Estratégico de las Marcas (AVE)** and is former President of the **Asociación Mexicana de Agencias de Inteligencia de Mercado y Opinión Pública AC (AMAI)**.

He is **Vice Chairman of the IAB Guidelines and Best Practices Committee**, the Effie® Awards Council, and a member of the Campaign Council of the Communication Council.

He is specialist in qualitative methodology. He has designed, coordinated and executed research projects for 23 years in various fields such as: advertising evaluation, engagement, positioning, branding, institutional and government image, impact of health campaigns, assessment of audiovisual products, enrichment of strategies for political, promotional campaigns, proof of creative concepts, tourist planning and agrochemicals, among others.

Dr. Claudio is a regular contributor of Mexican TV and Radio programs and has been a speaker at Advertising Week New York and at Advertising Week LATAM, as well as at various marketing, advertising and research events.



# JUAN PABLO GÓMEZ MACFARLAND

- Current Director of SEAT and CUPRA México

- Juan Pablo Gómez Macfarland has more than 20 years of experience in the Volkswagen Group, leading several projects with a strategic, comprehensive vision and his strong passion about innovation. He graduated from UPAEP

- Main achievements in the automotive industry, focused on results:

- He has successfully increased SEAT's presence in the automotive industry and managed to position the CUPRA brand in the Mexican market despite the challenges of the pandemic.
- As a strong innovator, his attention has focused on successfully reinforcing digital strategies in brands with the aim of being in contact with customers and offering the information and services they require through the website and social network.
- As Marketing Director of Volkswagen in Mexico, he boosted the image of the brand and made Volkswagen one of the top brands for the Mexican people. He led the first series on Twitter; each chapter was directed by VW followers and lasted 140 seconds. He also implemented the most important e-commerce project for the Volkswagen Group: the request and delivery of a car from the comfort of your home.



# CHARLES R. TAYLOR

- **Editor-in-Chief of the International Journal of Advertising.**
- **Past-President of the American Academy of Advertising.**
- **He is the recipient of the Ivan L. Preston Award for Outstanding Lifetime Contribution to Advertising Research** from the American Academy of Advertising and the Flemming Hansen Award for Outstanding Contribution to Advertising from the European Advertising Academy.
- **Is a John A. Murphy Professor of Marketing at Villanova University** and Senior Research Fellow at the Center for Marketing and Consumer Insights.
- Professor Taylor contributes with a regular column to **Forbes.com**



# O.C. FERRELL

- Is the James T. Pursell, Sr. Eminent Scholar in Ethics and Director of the Center for Ethical Organizational Cultures at Auburn University. Dr. Ferrell holds a Ph.D. from Louisiana State University in Marketing, an M.B.A. in Marketing as well as a B.A. in Sociology from Florida State University.
- Dr. Ferrell is Immediate Past President of the Academy of Marketing Science. He received the AMS Cutco/Vector Distinguished Educator Award, was the first recipient of the Marketing Education Innovation Award for the Marketing Management Association and Lifetime Achievement Award from the Macromarketing Society. Dr. Ferrell is co-author of several leading textbooks



## BARRY J. BABIN, PH.D. (LSU)

- Is Morris Lewis Professor and Chair of Marketing at Ole Miss Business School.
- He is coauthor of several leading books including CB: A Consumer Value Framework, Multivariate Data Analysis and Exploring Marketing Research. He has authored over 100 professional, scholarly publications. His publications have been cited approximately 200,000 times. Barry is Past-President of the Academy of Marketing Science (AMS), Co-Chair of the AMS Board of Governors, the AMS Co-Director of International Programs, and a previous recipient of the AMS Harold W. Berkman Distinguished Service Award.



