

PROGRAMME

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

PROGRAMME				
DAY 2				
TIME (GMT-5)	FRIDAY, NOVEMBER 19			
08:00 – 09:30	<p><b>PLENARY SESSION 2</b></p> <p>“ACR Leadership on Consumer Behavior in Emerging Markets.”</p> <p><b>Association for Consumer Research (ACR)</b></p> <p><b>SESSION CHAIR:</b></p> <p><b>Session chair: Rajiv Vaidyanathan</b>, University of Minnesota Duluth, Executive Director, ACR</p> <p><b>PANELIST:</b></p> <p><b>June Cotte</b>, Western University, President, ACR</p> <p><b>Angela Lee</b>, Northwestern University, Past President, ACR</p> <p><b>Linda Price</b>, University of Wyoming, Past President, Fellow, ACR</p> <p><b>Stefano Puntoni</b>, Erasmus University, International Perspectives Director, ACR</p> <p><b>Jagdish Sheth</b>, Emory University, Past President, Fellow, ACR</p>			
09:30 – 11:00	<p><b>TRACK SESSION 3</b></p> <p>Paper presentations in the tracks:</p> <p><b>Marketing strategy</b></p> <p><b>Relational and services marketing</b></p> <p><b>Retailing and Merchandising</b></p> <p>Primary Co-chairs:</p> <p><b>Cecilia Calderón Valencia</b>, UPAEP</p> <p><b>Rosa María Cánton Croda</b>, UPAEP</p>	<p><b>SPECIAL TALKS</b></p> <p><b>Talk 3:</b></p> <p>“Transformación hacia una nueva era: Talento 4.0”</p> <p><b>Daniela Maytorena</b></p> <p>HR Consultant and Headhunter</p> <p><b>Talk 4:</b></p> <p>“La mercadotecnia de un símbolo distintivo de México”</p> <p><b>Alejandro Montes</b></p> <p>VP Marketing &amp; Commercial at AAA</p>	<p><b>WORKSHOP 3</b></p> <p>“Costumer care”</p> <p><b>Mariana Balbuena and Josué Berlanga</b></p> <p>Phillip Morris</p>	
11:00 – 11:30	<b>COFFEE BREAK</b>			
11:30 – 12:30	<p><b>KEYNOTE SPEAKER 3</b></p> <p>“Digital marketing challenges in emerging markets”</p> <p><b>Claudio Flores Thomas</b></p> <p>CEO of Altazor Intelligence, Former President AMAI</p>			
12:30 – 14:00	<p><b>TRACK SESSION 4</b></p> <p>Paper presentations in the tracks:</p> <p><b>Clusters Strategy and Collaboration</b></p> <p><b>Marketing in SMEs</b></p> <p>“Micro trends in marketing and politics”</p> <p><b>Other topics</b></p> <p>Primary Co-chairs:</p> <p><b>Rocío Prado Castillo</b>, SINTONÍA</p> <p><b>Cynthia María Montaudón Tomas</b>, UPAEP</p>	<p><b>WORKSHOP 3</b></p> <p>DataStoryTelling: Transformando datos en historias</p> <p><b>Fabiola Guzmán and David Ugalde</b></p> <p>GDV Group</p>	<p><b>WORKSHOP 1</b></p> <p>“User experience using Facereader and SenseLab”</p> <p><b>Montserrat Sánchez</b></p> <p>Brand Center UPAEP</p>	
14:00 – 15:30	<b>CONFERENCE DINNER</b>			
15:30 – 16:30	<p><b>SPECIAL SESSION</b></p> <p>“Publishing in Top Journals”</p> <p>Session chair:</p> <p><b>Professor Madéle Tait</b>, Director, School of Management Sciences, Nelson Mandela University</p> <p>Panelists:</p> <p><b>Charles R. Taylor</b>, Editor-in-Chief of the International Journal of Advertising</p> <p><b>Naresh K. Malhotra</b>, Marketing Legend; World’s Top 2% Most-Cited Researcher</p>			
16:30 – 17:00	<p><b>CLOSING SESSION</b></p> <p><b>Naresh K. Malhotra</b>, Marketing Legend; World’s Top 2% Most-Cited Researcher</p> <p><b>Mauro García Domínguez</b>, Academic director of the School of Marketing, UPAEP</p> <p><b>Professor Barbara Čater</b>, Ekonomska fakulteta, Univerza v Ljubljani</p>			