

The University of Valencia (www.uv.es)

The Universitat de València is the outcome of more than five centuries of history that have led to the accumulation of knowledge and unique documentary treasures, making it one of the top four Spanish universities.

Nowadays it is a modern European public University open to almost every branch of teaching, research and learning.

- Students: 58,780:
 - 46,000 undergraduate students
 - 7,700 postgraduate students (official master & PhD programs)
 - 5,080 in other postgraduate studies
- Faculty & staff: 4,000 faculty members, 1,828 staff
- Schools & faculties: 18 centers across 3 campuses
- Academic Departments: 92
- Research Institutes: 19
- International students: 3,200 students incoming from other universities from all over the world; 1,300 outgoing students in international mobility programs mainly in Europe, Latin America, US, and China.

The School of Economics (www.uv.es/economia)

The Facultat d'Economia created in 2000, merged the Faculty of Economics and Business Administration and the School of Commerce, this last founded in 1850. Currently, it has 8,000 undergraduates, 800 in official masters, and 83 PhD students.

The Department of Marketing

(www.uv.es/marketing)

Founded in 2003, is currently formed by 58 members, 29 full time and 32 PhD. Its research is focused on:

- Advertising
- Consumer Behaviour
- Distribution Channels
- E-marketing
- International marketing
- Strategic marketing
- Tourism marketing

The Department of Marketing manages three masters degrees: Master in Marketing, MBA Program and also International Master in Business Administration (Marketing specialization); and a PhD program in Marketing, awarded as Excellent by the Spanish Ministry of Education.



EMAC 2014

European Marketing Academy

VALENCIA, JUNE 3-6



VNIVERSITAT DE VALÈNCIA [C%]
Facultat d' Economia

[C%]mk
Dpto. de Comercialización
e Investigación de Mercados

EMAC 2014

European Marketing Academy

VALENCIA, JUNE 3-6

Paradigm shifts & Interactions

43rd ANNUAL CONFERENCE



The European Marketing Academy (EMAC) was established in 1975. It is a professional society for people involved or interested in marketing theory and research. Its aims are to serve as the core of a communication network for disseminating information and promoting international exchange in the field of marketing. Membership is open to individuals from Europe and elsewhere. At present, the Academy has over 100 members from more than 57 different countries in all five continents.

EMAC organizes an Annual Conference that is hosted by major universities or scientific institutes all over Europe. This provides a yearly forum for the presentation and discussion of research projects in various stages of development. In conjunction with this Annual conference, a Doctoral Colloquium for students in marketing is held during the same week at the same place. Several other conferences are organised in cooperation with leading marketing associations.

Conference tracks:

- Advertising, Promotion and Marketing Communications
- Business-to-Business Marketing
- Consumer Behaviour
- Innovation and New Product and Service Developments
- International and Cross-Cultural Marketing
- Marketing Education
- Marketing in Emerging and Transitions Economies
- Marketing of Public and Non-profit Organizations
- Marketing Strategy
- Marketing Theory and New Paradigms
- Modeling and Marketing Analytics
- New Technologies and E-commerce
- Pricing and Financial Issues in Marketing
- Product and Brand Management
- Relationship Marketing
- Retailing, Channel Management and Logistics
- Sales Management and Personal Selling
- Services Marketing
- Social Media
- Social Responsibility and Ethics
- Special Interest Groups.
- Tourism Marketing

Conference deadlines:

Conference dates: June 3-6, 2014

Paper submission: December 3, 2013

Notification to the authors: March 3, 2014

Early bird online registration: April 18, 2014

Organizing Committee:

Chair: Enrique Bigné



Joaquin Aldas, Luisa Andreu, Pedro Canales, Eva Capliure, Antonio Cuenca, Rafael Currás, Asunción Hernández, Inés Küster, María José Miquel, Carmen Pérez, Marcelo Royo, Carla Ruiz, Silvia Sanz, Natalia Vila.

emac2014@uv.es

The University Enterprise Foundation of the University of Valencia (ADEIT) acts as a support body:
Plaza Virgen de la Paz, 3 - 46001 Valencia (Spain)
Tel.: (+34) 963 262 600 Fax: (+34) 963 262 700

The Conference (www.emac2014.eu)

The Doctoral Colloquium venue. Fundación Universidad Empresa. Adeit

The Conference venue. School of Economics

	Sunday (01/06)	Monday (02/06)	Tuesday (03/06)	Wednesday (04/06)	Thursday (05/06)	Friday (06/06)
09:00-10:30 h.		Parallel sessions. Adeit	Parallel sessions. Adeit	Parallel sessions	Parallel sessions	Parallel sessions
10:30-11:00 h.		Coffee break	Coffee break	Coffee break	Coffee break	Coffee break
11:00-12:30 h.		Parallel sessions. Adeit	Parallel sessions. Adeit	Parallel sessions	Parallel sessions and Meet the editors session	Parallel sessions
12:30-14:00 h.	Welcome coffee	Lunch at Adeit	Lunch at Adeit	Lunch Poster session	Lunch Poster session	Lunch
14:00-15:30 h.	Start. Plenary. Adeit	Parallel sessions. Adeit		Parallel sessions and invited session	Parallel sessions and invited session	Parallel sessions and invited session
15:30-16:00 h.	Coffee break	Coffee break			Coffee break	Coffee break
16:00-17:30 h.	Parallel sessions. Adeit	Parallel sessions. Adeit			Parallel sessions	Parallel sessions
18:30-20:30 h.	Dinner		Interaction party. School of Economics	Plenary session Music Palace	City interactions	20:00 Gala dinner at the Príncipe Felipe Museum
Places pending						

Valencia



Situated on the Mediterranean baseline, the city of Valencia was founded on the banks of the Turia river in 138 B.C. Valencia ranks third in Spain with regard to the importance and population, with more than 800,000 inhabitants in the city and approximately 1,800,000 in the surrounding metropolitan area.

Accommodation

ZONE	HOTELS	RATES (breakfast and VAT included)	
		DUI ROOM	DOUBLE ROOM
ALAMEDA	SH VALENCIA PALACE 5*	97.00 €	97.00 €
	HOLIDAY INN ALAMEDA 4*	80.00 €	90.00 €
	WESTIN VALENCIA 5*	190.00 €	210.00 €
CENTER	VINCCI PALACE 4*	94.00 €	98.00 €
	AYRE ASTORIA 4*	92.00 €	109.00 €
	INGLÉS 3*	95.00 €	95.00 €
AQUA/FRANCIA STH.	PRIMUS VALENCIA 4*	110.00 €	110.00 €
	BARCELÓ VALENCIA 4*	85.00 €	95.00 €
	AC VALENCIA 4*	88.00 €	93.50 €
	TRYP OCEANIC 4*	88.00 €	93.50 €
BENIMACLET	HOLIDAY INN		
	UNIVERSIDADES 3*	66.00 €	66.00 €
PUERTO STH.	ABBA ACTEÓN 4*	70.00 €	80.00 €
	NH CIUDAD DE VALENCIA 3*	56.16 €	65.52 €
	HOTEL LAS ARENAS 5*	159.00 €	179.00 €

Each zone is less than 15 minutes driving from the Conference Venue