# LINDA PRICE

- Is Professor and Dick and Maggie Scarlett Chair of Business Administration at Wyoming University. She has been on the faculty at several universities, most recently as the Philip Knight Chair, College of Business, University of Oregon. In 2020, she returned home to University of Wyoming as Professor and Dick and Maggie Chair of Business Administration. Linda's influential research combines qualitative and quantitative methodologies to examine identity, adaptation, practices, and networks with services, brand, and customer experience applications.
- Her research has been and is currently funded by a variety of agencies including USDA, and Marketing Science Institute. She has published books, chapters and over 50 peer reviewed articles that have collectively garnered over 20,000 citations, with an H-Index of 48 and an i10 index of 81.



# JAGDISH SHETH

- Professor Jagdish Sheth is Charles H. Kellstadt Chair in Marketing at Emory University. Also known as "Jag," Dr. Sheth has published more than 350 research papers and books in various areas of marketing, including consumer behavior, multivariate methods, competitive strategy, relationship marketing and more recently, marketing for emerging markets.
- Dr. Sheth is an American Psychological Association Fellow and past President of the Association for Consumer Research (ACR). He is also a Fellow of the American Marketing Association and the Academy of Marketing Science. Among his past and present accolades, Dr. Sheth was the recipient of the Viktor Mataja Medal from the Austrian Research Society in Vienna (1977) and the 1989 Outstanding Marketing Educator Award from the Academy of Marketing Science. In 1991 and again in 1999, Dr. Sheth was also recognized as the "Marketing Educator of the Year" by Sales and Marketing Executives International (SMEI).



# JOHN FORD

- Is Professor of Marketing and International Business and Eminent Scholar earned his doctoral degree from the University of Georgia. His research interests are in the areas of international advertising strategy, consumer reaction to advertising exposure, cross-cultural marketing research issues, and non-profit donor behavior. He is the Director of the Ph.D. program in Business Administration for the Strome College of Business, and he is a Haislip-Rohrer Fellow



# LINDA FERRELL

- Is Professor and Roth Family Professor of Marketing and Business Ethics in the Harbert College of Business at Auburn University. Dr. Ferrell earned a Ph.D. from the University of Memphis. She has published in Journal of the Academy of Marketing Science, AMS Review, Journal of Business Ethics, Journal of Public Policy & Marketing, Journal of Business Research, as well as others. She has co- authored numerous books including Business Ethics, 12th edition, Business & Society, 7th edition, Management, 4th edition, Business: A Changing World, 12th edition, and Business, 7th edition. She serves on the Executive Committee and Board of the DSEF. She is on the Cutco/Vector College Advisory Board. She is Past President of the Academy of Marketing Science and Marketing Management Association.



# JULIE GUIDRY MOULARD

- (Ph.D., Texas A&M University) is an Associate Professor at Louisiana Tech University. Her primary research interests include brand authenticity and human brands, and she has published in journals such as Journal of the Academy of Marketing Science and Journal of Business Research. She currently serves as the President of the Academy of Marketing Science.



# STEFANO PUNTTONI

- Is a professor of marketing at the Rotterdam School of Management (RSM), Erasmus University in the Netherlands. Most of his ongoing research investigates how new technologies are changing consumption and society, with a focus on automation, artificial intelligence, and the general topic of technological unemployment. His research has appeared in Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Management Science, Nature Human Behavior, and other journals. At RSM, he is the head of the marketing department and the director of the Psychology of AI Lab.



# JUNE COTTE

- Is Professor of Marketing at the Ivey Business School. June serves on the Editorial Boards of the Journal of Marketing, and the Journal of Consumer Psychology, and she is one of the Editors-Elect of the Journal of Consumer Research. June is President-Elect of the Association for Consumer Research, and Past Chair of the AMA Consumer Behavior Special Interest Group (CBSIG). 2020 marks the 6th year she has co-chaired the annual "Designing Your Career in the Marketing Academy" workshop, designed for early career female marketing scholars.



