



39th EMAC Conference 2010 in Copenhagen

“The Six Senses - The Essentials of Marketing”

01 – 04 June 2010 Copenhagen Business School, Denmark



www.emac2010.org



Join us!

WELCOME

We are delighted to invite you to participate in the 39th EMAC conference: “The Six senses – The Essentials of Marketing”. The conference takes place 01 – 04 June 2010 at Copenhagen Business School (CBS) as the host university and is organized by the Department of Marketing.

CONFERENCE THEME

The 2010 EMAC conference theme “**The Six senses – The Essentials of Marketing**” is dedicated to the exploration of the core stimuli of marketing and the impact of the marketing mix, appealing to all the senses, on the transmission of products and services from the firm to its customers. This annual EMAC conference provides a platform for educators, marketing researchers and practitioners to share their expertise and to connect professionally and socially to make an invaluable contribution for the development of marketing.

35th ANNIVERSARY OF THE EMAC FOUNDATION

At the EMAC conference in 2010 the delegates will celebrate the 35th anniversary of founding EMAC in 1975 in Copenhagen. The European Marketing Academy can look back on a successful history in the area of marketing research and its steadily growing membership during the last years. The new award “EMAC Distinguished Marketing Scholar” will be presented for the first time, while CBS’s professor band and an exhibition about 35 years EMAC will entertain the delegates during the night.

DOCTORAL COLLOQUIUM

The European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) in collaboration with Copenhagen Business School, are organising the 23rd Colloquium for doctoral students in marketing. The colloquium will be held in Copenhagen,

Denmark from Sunday, 30 May to Tuesday, 01 June 2010, prior to the EMAC Conference 2010.

CONFERENCE VENUE

Venue: Copenhagen Business School, Solbjerg Plads 3 and Kilevej 14 A/B, 2000 Frederiksberg, Denmark.

The CBS campus covers several modern buildings, two of which will serve as conference location for EMAC 2010. The business school is located in the city of Frederiksberg, an enclave within Copenhagen. The town offers an exciting blend of culture and modern architecture. It is well connected with the centre of Copenhagen by metro and busses.

CONFERENCE TRACKS

- Advertising, Promotion and Marketing Communication
- Business-to-Business Marketing and Networks
- Consumer Behaviour
- Innovation and New Product Development
- International and Cross-Cultural Marketing
- Marketing in Emerging and Transition Economics
- Marketing of Public and Non-Profit Organizations
- Marketing Research and Research Methodology
- Marketing Strategy and Leadership
- Marketing Theory
- Modelling and Forecasting
- New Technologies and E-Marketing
- Pricing and Financial Issues in Marketing
- Product and Brand Management
- Relationship Marketing
- Retailing, Channel Management and Logistics
- Sales Management and Personal Selling
- Service Marketing
- Social Responsibility, Ethics and Consumer Protection
- Tourism Marketing
- Special Interest Groups Track

PRELIMINARY PROGRAMME

Day	Date	Time	Programme	Location
Sunday	30.05.2010		Doctoral Colloquium	CBS - Kilen
Monday	31.05.2010		Doctoral Colloquium	CBS - Kilen
Tuesday	01.06.2010	09:00-14:00	Doctoral Colloquium (finish lunch time)	CBS - Kilen
		09:00-17:30	ConNEcs	
		12:30-13:30	EMAC Executive committee meeting - (lunch)	CBS - Solbjerg Plads
		13:00-17:00	EMAC Executive committee meeting	CBS - Solbjerg Plads
		14:00-18:30	Registration	CBS - Solbjerg Plads
		16:30-18:00	IJRM Editorial board meeting	CBS - Solbjerg Plads
		18:30-20:30	Opening Ceremony & Reception	Copenhagen City Hall
Wednesday	02.06.2010	08:00-19:00	Registration	CBS - Solbjerg Plads
		09:00-10:30	Sessions	CBS - Solbjerg Plads
		10:30-11:00	Coffee Break	CBS - Solbjerg Plads
		11:00-12:30	Sessions	CBS - Solbjerg Plads
		12:30-14:00	Lunch Break	CBS - Solbjerg Plads/Kilen
		14:00-15:30	Sessions	CBS - Solbjerg Plads
		15:30-16:00	Coffee Break	CBS - Solbjerg Plads
		16:00-17:30	Sessions	CBS - Solbjerg Plads
18:00-23:00	35th anniversary	Porcelænshaven - Ovnhallen		
Thursday	03.06.2010	08:00-19:00	Registration	CBS - Solbjerg Plads
		09:00-10:30	Sessions	CBS - Solbjerg Plads
		10:30-11:00	Coffee Break	CBS - Solbjerg Plads
		10:30-12:30	Poster Session 1	CBS - Kilen
		11:00-12:30	Sessions	CBS - Solbjerg Plads
		12:00-15:00	EMAC Fellows meeting	CBS - Solbjerg Plads
		12:30-14:00	Lunch Break	CBS - Solbjerg Plads/Kilen
		14:00-15:30	Sessions	CBS - Solbjerg Plads
		15:30-16:00	Coffee Break	CBS - Solbjerg Plads
16:00-17:30	Sessions	CBS - Solbjerg Plads		
Friday	04.06.2010	08:00-19:00	Registration	CBS - Solbjerg Plads
		09:00-10:30	Sessions	CBS - Solbjerg Plads
		10:30-11:00	Coffee Break	CBS - Solbjerg Plads
		10:30-12:30	Poster Session 2	CBS - Kilen
		11:00-12:30	Sessions	CBS - Solbjerg Plads
		12:30-14:00	Lunch Break	CBS - Solbjerg Plads/Kilen
		14:00-15:30	Sessions	CBS - Solbjerg Plads
		15:30-16:00	Coffee Break	CBS - Solbjerg Plads
		16:00-17:30	Sessions	CBS - Solbjerg Plads
19:00-02:00	Conference Dinner	Øksnehallen - Meatdistrict		