

Conference Program

25. ICRM - International Colloquium on Relationship Marketing September 12-15, 2017 | Munich, Germany

Tuesday, September 12th

18:00 – 20:00 Welcome Reception, Café Reitschule (Königinstr. 34)

Wednesday, September 13th (W101, Leihrturm)

08:00 – 08:30	Registration and Coffee (V002)
08:30 – 08:45	Welcome Address
08:45 – 09:45	Keynote: Professor Christian Grönroos “Relationship Marketing Readiness”
09:45 – 10:15	Coffee Break (V002)
10:15 – 12:15	Paper Session 1: Customer Experience <ul style="list-style-type: none"> • Customer Experience Quality: Quo Vadis? Julija Dzenkovska, Fred Lemke, Klaus Schöfer and Nima Heirati • The CX Scale: Measuring Customer Experiences Throughout the Customer Journey Markus Gahler, Michael Paul and Jan F. Klein • Seamless Customer Experience: Conceptualisation and Measurement. Connecting the Experience for the Technology Driven Consumer. Helen Cocco and Nathalie Demoulin • Demotion in Loyalty Program Status: The Role of Status Level B. Ramaseshan, Ana Jakic and Maximilian Wagner
12:15 – 13:15	Lunch Break (Primo Cafebar, Ludwigstr. 28)
13:15 – 14:45	Paper Session 2: Happiness and Social Media <ul style="list-style-type: none"> • I’ve Got the Power ... But Does It Make Me Happy? Effects of Personal and Social Power on Subjective Well-Being Andreas Munzel and Sylvie Borau • Display of Employee Happiness in Marketing Communications and Its Implications for Customers’ Experience-related Beliefs Regarding an Offer Magnus Söderlund and Sofie Sagfossen • What Matters in Companies’ Facebook Communication? Helge Löbler and Matthias Scholl • Not Always the Same Story? Comparing the Effectiveness of Hotel Reviews in the Contexts of Facebook, Travel Communities, and Tripadvisor Bastian Popp, Chris Horbel and Herbert Woratschek
14:45 – 15:15	Coffee Break (V002)

Wednesday, September 13th (W101, Lehrturnm)

15:15 – 16:45	<p>Paper Session 3: Customer Experience and Segments in Sports and Music</p> <ul style="list-style-type: none"> • Value Co-Creation in Sport Charles Jones, Kevin Byon and Kyungyeol Kim • Embodied Service Experience in Group Fitness Context Tiina-Kaisa Kuuru • The Agony of Choice? Exploring the Underlying Motivation to Use an Automated or Interpersonal Service in a Fitness Context Silke Bartsch and Yingzi Xu • Identifying Customer Behaviour Segments Based on a Hierarchy of Engagement – an Exploratory Study of a Music Festival Nicole Koenig-Lewis and Adrian Palmer
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18:30 Guided City Tour (Meeting Point: Mariensäule at Marienplatz)

20:00 Informal Dinner (Zum Franziskaner, Residenzstr. 9)

Thursday, September 14th (W201, Lehrturnm)

08:00 – 08:30	Coffee (V002)
08:30 – 10:00	<p>Paper Session 4: Value Co-Creation and Service-Dominant Logic</p> <ul style="list-style-type: none"> • Value Design, Value Location and Value Ownership: The Shifting Sands of Customer Experience Mark Toon • Value Co-Creation and Co-Destruction by Consumers Themselves Kyungyeol Kim, Kevin Byon and Charles Jones • Engaging Individuals in Value Co-Creation Through Experience: The Interplay Between Extrinsic and Intrinsic Motivation Stephane Thion, Andreas Munzel and Eric Vernet • Ecosystem Creating Experiences: A Case from Pediatric Healthcare Lauri Litovuo and Leena Aarikka-Stenroos
10:00 – 10:30	Coffee Break (V002)
10:30 – 12:00	<p>Paper Session 5: Relationship Marketing and Macromarketing</p> <ul style="list-style-type: none"> • Reinvigorating Relationship Marketing: A Customer Experience Perspective Ewa Krolikowska, Helen Bruce and Tara Rooney • Conceptualising Customer-Perceived Environmental Value: Exploring the Perspectives of Third-party Logistics Buyers Alexandre Metreveli, Beverly Wagner and Fred Lemke • Drivers and Outcomes of Consumer Responsibility – Insights from the Fashion Industry Nina Bürklin • The Paradox of Institutions: The Experience of Recovering Alcoholics Larissa Carine Braz Becker
12:00 – 13:00	Lunch Break (Primo Cafebar, Ludwigstr. 28)
13:00 – 13:45	Keynote: Dr. Klemens Joos “Managing Governmental Relations”
13:45 – 14:15	Coffee Break (V002)

Thursday, September 14th (W201, Lehrturnm)

14:15 – 15:30	<p><i>Paper Session 6: The Future of Relationship Marketing</i></p> <ul style="list-style-type: none"> • Customer Service Measurement in an Experience Economy Helen L. Bruce, Sahar Mousavi and Jamie Burton • Innovation in Relationship Marketing: Evidence from Four Case Retail Banks in Sri Lanka Roshan Panditharathna and David Bamber • Cyborgian Encounters in Relationship Marketing Contexts Tracy Harwood and Tony Garry
15:30 – 16:00	Coffee Break (V002)
16:00 – 16:45	<p><i>Workshop: Design Thinking and Service Experience</i></p> <ul style="list-style-type: none"> • Conceptual Advancement in Relationship Marketing by Design Thinking: A Pedagogical Example of Service Experience Design Ronald Ferguson and Michele Paulin
16:45 – 17:45	<p><i>Keynote: Professor Bernd Schmitt</i> “Experience in the Future: Dehumanized, Re-humanized”</p>
17:45 – 18:00	<i>Concluding Remarks and Outlook on the 26th ICRM</i>

20:00 Gala Dinner (Neuhauser Wohnküche, Lachnerstr. 1)

Friday, September 15th (Experience Day)

- 10:00 – 12:30 **Behind the Scenes at Bayerische Staatsoper**
Guided Tour and Discussion with Dr. Matthias Schloderer,
Head of Strategic Management & Marketing
(Meeting Point: Bayerische Staatsoper, Max-Joseph-Platz 2)
- 12:30 – 14:00 Lunch Break
- 15:00 – 16:00 **Guided Tour at BMW World (BMW Welt, Am Olympiapark 1)**