# RAJIV VAIDYANATHAN

- Is professor of marketing and department head at the University of Minnesota Duluth. For the past 15 years, Rajiv has served as executive director of the Association for Consumer Research, the largest scholarly organization of consumer researchers in the world.
- His industry experience involves serving as the VP of Marketing for an educational software company. His research interests include the examination of how consumers perceive prices and brands, process information for decision making, and the marketing implications of e-commerce. His research has been published in several leading international journals, including the Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Business Research, Journal of the Association for Consumer Research, Journal of Product and Brand Management, and Journal of Business Ethics, and in the proceedings of several national and international marketing conferences.
- His publications include several articles written for a practitioner audience in business newspapers and magazines such as the Wall Street Journal's Indian business newspaper, Mint and in a business newspaper, The Arrowhead Business Advisor. He serves on the editorial board of the Journal of Consumer Marketing and on the policy board of the



# ANGELA Y. LEE

- Is the Mechthild Esser Nemmers Professor of Marketing at the Kellogg School of Management, Northwestern University. Dr. Lee is a consumer psychologist. Her expertise is in consumer learning, goals and emotions. Her research focuses on consumer motivation and affect, cross-cultural consumer psychology, and nonconscious influences of memory on judgment and choice. She was the recipient of the 2006 Stanley Reiter Best Paper Award for her research on self-regulation and persuasion, and the 2002 Otto Klineberg Award for the best paper on international and intercultural relations. She is the editor-in-chief of the Journal of the Association for Consumer Research, and currently serves on the editorial boards of the Journal of Consumer Research, Journal of Consumer Psychology and the Journal of Marketing Research. She is a Fellow of the American Psychological Society and a Fellow of the Society of Experimental Social Psychology. Dr. Lee is a Past President of the Association for Consumer Research, a former Board Member of the American Marketing Association, and serves on the board of the Sheth Foundation.



# DANIELA MAYTORENA

- Passionate and people oriented consultant, talent coach, HR manager and headhunter, with 20 years of experience in Mexico, LATAM, USA, and Europe.
- **More than 15 years in HR, developing structures and strategies in order to contribute with business productivity and growth.**
- Expert in talent acquisition, executive search, identifying opportunity areas in talent management and building HR value propositions.
- She is currently working on talent mapping projects within Marketing industries, as well as Market Research, Business Intelligence, Business Analytics and Data Science.
- Experience in training and development, employee satisfaction and motivation, employer branding, internal communication, and change management, in diverse industries like: pharmaceutical, financial, insurance, tech, telcom, massive consume, manufacture, industrial, automotive, among others.



# MONTSERRAT SÁNCHEZ ESPINOSA

- She is founder of the UPAEP Brand Center, a space where consumer experiences are carried out that allow us to find the connections between the market and the products and in this way design the conceptual proposals of the brands, using neurotechnology applied to consumer behavior.
- Passionate about analyzing consumer behavior, she identifies trends based on new study habits that give rise to new lifestyles. An expert in qualitative research, she investigates the attitudinal and motivational elements that generate a belief system with purchase intention for the design of Marketing strategies.
- For 14 years he collaborated with TV Azteca Puebla in the area of Marketing and Public Relations.
- She has participated as co-author of the following books:  
Creative Processes in Marketing, with the chapter: Apps, what's behind the curtain; and Macroeconomic policy to strengthen competitiveness, with the chapter: Collaborative Consumption: impact on the acquisition of goods and services in millennials.



# CARLOS CARRETO

- **Country Manager at Rocketpin**

**Carlos is a problem solver, an avid learner and a tenacious executor, committed to help innovative companies and people to realize value immediately and build sustainable advantages.**

- Carlos founded three companies in three different industries (all over the digital ground): healthcare, fintech, and digital transformation firm (software development).

Carlos developed and enhanced his entrepreneurial skills working for one of the global top ten most validated startups: DiDi as Operations Manager for the West region in Mx.

- Right now, he's responsible for a Chilean startup in Mexico that already operates in Chile, Argentina, and Uruguay: Rocketpin. Rocketpin is the most trustful on-demand workforce in the field working in different industries: proptech, fintech, retail and automotive.



