



The 4th SSIM International Conference
Marketing and Consumer Behaviour:
Current Challenges

CONFERENCE PROGRAMME

Warsaw, Poland | 15 June 2021

About Conference

The purpose of the conference is to create opportunities for scholars and researchers from all over the world to share their research and perspectives on current developments and challenges in marketing and consumer behaviour. The conference aims to become a forum for scientific discussion as well as a platform to share your research.

Faculty of Management

The University of Warsaw was established in 1816 and nowadays is Poland's largest and best university. The Faculty of Management, established in 1972, is the oldest management school in Central and Eastern Europe. It offers various programmes at bachelor, master and doctoral level to almost 6,000 students. The high quality of teaching and research is confirmed by the "A" research category awarded by the Polish Ministry of Science and Higher Education and international rankings (Eduniversal). The Faculty of Management is also EQUIS and AMBA accredited.



Sessions' Plan

09:00

OFFICIAL OPENING

prof. Grzegorz Karasiewicz - Dean of Faculty of Management

09:10

Session 1

"E-commerce & M-commerce"

10:30

COFFE BREAK (10 min)

10:40

Parallel Sessions 2 & 3

"Consumer behaviour in emerging markets"

"Sustainability & Green Customer Behaviour"

12:20

LUNCH BREAK (20 min)

12:40

Parallel Sessions 4 & 5

"Advertising"

"New trends in Marketing & Customer Behaviour"

13:40

COFFE BREAK (10 min)

13:50

Session 6

"Social media"

15:00

OFFICIAL CLOSING

Conference time 09:00 - 15:00

9:00 - OFFICIAL OPENING & Session 1 „E-commerce & M-commerce”



MEETING ID: 879 4704 3140

To join this session click on the dedicated link:

<https://wzuw.zoom.us/j/87947043140?pwd=d2tXUGt2NmVmUkZmemEvWnpZREhVdz09>

or use the Meeting ID and password: **ssim21**

10:40 – Session 2 “Consumer behaviour in emerging markets”

MEETING ID: 898 5188 7357

To join this session click on the dedicated link:

<https://wzuw.zoom.us/j/89851887357?pwd=TkNuUkM4eXBWVEhZdElGd2kzYnBidz09>

or use the Meeting ID and password: **ssim21**

10:40 - Session 3 “Sustainability & Green Customer Behaviour”

MEETING ID: 843 1209 5360

To join this session click on the dedicated link:

<https://wzuw.zoom.us/j/84312095360?pwd=UHNWNmZsSG15NWNEU0RodGU3dkRwdz09>

or use the Meeting ID and password: **ssim21**

MEETING ID: **834 3727 0644**

To join this session click on the dedicated link:

<https://wzuw.zoom.us/j/83437270644?pwd=T3MyS3dGaVBsTmw3eU1kcXFSRG1yQT09>

or use the Meeting ID and password: **ssim21**

12:40 - Session 5 “New trends in Marketing & Customer Behaviour”

MEETING ID: **843 7758 1477**

To join this session click on the dedicated link:

<https://wzuw.zoom.us/j/84377581477?pwd=aktqRUduK2JaWHVQenR5L2xKUld1Zz09>

or use the Meeting ID and password: **ssim21**

13:50 - Session 6 “Social media” & OFFICIAL CLOSING

MEETING ID: **871 3306 3961**

To join this session click on the dedicated link:

<https://wzuw.zoom.us/j/87133063961?pwd=T2VTL0xuUkN0TWtHQUNXV2tndXVwQT09>

or use the Meeting ID and password: **ssim21**

Chairs Board



▶ Katarzyna Dziewanowska, PhD



▶ Agnieszka Kacprzak, PhD



▶ Monika Skorek, PhD



▶ Michał Ścibor-Rylski, PhD



▶ Agnieszka Wiśniewska, PhD



▶ Marcin Żemigata, PhD

Session 1: E-commerce & M-commerce

Chair: Katarzyna Dziewanowska, PhD

09:20

“ACTUAL USE OF mCOMMERCE APPS – AN EMERGING MARKET PERSPECTIVE”
- Mornay Roberts-Lombard, PhD (University of Johannesburg)

