



**SUMMER SEMINAR  
IN MARKETING**

The 6<sup>th</sup> SSIM International Conference  
Marketing and Consumer Behaviour:  
Current Challenges

# CONFERENCE PROGRAMME

Warsaw, Poland | 12-13 June 2024

## 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 AACSB, EQUIS and AMBA accredited.



## Live Sessions' Plan

**09:30**

**OFFICIAL OPENING**

prof. Grzegorz Karasiewicz - Dean of Faculty of Management

**09:45**

Session 1

**"Technology and digital marketing"**

**11:00**

**COFFEE BREAK (30 min)**

**11:30**

Session 2

**"Social media and influencer marketing"**

**12:45**

**LUNCH BREAK (60 min)**

**13:45**

Session 3

**"New trends and concepts in marketing"**

**14:45**

**OFFICIAL CLOSING**

**Conference time 09:30 - 15:00**



**12 JUNE 2024  
LIVE SESSIONS**



**SUMMER SEMINAR  
IN MARKETING**

## Session 1: Technology and digital marketing

Chair: Katarzyna Dziewanowska, PhD

09:45

“Digital marketing in the context of artificial intelligence”  
– Anatolijs Krivins (Daugavpils University)

10:00

“AI-powered Marketing: Opportunities, and Challenges for Marketers”  
– Edyta Gołąb-Andrzejak (Gdańsk University of Technology)

10:15

“Motivating the marketing research respondents to provide more elaborated answers”  
– Michał Ścibor-Rylski (University of Warsaw)

10:30

“Trends and Consumer Preferences in Choosing a Platform for Searching Gastronomic establishment in Warsaw’s Ochota District.”- Danila Kryvets (University of Warsaw)

10:45

“Virtual reality technologies and customer experience”  
– Dawid Gajda (University of Warsaw)

## Session 2: Social media and influencer marketing

Chair: Agnieszka Kacprzak, PhD

11:30

“Towards new perspective of using social media: museums activity on LinkedIn”  
– Magdalena Sawczuk (Jagiellonian University in Krakow)

11:45

“Consumer motivations related to attitudes towards influencers”  
– Paweł Wójcik (University of Warsaw)

12:00

“Physicians actions on social media and its' output on behavioral intention based on trust” - Małgorzata Szwed (University of Warsaw)

12:15

“The role of Social Media on Consumer Behaviour: Exploring the dynamics of Emerging Social Media Platforms and the Interconnected Consumer Behaviour in the Digital Age.”  
– Oluwadoyinsolami Deborah Olaosebikan (University of Humanities and Economics in Łódź)

12:30

“The Role of Social Media in Green Marketing: How Eco-Friendly Content Influences Brand Image and Consumer Engagement”- Elnur Nabivi (University of Warsaw)

## Session 3: **New trends and concepts in marketing**

Chair: Agnieszka Wiśniewska, PhD

**13:45**

**“Toward Charity Engemement of Generation Z. Empirical Research on the Polish Young Donators”** - Liwia Delińska & Sylwia Badowska (University of Gdańsk)

**14:00**

**“Unraveling the Paradoxes of Consumer Engagement with CSR: A Millennial Perspective”**  
- Tomáš Kincl (Prague University of Economics and Business)

**14:15**

**“The Emotional Landscape of Reactions to Femvertising: Noble Endeavors or Strategic Maneuvering?”** - Klaudia Macias (University of Warsaw)

**14:30**

**“Cracking the Meme Code: Investigating Factors Influencing the Perception and Effectiveness of Internet Memes in Marketing Communication”**  
- Mateusz Kiljańczyk (University of Warsaw)

**13 JUNE 2024  
ONLINE SESSIONS**



**SUMMER SEMINAR  
IN MARKETING**

## Session 1: Concise consumer communication through robust labels for bio-based systems

Chair: Agnieszka Wiśniewska, PhD

09:30

“3CO - project purpose and assumption” - Maarit Halttunen (VTT Technical Research Centre of Finland Ltd)

09:40

“Spinnova - case study”  
- Shahriare Mahmood (Spinnova)

09:50

“Research tendencies on consumer behaviour towards sustainable products”  
- Marcin Żemigata (University of Warsaw)

10:00

“State-of-the-art report on consumer behaviour towards sustainable products”  
- Hannamaija Tuovila (VTT Technical Research Centre of Finland Ltd)

10:10

“Consumer attitudes toward sustainability and willingness to buy bio-based products”  
- Agnieszka Wiśniewska (University of Warsaw), Katarzyna Liczmańska-Kopcewicz (Nicolaus Copernicus University)

10:20

“Trends in consumer behavior: responsible consumption”  
- Magdalena Marczevska & Magdalena Klimczuk-Kochańska (University of Warsaw)

10:30

“Data Management of Gamification Application Data: Using a Data Management Platform (DMP) to Better Understand Pro-environmental Attitudes Among Consumers”  
- Edyta Barmentloo (University of Warsaw)