# ALEXANDER YAROSHEWSKI

- Alexander Yaroszewski is a Russian / Mexican entrepreneur, mentor, advisor, co-founder and CEO of the Mexican fintech Crecy, a startup that is disrupting the personal loan sector in Latin America, using its own alternative credit score based on bank transactions (Open Banking) and data from gig platforms.
- Alexander was born in Russia, but he used to travel frequently to Mexico with his parents. In 2015, after finishing his degree in finance at Financial University under the Government of the Russian Federation, he moved to Mexico to start his first tech startup with his brother. During the period from 2015 to 2018 Alexander co-founded / founded 2 startups, selling the technology to the largest companies such as Intel, Netflix, HSBC, Renault, Volkswagen, Huawei and WeWork.
- In 2019 Alexander joined mycashless, the Mexican fintech that helps organizers of massive events speed up payments and increase their profits. In 2020, after helping mycashless expand its operations to the US market, Alexander left the company to start building Crecy. Currently, he is part of the advisory board of mycashless, which includes world-renowned entrepreneurial leaders such as Drew Houston (Dropbox CEO



# ALEJANDRO MONTES

- VP Marketing & Commercial at AAA
- The work of Alejandro during the last years has been transcendental for the AAA's internationalization strategy, focusing on representing the Mexican popular culture to the world.
- Alejandro has been defined as: a "Clever, objective, honest, direct and skilled executive, in the marketing and communication fields. Creative nature and broad know-how from planning to execution, from sales to ad campaigns. Reliable and consistent."
- In the past, Alejandro work at the advertising team of Comex, where "his obsession for detail made him a most valuable executive in" this company. "With a very limited budget and a 6 person team He was able to dramatically boost Comex's imagen an made it one of the most valuable brands in Mexico."



# JOSUE HIRAM BERLANGA

- Head of Care & Multichannel for Philip Morris Mexico, leading remote sales channels and responsible of Care at digital and physical channels.
- 23 years of experience in Customer Care, Customer Service and early practitioner of Customer Experience.
- Design CX fundamentals, creating VOC program and introducing NPS as a Business KPI also implemented Medallia as CEM tool.  
Design and deployed WhatsApp as a channel for order taking in Superama (including Chatbot) first company in Mexico to use it for sales (not only for service).
- Recognized national and international speaker for Customer Experience, Customer Service and Leadership



# MARIANA BALBUENA

- **B2C Logistic Manager at Philip Morris Mexico.**
- Designer and implementer of B2B and B2C logistics models, including a Last Mile infrastructure for a new product category in Mexico

9 years of experience in Commercial Operations and Route to Market

- Passionate and Committed, always looking for possibilities to deliver a better Customer Experience.



# DAVID UGALDE

- Master in Business Administration with **9 years of experience in Market Research** working for companies such as Walmart de México y Centroamérica and P&G. He is currently part of the GDV team.



# FABIOLA GUZMÁN ROSAS

- **Social psychologist by vocation and creative analyst by passion.** With more than 15 years of experience researching social phenomena and people; 10 years to brands and consumers. Market Research Manager at GDV Group. She is a Sustainable Mexican and singer.
- Creator of ad hoc methodology based on creativity and innovation of products, strategies, packaging and consumer needs inside and outside of retail. Analyst of the anthropology of the space between the retail & the shopper. Social trend finder. Promoter in the generation, design, planting, management and development of new agile methodologies in creative processes; and ad hoc to the needs of contemporary life.
- She has developed strategic research tools based on Design Thinking for the generation of image designs, prototypes, concepts and product innovation; with highly successful actionable insights at product launch.



# JOSÉ BEKER

- CEO of BeSo
- **Beker is one of the most recognized publicists of his generation**, creator of the advertising campaign for Teletón and the character 'Bolo', and the event 'Bolofest' for the Liverpool brand.
- **80% of their advertisers work on their concept 'All Line'** (Digital and ATL integrated). With more than 180 collaborators in the office, BeSo is one of the largest national agencies in Mexico.
- **In 2016, the advertising campaign for Segundamano.mx achieved more than 20 million views**; He also works for SKY, Banorte, Fundación Televisa, Lala, Grupo Alsea, Hot Wheels, etc.
- He was featured on the cover of **LÍDERES MEXICANOS magazine in March 2017**.



