

2015 营销科学与应用 国际论坛

会 议 日 程

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International Forum of Marketing Science & Applications



2015 7 3

MBA

2015 7 4

时间	主题和演讲者	主持人
8:30-9:00		
9:00 9:45 45	1 <i>Research on Big Data Driven Management and Decisions/</i>	
9:45 10:30 45	2 <i>Some Thoughts on Consumer Research in the 21st Century/</i> 21	
10:30-10:45		
10:45 11:30 45	3 <i>Social Network Strategies for Luxury Brands/</i>	
11:30 12:15 45	4 <i>Mobile Targeting with Large-scale Field Experiments /</i>	
12:15 13:45		10

2015 7 4

时间	主题和演讲者	主持人
14:00 14:45 45	<p style="text-align: center;">5 <i>The Behavioral and Electrophysiological Evidence for Fluency and Brand Name Effects /</i></p>	
14:45 15:30 45	<p style="text-align: center;">6 <i>Engaged Customers: From start to finish/</i></p>	
15:30 15:45		
15:45 - 16:30 45	<p style="text-align: center;">7 <i>Understanding the Impact of Consumer Retailer Relationship and Information States for In-Store Displays/</i> -</p>	
16:30 - 17:15 45	<p style="text-align: center;">8 <i>Effects of Media Coverage of Climate Change on Consumer Purchase of Sustainable Products/</i></p>	
17:15 18:45	10	

2015 7 5

时间	主题和演讲者	主持人
8:30 9:05 35	9 <i>Judging a Product by the Look: The Effect of Anthropomorphism on Product Attribute Processing and Consumer Preference /</i>	
9:05-9:40 35	10 <i>Scarcity and Preference within a Choice Set /</i>	
9:40 10:15 35	11 <i>A Two-Goal Theory of the Impact of Need on Intertemporal Choice /</i>	
10:15-10:30		
10:30 11:15 45	12 <i>Multi-channel Advertising Effectiveness in a Purchase Funnel /</i>	
11:15 12:00 45	<i>Social Network under Earthquake Risk: Can Disastrous Experience Change Consumption? /</i> /	
12:00 13:45	10	