10:40

“Games as an Engagement Tool - App Gamification for Business Purposes”  
- Michał Mijal (University of Warsaw)

10:50

Q&A



## Session 2A: Online consumer behavior

Chair: Agnieszka Kacprzak, PhD

- 11:15** “Is influencer marketing effective in building brand recall and improving purchase intentions among Gen.Z on Instagram?” - Rajesh Srivastava (NLDIMSR University of Mumbai)
- 11:30** “Can influencer marketing be the next buzz word for marketing communications”  
- Ankita U. Parikh (Parul University), Parag. Sunil Shukla (The Maharaja Sayaji Rao University of Baroda Vadodara)
- 11:45** “The role of digitalization in redesigning captive services systems”  
- Marek Gnusowski (Poznan University of Economics and Business), Kristina Heinonen (Hanken School of Economics, Finland)
- 12:00** “Effect of Social Media Platforms Advertisements on Electorates Choice of Political Party’s Candidates in Zamfara State, Nigeria”  
- Abdullahi Musa (Federal Polytechnic Kaura Namoda, Zamfara State, Nigeria)
- 12:15** “The Alluring Effect of Augmented Reality on Behavioural intention of consumers: A Sequential and Parallel Mediation Analysis” - Dipti Malhotra (Punjabi University)

## Session 2B: CSR & sustainability

Chair: Elnur Nabivi, MA

- 11:15** “Consumer Perspectives on Corporate Social Responsibility: Aligning Expectations with Motivational Values for Sustainable Business Practices” - Geeta Devi & Anupama Mahajan (University of Delhi)
- 11:30** “Green Marketing Strategies for Sustainable food items and consumer behavior: A Systematic Literature Review” - Amina Irfan (University of Łódź)
- 11:45** “Cross-Cultural Disparities in Consumer Use of EU Ecolabel”  
- Madalina Balau (Danubius University of Galati)
- 12:00** “Green Purchase Intention Driven by Environmental Sustainability”  
- James Abugu (University of Nigeria Nsukka)
- 12:15** “Corporate Digital Responsibility in Company-Consumer Relationships: A Social Contract Theory Approach” - Feyza Nur Ozkan (Istanbul University), Aylin Ecem Gursen (Galatasaray University)
- 12:30** “Sustainable Store Atmospheric Cues as Drivers of Impulse Buying Tendencies: An Empirical Analysis on Fast Fashion Retail Industry” - Sneha Rajput & Tarika Singh Sikarwar (Prestige Institute of Management and Research, Gwalior)

## Session 3A: Consumer behavior

Chair: Katarzyna Dziewanowska, PhD

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|-------|--|
| 13:00 | "A study to understand consumer buying behavior and purchase decision-making process" - Ankit Katrodia (North-West University)   |
| 13:15 | "All my weapons are over, Brand Heroes to the escape" - Souvik Roy Choudhury (Central University of Jammu), Upkar Singh (Indian Institute of Management Jammu), Pooja Dhayal (Central University of Jammu)         |
| 13:30 | <del>"Overall Impact of Tourism on Level of Cultural Tourism Activities and Personal Benefits in Uttarakhand, India"</del> - Bipin Chandra Pant (Galgotias University)   |
| 13:45 | "Customer Satisfaction and Word of Mouth Intention as Mediators of the Effect of Customer Experience on Loyalty" - Wilbert Manyanga (Midlands State University)  |
| 14:00 | "Navigating the Dynamics of Marketing and Consumer Behaviour: Addressing Contemporary Challenges in a Globalized Marketplace"<br>- Rashika Shukla (Maharana Pratap Engineering College Kanpur Uttar Pradesh India) |

## Session 3B: Marketing strategy

Chair: Marek Gnusowski, PhD

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| 13:00 | "The role of strategic planning in creating the image of Academic Cities"<br>- Piotr Sołowiej (Maria Curie-Skłodowska University in Lublin)   |
| 13:15 | <del>"Enhancing Customer Loyalty Through Effective Recovery Strategies: A Case Study of the Greek Foodservice Industry"</del> - Nikolaos Meselidis (University of Bolton), Sofia Gkarane (New York College) |
| 13:30 | "Power practices in business relationships of sales platforms and vendors"<br>- Aleksander Znosko-Czarnecki (Kozminski University)  |
| 13:45 | "Analysis of integrated marketing communications of food supplements in Latvia"<br>- Anna Oborska & Gunta Grīnberga Zālīte (Latvia University of Life Sciences and Technologies)                            |
| 14:00 | "Creativity stimulating methods in management and marketing"<br>- Julia Fangrat (University of Warsaw)  |
| 14:15 | "How to implement 3D printed medical device to medicine market"<br>- Andrzej Zakrzęcki (AGH University Krakow)  |

Contact us  
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The conference partner is the journal

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