# SABINA MALACÓN MARGOLLES

- Director of Acceleration Programs at Unreasonable México
- Sabina has a degree in International Relations from Universidad Autónoma de Sinaloa and UNAM. She began her experience with different volunteers at a very young age, since she was always alert to the great disparities in access to opportunities in Mexico.
- For 5 years she had leadership roles and local, regional and national direction in AIESEC, from where he provided international exchange opportunities to more than 3,000 young people.
- For a couple of years he has been teaching leadership and entrepreneurship at the Tecnológico de Monterrey.
- Sabina is Director of Initiatives at Unreasonable Mexico, an accelerator for organizations that are solving social and environmental problems in Mexico. To date, the +250 organizations that have served benefit the lives of 5 million Mexicans and have raised more than +600 million pesos.



# SUZANNE RAMÍREZ YANO

- Currently, Media & Digital Genius Lead at Unilever Mexico.
- Suzanne has served as Team Lead in Heineken's Digital Hub in creative agency Nativo. Supervising internal creative, media and insights team to deliver 360 communication campaigns for Heineken's México portfolio of 25 brands such as: Tecate, XX, Indio, Heineken, Molson Coors, among others.
- Also worked in digital agency BNN as key commercial account manager for CIE/OCESA. Strategy supervision, budget management, creative strategy and project management were some of the key responsibilities for brands like COCA COLA, Race of Champions or Allianz.
- Suzanne studied in Spain her MBA with specialization In Digital Business and worked for the leading international wedding portal: Zankyou Ventures as digital marketing, customer service for vendors and brides, clients prospectation, negotiation with partners to exchange advertisement in different social communication channels. Main accounts: La Europea, Rosa Clará, Paradisus – Melia Hotels, Yucatan Love, Ro Chávez, Susanna Palazuelo



# JAIIME ROMANO MICHA

- Jaime Romano-Micha is one of the most prominent and recognized neuroscientists, within the field of **Neurophysiology**. He is a medical doctor obtaining his degree at the **National Autonomous University of Mexico (UNAM)** with a Doctorate in Neuroscience at the University of California (UCLA).
- He is the creator of the model called "**Neuropyramid**", that explains both the **nonconscious and conscious processes of the decision making in humans**, a model recognized as being the benchmark in the industry of neuromarketing by opinion leaders such as Philip Kotler, Martin Lindstrom, Roger Dooley and others. This neuropyramid is made up of 6 levels that explains the process in which information from the environment is perceived through the senses, which in turn goes through attention processes and is converted into emotions and thoughts that end up in an action.
- Dr. Romano has given many conferences about "Neuromarketing", such is the case of **TEDx, the "World Neuromarketing Forum"** organized by the NMSBA in its editions of Sao Paolo, New York, and Barcelona. Media Up Front México, Expopublicitas, e-Business Week, and at various universities in Mexico and Latin America.
- He has received several awards, including the **Platinum Seal of Excellence for innovation in Marketing**, awarded by the European Union in 2011.



# MADÉLE TAIT

- Madéle Tait is currently Professor and Head of Department: Marketing Management at Nelson Mandela Metropolitan University. Her fields of research expertise are: Relationship Marketing, Marketing Management, and Services Marketing. She is the supervisor and promoter for a number of dissertations and doctoral theses.
- Madéle has presented papers at national and international conferences and has published articles in a number of national and international research journals. She is also the editor and coeditor of textbooks and has contributed to chapters in a variety of textbooks. Madéle is a reviewer for national and international research journals. She has won a number of Best Paper and Teaching Awards.
- She is on the Editorial Panel of the Southern African Business Review, the Journal of Development and Leadership and the Journal of African Business as well as a member of the Southern African Institute of Management Scientists (SAIMS) and the Business Women Association (BWA) and was one of three finalists in the Professional Category of the BWA Regional Awards. She is also a Council member of NMMU.



