

***Focusing the attention
on consumers:***
***Opening new research lines from a
marketing perspective***

Programa:

10:30 Presentación del seminario

Carlos Flavián (Universidad de Zaragoza)

“Three Programs of Research: Brand Communities, Corporate Social Responsibility, and The Behavior of Nurses in a Hospital Setting”

Richard Bagozzi (Michigan University)

16:30 “Consumer-Based Brand Equity in the Service Industry”

Yuksel Ekinci (Oxford Brooks University)

17:30 Pausa

18:00 “Stimulating consumer referral may backfire: The role of identity threat”

Siegfried Dewitte (Katholic University of Leuven)

Fecha :

8 de Marzo de 2012



Lugar:

Salón de Grados Facultad de Economía y Empresa
Gran Vía 2, Zaragoza; 50.005 (Universidad de Zaragoza)