

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Doctoral Colloquium (3 tracks)

Track sessions, special sessions and Special Interest Group

EMAC General Assembly

EMAC 23
DC dinner

Steering Committee Meeting
-
Executive Committee Meeting
-
IJRM/JM Reviewer Workshop-
-
5th Job Market Simulation
-
IJRM Board meeting

EMAC/Enginius Doctoral Dissertation Competition
-
Head of Marketing Forum
-
EMAC/Enginius Doctoral Dissertation Competition Jury Meeting
-
Climber Community meeting

EMAC-Sheth Foundation Sustainability Research Competition

EMAC Fellows meeting

Meet the Exhibitors

From 18:00
Registration

Meet the Editors

19:00 – 20:30
Welcome Reception

Poster session

19:00 – 00:30

Conference Dinner

Social events

Wednesday, May 24

	Odeon 4	Odeon 2	Koncerthuset K2	Odeon 1	Koncerthuset K3	Koncerthuset K4	Odeon 105-106	Odeon 107	Odeon 200	Odeon 207	Odeon 208-209	Odeon 301-302	Hotellet B	Hotellet C	Hotellet D	Odeon 109	Odeon 108
08:30 - 10:00	Consumer Behavior	Marketing, Strategy and theory	Digital Marketing and Social Media	Consumer Behavior	Digital Marketing and Social Media	Meet the Editor - IJRM, JM, JRM	Social Responsibility Ethics	Business-to-Business Marketing	Product and Brand Management	Public Sector and Non-Profit Marketing	Service Marketing	SS: Online Consumer Privacy - 1	International Marketing & Marketing in Emerging Countries	SS: Sales Force Transformation: The Impact of AI and Digital	SS: Food Sustainability: Food Waste and Sustainable Diets	SS: Strategies to Overcome Constraints of Inter-organizational Relationships	
10:00 - 10:30	Break																
10:30 - 12:00	EMAC/Enginius Doctoral Dissertation Competition	Marketing, Strategy and theory	Digital Marketing and Social Media	Consumer Behavior	Digital Marketing and Social Media	11:00 - 12:00 Meet the Editor - JIM, JR, JIOR	Social Responsibility Ethics	Business-to-Business Marketing	Product and Brand Management	SS: NFTs 3: Non-Fungible Tokens, Luxury, and Branding	Service Marketing	SS: Online Consumer Privacy - 2	International Marketing & Marketing in Emerging Countries	SS: Consumer and retailer responses to external disruptions	SS: Inside the Mind: Psychology of Non-Fungible-Tokens	SS: Marketing mix Effectiveness in Grocery Retail	
12:00 - 13:00	Lunch																
13:00 - 14:30	Consumer Behavior	Marketing, Strategy and theory	Digital Marketing and Social Media	Innovation Management and New Product Development	SS: B2B Research Symposium 1	Meet the Editor - P&M, JACR, JCR	Social Responsibility Ethics	12:30 - 14:00 Head of Marketing Forum	Product and Brand Management	Public Sector and Non-Profit Marketing	Climber Community meeting	IJRM Special Session - Esports, Video Games Streaming and Marketing	Sales Management and Personal Selling	Methods, Modelling & Marketing Analytics	SS: NFTs 2: Value Drivers of Non-Fungible Tokens	SS: Looking Back and Moving Forward: Current State of Research and New Insights on the Consumer-Algorithm Relationship	14:00-15:00 EMAC/Enginius Doctoral Dissertation Competition Jury meeting
14:30 - 15:00	Break																
15:00 - 16:30	Consumer Behavior	Marketing, Strategy and theory	Digital Marketing and Social Media	Innovation Management and New Product Development	Digital Marketing and Social Media	Meet the Editor - IMM, JBIM, JBR	Social Responsibility Ethics	SIG: Innovation and Stakeholders	Product and Brand Management	Public Sector and Non-Profit Marketing	Climber Community meeting	SS: Navigating uncertainty: Managing firm risk through marketing strategy	Sales Management and Personal Selling	Methods, Modelling & Marketing Analytics	SS: Marketing in the Metaverse		
16:30 - 17:00	Break																
17:00 - 18:15	Consumer Behavior	Marketing, Strategy and theory	Digital Marketing and Social Media	Consumer Behavior	Digital Marketing and Social Media	Advertising & Marketing Communications	Social Responsibility Ethics	Business-to-Business Marketing	Product and Brand Management	Public Sector and Non-Profit Marketing	Service Marketing	Innovation Management and New Product Development	Sales Management and Personal Selling	Methods, Modelling & Marketing Analytics			

Friday, May 26

	Odeon 4	Odeon 2	Koncerthuset K2	Odeon 1	Koncerthuset K3	Koncerthuset K4	Odeon 105-106	Odeon 107	Odeon 200	Odeon 207	Odeon 208-209	Odeon 301-302	Hotellet B	Hotellet C	Hotellet D	Odeon 109
08:30 - 10:00	Consumer Behavior	SS: Marketing in Highly Immersive Digital Platforms	Consumer Behavior	Social Responsibility Ethics	Digital Marketing and Social Media	Digital Marketing and Social Media	Advertising & Marketing Communications	SS: Smart Retail Technologies and Shopping Experience	Product and Brand Management	Retailing & Omni-Channel Management	SIG: Quantitative Marketing	Tourism Marketing	SS: The role of ESG for firms' stakeholders	SS: Electronic Word of Mouth	SS: Effective Influencer Marketing II	SS: Text Mining for Marketing Insights Discovery
10:00 - 10:30	Break															
10:30 - 12:00	Consumer Behavior		Consumer Behavior	Social Responsibility Ethics	Digital Marketing and Social Media	Digital Marketing and Social Media	Advertising & Marketing Communications	Business-to-Business Marketing	Product and Brand Management	Retailing & Omni-Channel Management	SIG: Retailing session	Tourism Marketing	SS: Supply-side Consequences of Market Interventions for Protection of Consumers and Small Businesses		SS: Effective Influencer Marketing III	SS: Text Mining Applications in eWOM, Social Listening, and Literature Review
12:00 - 13:00	Lunch															
13:00 - 14:30			Consumer Behavior	Social Responsibility Ethics	Digital Marketing and Social Media	Digital Marketing and Social Media	Advertising & Marketing Communications	Business-to-Business Marketing		Retailing & Omni-Channel Management	SS: The Role of the Physical Store in Retailing	Tourism Marketing	SS: Reimagining marketing education – paradoxes marketing academics experience when introducing sustainability in the marketing curriculum		SS: Effective Influencer Marketing V	
14:30 - 15:00	Break															
15:00 - 16:30			Consumer Behavior	Social Responsibility Ethics	Digital Marketing and Social Media		Advertising & Marketing Communications			Retailing & Omni-Channel Management	SIG: Service Marketing		SS: Product Reviews		SS: Effective Influencer Marketing IV	