# CAROL SOTO

- Carol Soto is one of those young entrepreneurs whose love and passion for Marketing have taken her to the venture of developing her own Digital Marketing agency and succeed with the local, national and international brands she has worked for.
- Carol is a graduated from UPAEP, where she did a bachelor degree in Business Administration and a Master's Degree in Management and Marketing. She is also a member of the Mexican Association of Digital Marketing and Social Media.
- Carol's continuous and intense work in the area of digital marketing for more than 6 years has allowed her to become the creator of many advertising campaigns, developing websites.
- Currently Carol has more than 10 brands in his hands, among which are: Triumph Lerma, CFMOTO, and several political parties such as PAN, PRI, Movimiento Ciudadano and PRD.

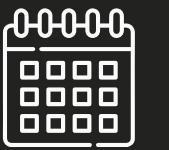


# JOIN OUR WORKSHOPS

ON MARKETING AND NEUROSCIENCES, SOCIAL  
MEDIA CONTENT, COSTUMER CARE AND MORE ...

# GENERAL INFORMATION

The EMCB 2021 consists of a 2-day Conference:



**Thursday 18 and Friday 19**

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November 2021 from 08:00 to 17:30  
(Central Mexico time GMT-5).

**There will be 6 plenary sessions**

(3 will be online and 3 will be both face-to-face and online).

**In addition, there will be 4 special talks, a panel of Mexican Startups, 5 workshops and 4 track sessions.**

These last activities will be carried out in parallel in 4 spaces of 1 hour and a half each.

**THE EMCB WILL BE CARRIED OUT IN A HYBRID FORMAT.**

## FOR THE ONLINE FORMAT

Participants will have access to all the plenary sessions, special talks and track sessions through our online platform. You will also have access to all our workshops, but with limited or null interaction.

## FOR THE HYBRID FORMAT

Attendance will be in person at the Centro de Vinculación UPAEP. Participants will be able to have an active interaction during the workshops. Each workshop is limited to 60 seats and attendants can choose up to 3. If more space is available, these spaces will be reserved to those who register first. Hybrid participants will receive a conference Kit and coffee breaks.

All participants must register at the following link:

[https://docs.google.com/forms/d/e/1FAIpQLSf1guFiCRMzDhTW1MExCSxTWNKAz9x2DIzp8cF88Z-6fd\\_qKQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSf1guFiCRMzDhTW1MExCSxTWNKAz9x2DIzp8cF88Z-6fd_qKQ/viewform)

- **Invited audience:** The event is aimed at scientists, professors, students and industry executives. The invitation to this event will be sent to academic institutions, marketing and market research organizations, marketing managers from the business sector and students at the local, regional, national and international levels.
- **Language:** All the event will be in English, except for the special talks and workshops that will be in Spanish and will be translated into English.
- **Certificate of participation:** A Conference certificate of participation will be provided to all ONLINE and HYBRID participants

## FEES

### EARLY PAYMENT

Until November 12

### LATE PAYMENT

From November 13

#### ONLINE

Students	<b>40 USD (\$800.00)</b>	<b>60 USD (\$1200.00)</b>
Business and academic	<b>75 USD (\$1500.00)</b>	<b>100 USD (\$2000.00)</b>

#### HYBRID

Availability limited to 200 seats

Students	<b>75 USD (\$1500.00)</b>	<b>100 USD (\$2000.00)</b>
Business and academic	<b>150 USD (\$3000.00)</b>	<b>200 USD (\$4000.00)</b>

# HOW TO GET FROM MEXICO CITY TO PUEBLA

Puebla is 130 km from Mexico City. It is quite easy to come from the Mexico City's airport to Puebla. The easiest way is by bus, which takes about 2 hours. The bus station is in the same airport. There are buses continuously between these two cities every hour during the 24 hours of the day. The two main companies that operate on this route are Estrella Roja and ADO.

