



SSIM 2022
UNIVERSITY OF WARSAW



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The 5th SSIM International Conference Marketing and Consumer Behaviour: Current Challenges

Warsaw, 13-14 June 2022



SESSION 1 (9:30-11:00)

Session 1 (Aula B205 – 2nd floor & ZOOM)		New trends and concepts in marketing & consumer behavior Chair: Katarzyna Dziewanowska & Agnieszka Kacprzak
9:45	Daniel Dan	Customer's Feedback Responses in Reviews: Word Triggers.
10:00	Katarzyna Sanak-Kosmowska	What Cancel Culture means for brands? Just a trend or a change in consumer behavior
10:15	Przemysław Tomczyk	Do we need a new bibliometric method in marketing? Case study of variables mapping
11:30	Iuliia Gernego and Tetiana Shkoda	The growing importance of business social responsibility in creating additional value for the customer

11:00-11:15 Coffee Break

SESSION 2 (11:15-12:45)

Session 2A (Aula B205 – 2nd floor & ZOOM)		Consumers demographic Chair: Katarzyna Dziewanowska
11:15	Kelaniyage Shihan Dilruk Fernando	GENDER FACTOR, PLACE OF RESIDENCE, AND MOBILE SHOPPING BUYING BEHAVIOR DURING THE COVID-19 PANDEMIC.
11:30	Anna Jasiulewicz	Seniors on the functional foods market – marketing challenge for enterprises
11:45	Klaudia Macias	Femvertising and a new portrait of the female body in advertising
12:00	Kamila Szymańska (on-line)	Social determinants of fashion product purchases by generation Z consumers
12:15	Anupama Mahajan (on-line)	Social Media Networking Sites: Assessing their Role and Incidence on the Mindfulness of the Youth

Session 2B (ZOOM)		Sustainability Chair: Agnieszka Wiśniewska
11:15	Anna Dziadkiewicz (on-line)	Changing approaches to service design in the tourism industry. Are we ready for sustainable tourists?
11:30	James Abugu (on-line)	Ethical Consumption: Effect on Sustainable Marketing
11:45	Shatanu Watane (on-line)	The Role of Public Relations in improving quality of products and services in India
12:00	Vijaykumar Dharurkar (on-line)	Role of Public Relations in social marketing in India

Session 2C (ZOOM)		Public sector Chair: Agnieszka Wilczak
11:15	Anatolijs Krivins (on-line)	Features of the public sector as a customer
11:30	Gunta Grinberga-Zalite (on-line)	Promotion of the prestige of teacher's profession: the case of Latvia
11:45	Musa Abdullahi (on-line)	IMPACT OF STANDARD ORGANIZATION OF NIGERIA (SON) ON REDUCING SUBSTANDARD PRODUCTS IN ZAMFARA STATE-NIGERIA
12:00	Nor Irvoni Mohd Ishar (on-line)	A Content Analysis of distribution channel effect in Business Model Canvas (BMC)
12:15	Svetlana Polovko (on-line)	Social innovation opportunities in sustainable regional development

12:45-13:00 Coffee Break

SESSION 3 (13:00-14:30)

Session 3A (Aula B205 – 2nd floor & ZOOM)		Advertising and branding Chair: Agnieszka Kacprzak
13:00	Yauheniya Barkun	Regional Branding for Attracting Talents
13:15	Małgorzata Szwed	Building a personal brand through the promotion of scientific research. Opportunities and challenges.
13:30	Joanna Chlebiej	Factors differentiating advertising of dietary supplements from advertising of OTC drugs and food
13:45	Elnur Nabivi	The Concept of Green Marketing on Social Media: A Qualitative Content Analysis
14:00	Nor Irvoni Mohd Ishar (on-line)	Effective Use of Technological Capabilities in Creating Awareness for a three-star hotel During the Covid-19 Pandemic

Session 3B (ZOOM)		Online consumer behavior Chair: Anna Bianchi
13:00	Shahriar Jedly (on-line)	Reviewing the Effects of Impediments of Intention to Trust for Purchasing Online Products
13:15	Elizabeth Kempen (on-line)	Beyond COVID-19: Is the decision to purchase apparel still favouring the online shopping channel in emerging markets?
13:30	Agnieszka Puć (on-line)	Consumer attitude to online shopping
13:45	Wilbert Manyanga (on-line)	The Effect of social media marketing on brand loyalty in the hospitality industry in Zimbabwe

Session 3C (ZOOM)		Consumers' psychology Chair: Michał Ścibor Rylski
13:00	Shuvam Chatterjee (on-line)	Mapping consumers' subconscious decisions with the use of ZMET in a retail market setup
13:15	Muhammad Tahir Jan (on-line)	THE IMPACT OF INFORMATIVENESS, ENTERTAINMENT, AND PERCEIVED RELEVANCE ON MALAYSIAN CUSTOMERS' PURCHASE INTENTION OF COSMETIC PRODUCTS
13:30	George Tamiolakis (on-line)	Status-Seeking Behavior, Status Consumption And The Pursuit Of Happiness
13:45	Filip Targowski & Filip Wójcik (on-line)	Gamification mechanisms in shared mobility - systematic literature review

14:30 Lunch