09:40

“Value co-destruction: The case of online reviews” - Agnieszka Kacprzak, PhD (University of Warsaw), Lalin Aanik, PhD (University of Virginia), Katarzyna Dziewanowska, PhD (University of Warsaw) & Krzysztof Nowak, PhD (University of Warsaw)

10:00

“Co-evolution Digital Economy and Behavioural Economics” - Eissa Sinaei Parsa, MA (University of Warsaw)

Session 2: Consumer behaviour in emerging markets

Chair: Agnieszka Kacprzak, PhD

10:40

“An empirical analysis of young consumers’ attitude towards consumer-packaged goods on social media and traditional communication platforms in South Africa” - ENITAN OLUMIDE OLUTADE, PhD (North-West University)

11:00

“Evaluating the consumer adoption of wearable devices in an emerging market in Eastern Europe and a developed Western Europe” - Olha Pityk, MSc & Lynn L. K. Lim, PhD (University of Applied Sciences and Arts Northwestern Switzerland)

11:20

“INTEGRATED MARKETING COMMUNICATION MIX AND BRAND PERFORMANCE OF SMALL AND MEDIUM SCALE BAKERY FIRMS IN NORTH-CENTRAL NIGERIA” - Friday Alapa INALEGWU, PhD (Kogi State University)

11:40

“Customer Loyalty in convenience stores owned by foreign nationals in South Africa: A qualitative studies” - Zwelibanzis Sam Webber, PhD (Nelson Mandela University)

12:00

“Understanding proximity mobile payments adoption: A perceived risk perspective”- Michael Humbani, PhD (University of Pretoria)

Session 3: Sustainability & Green Consumer Behaviour

Chair: Marcin Żemigala, PhD

10:40

“IMPACT OF PRO-ENVIRONMENTAL BEHAVIOUR ON SOCIETAL SUSTAINABILITY” - James Abugu, PhD (University of Nigeria Nsukka)

11:00

“Environmental knowledge, attitude, values and personality as the main determinants of consumer green behavior among Generation Z” - Katarzyna Rozenkowska, MBA (University of Warsaw)

11:20

“Green Marketing on Social Media: A Systematic Literature Review and Future Research Directions” - Elnur Nabivi, MSc (University of Warsaw)

11:40

“Gamification on improving Corporate Social Responsibility communication” - Filip Wójcik, MA (University of Warsaw)

12:00

“Perceptual experiences on the sustainability of small-scale running events; a qualitative study of Mavrovouni Skydra Hill Race” - Sofia Gkarane, MA (University of Macedonia)

Session 4: Advertising

Chair: Monika Skorek, PhD

12:40

“How do university students perceive visual smog in historic city centers?” - Lucie Kaňovská & David Havir (Brno University of Technology)

13:00

“What will happen to Offline Shopping? The effects of controlled external triggers on the decision-making process of consumers and purchase behavior of fast-moving consumer goods” - Lucas Burckel, MSc & Lynn L. K. Lim, PhD (University of Applied Sciences and Arts Northwestern Switzerland)

13:20

“Elements of advertising psychology in spots promoting OTC drugs, dietary supplements and food - a comparative analysis” - Joanna Chlebiej, MA (University of Warsaw)

Session 5: New trends in Marketing & Consumer Behaviour

Chair: Agnieszka Wiśniewska, PhD

12:40

“New trends and new challenges in Consumer Behaviour and Consumer Rights Protection” - Anatolijs Krivinsh, PhD (Daugavpils University)

13:00

“Static vs. Dynamic approach to the power in B2B relationships – conceptual paper” - Paweł Kaliszewski, MA (Białystok University of Technology)

13:20

“Consumer as a source of design solutions in new product development process” - Beata Piątkowska, MA (University of Warsaw)

Session 6: Social media

Chair: Michał Ścibor-Rylski, PhD

13:50

“Role of Influencers in buying behavior of Consumers” - Shikha Sharma, PhD (Amity University) & Anupama Mahajan, PhD (University of Delhi)

14:10

“Media marketing activities of VOD platforms (available in Poland) in social media” - Ksenia Wróblewska, MA (University of Warsaw)

14:30

“Would you pay an Insta-doctor a visit? Social media personal brands and consumer perception” - Małgorzata Szwed, MA (University of Warsaw)

Conference Programme Committee



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University of Warsaw



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