We recommend that you buy your tickets once you arrive to the Mexico City's airport. There is a bus station in both Terminal 1 and Terminal 2 of the airport.

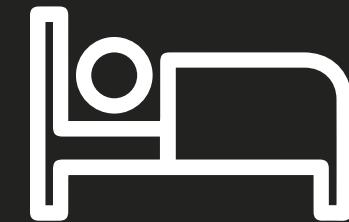
When arriving to Puebla, in the bus station you can take an authorized taxi or use the Uber or Didi app to go to the one of our host hotels.

You can get more information of the bus companies in these websites:

<https://aeropuertoer.com.mx/>

<https://www.ado.com.mx/viajes/ciudad-puebla-pue-a-terminal-aeropuerto-terminal-2>

# OUR HOST HOTELS IN PUEBLA



**The EMCB 2021 has 4 host hotels:**

- **Hotel Casa Reyna**

Standard room aprox. \$60 USD (taxes included) <https://www.casareyna.com/>

- **Hotel Presidente Intercontinental**

Standard room aprox. \$106 USD (taxes included) <https://www.presidenteicpuebla.com/>

- **Holiday Inn Express Hotel**

Standard room aprox. \$55 USD (taxes included). <https://www.ihg.com/holidayinnexpress/hotels/us/es/puebla/puefb/hoteldetail>

- **Hilton Garden Inn Hotel**

Standard room aprox. \$60 USD (taxes included) [https://www.hiltonhotels.com/es\\_XM/mexico/hilton-garden-inn-hotel-puebla-angelopolis-mexico/](https://www.hiltonhotels.com/es_XM/mexico/hilton-garden-inn-hotel-puebla-angelopolis-mexico/)

For having your reservation, please contact Miss. Selene Arzate to: [arzate.selene@gmail.com](mailto:arzate.selene@gmail.com)  
Selene will help you for getting your reservation.

# TRACKS

• Marketing  
in SMEs

• Micro trends in  
marketing and  
politics

• Retailing and  
Merchandising

• Big data  
and  
analytics

• Social  
entreprene-  
urship and  
social marketing

• Clusters Strategy  
and Collaboration

• Business-to-  
business  
marketing  
and sales  
management

• Psychology,  
consumer  
behavior  
and culture

• Digital  
marketing

• Other  
topics

• Personal  
selling  
and sales  
management

• Marketing  
strategy

• Branding

• Services  
marketing

• Green/  
sustainable  
marketing

# CONFERENCE SITE

**The EMCB 2021 will take place at the Centro de Vinculación UPAEP,  
located at the main University campus.**

This conference center has space for more than 2000 seats, but because of the Pandemic, it is limited to a maximum of 300 seats.

You can get more information at this website: <https://upaep.mx/centrodevinculacion/>

Transportation from any of our 4 host hotels to the Centro de Vinculación takes no more than 20 minutes driving. For making your transportation more comfortable, for the EMCB 2021 we have designated host persons that will help you in this regard.

**For information, please send us an email to: [emcb2021@upaep.mx](mailto:emcb2021@upaep.mx)**

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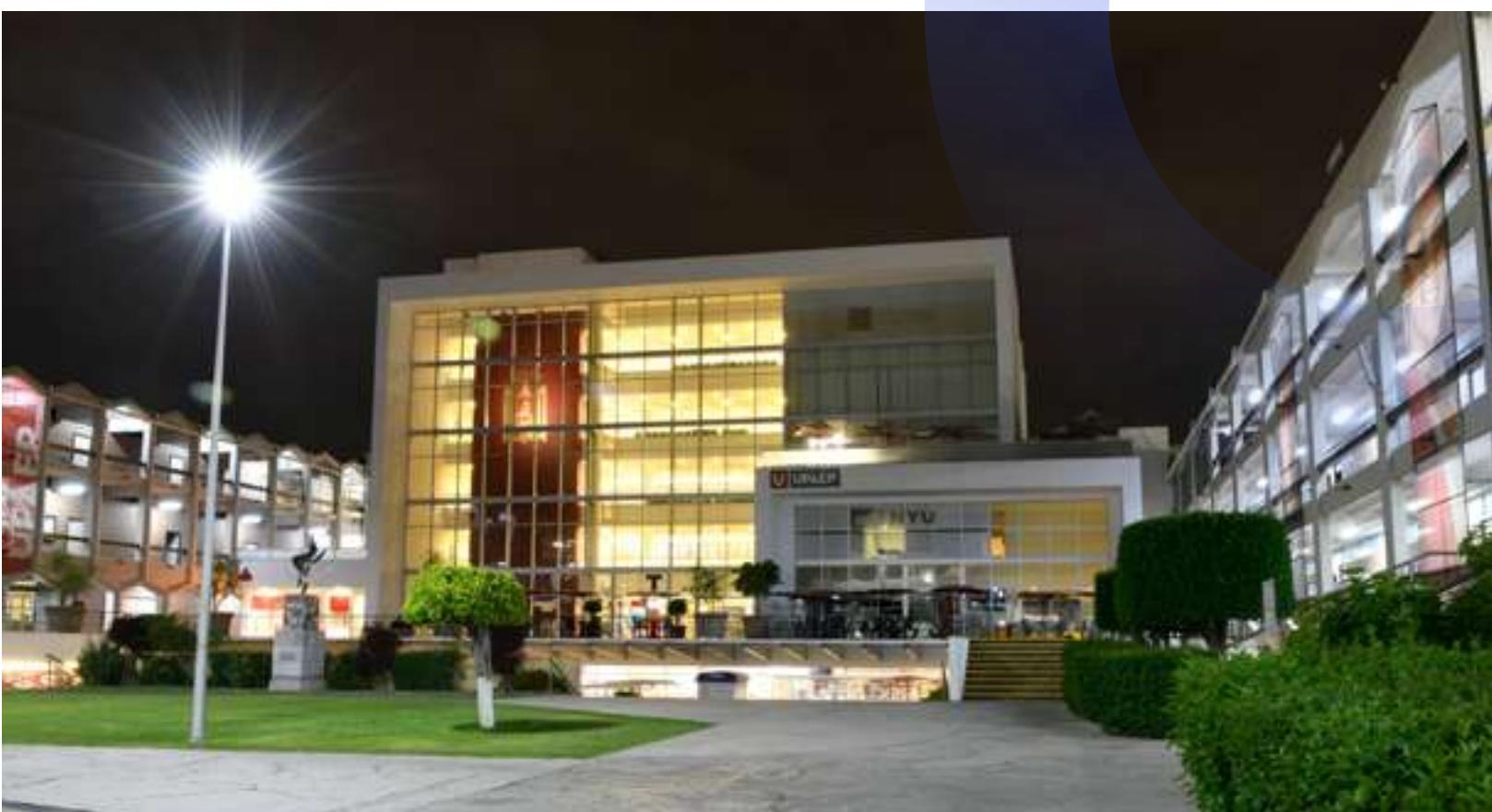
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OUR LOCATION  
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# HOST UNIVERSITY





## UPAEP IS A LEADING PRIVATE UNIVERSITY IN SOUTH-CENTRAL MEXICO.

It was created in 1973 as a project conceived by Puebla's citizens. It was led by a group of young entrepreneurs who wanted to make a difference and exercise university freedom and identity.

Our educational project took form to become what it is today: **an institution committed to seeking and spreading the truth, in congruence with Christian Humanism.**

**UPAEP currently has more than 17 thousand students distributed in 60 undergraduate programs, more than 70 postgraduate degrees and countless courses continuing education.**

UPAEP maintains stable links with prestigious institutions worldwide such as the Massachusetts Institute of Technology, Harvard University, the University of Arizona and the University of Notre Dame.

Last year, UPAEP became the first Mexican university to launch the first Mexican nanosatellite.

# 2021 ANNUAL CONFERENCE OF THE EMERGING MARKETS CONFERENCE BOARD

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