



ICTO 2016: Information and Communication Technologies in Organizations and Society

Paris, 3 - 4 of March 2016

ICTO 2016 – Track **Marketing and Societies at the digital age**

Send to: ICTO2016@icto.info by sept 1st, 2015

Track Title: Marketing in the digital age: How to adapt to the society's new expectations.

Track Chair 1:

Name	Imed Ben Nasr
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Affiliation	La Rochelle Business School
Phone numbers	0628331587
website URLs	

Short Bio:

Imed Ben Nasr, PhD, is an Associate Professor of marketing at La Rochelle Business School. His research topics concern the consumer's digital experience, their determinants, components and influences on the brand-consumer relationships. His research also focuses on quantitative research methods and their use in marketing research. He has published papers on these topics in refereed journals and conferences. He also obtained the award for the best research paper at the International Congress of Watchmarker Marketing (2008) and the award for the best case study in marketing delivered by the Centre of Case Studies and Pedagogical Media (2015).

Track Chair 2:

Name	Kenneth Richard DEANS
e-mail address	deansk@esc-larochelle.fr
Affiliation	La Rochelle Business School
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Short Bio

Ken is a professor at La Rochelle Business School having previously worked and taught in Scotland, New Zealand, China and Chile. He has published over 30 peer reviewed journal articles and authored 80 peer reviewed conference papers, 9 book chapters, most notably with P Kotler and supervised 7 PhDs to completion. His research interests are in marketing strategy, business to business clusters, and services as they relate to digital marketing. Currently he is working on B2B cluster performance, country of origin effects on new world wines and augmented reality.

Track Chair 3:

Name	
e-mail address	
Affiliation	
Phone numbers	
website URLs	

Short Bio

Max 5 lines

Short description of the track

The digitalisation of our society has led to profound changes in the behaviour of the 21st century consumer. Behaviour that, according to Sadin (2015), is profoundly evolving in its manifestations and the psychological process that underlie it. The aim of this session is to explore the manifestations, the causes and the consequences of “digitalised” consumer experiences. The papers presented Will focus on :

- *The appropriation process of mobile technologies by the consumer.*
- *The role of mobile technologies in valuing the customer's offline experience as the museum's visit, and*
- *How the attributes of the website Would influences the psychological processes that underline the consumer's online browsing and buying process.*

That is, the topics of this track Will concern:

- *ICT and consumer's online and offline experiences.*
- *Acquisition and absorption of knowledge with ICT.*
- *Website valuing the technologies and online experiences.*

Type of contribution:

• Full research papers	
• Research in Progress papers	
• Both	+

List of reviewers

Name	E-mail	Affiliation	Commitment*
1. Imed Ben Nasr	bennasri@esc-larochelle.fr	La Rochelle Business School	Committed
2. Kenneth Deans	deansk@esc-larochelle.fr	La Rochelle Business School	Committed
3. Rémi Bréhonnet	brehonnetr@esc-larochelle.fr	La Rochelle Business School	Asked
4. Joelle Lagier	lagierj@esc-larochelle.fr	La Rochelle Business School	Asked
5. Valentina Kirova	kirovav@esc-larochelle.fr	La Rochelle Business School	Asked
6. Amir Hasnaoui	hasnaouia@esc-larochelle.fr	La Rochelle Business School	Asked
7. Alice Audrezet	alice.audrezet@isg.fr	ISG International Business School	Asked



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8. Lisa Thomas	lisathomas239@gmail.com	Neoma Business School	Potential
9. Tan VOTHANH	vothanht@esc-larochelle.fr	La Rochelle Business School	Potential

*Committed; asked; potential

Additional information:

- Audrezet A. and Caffier de Kerviler (2016), The Effect of Contextualized Background Picture in the Context of an Online Purchase of Clothes.
- Ben Nasr I. and Lagier J. (2016), the role of the mobile in valuing the experience of museum visit : An exploratory research.
- Ben Nasr I., Deans K. and Thomas L. (2016), The brand website`s potential for conditioning the experience of mental imagery: the role of website usability.
- Medjroubi I. et Trinquecoste J. F. (2016), l`influence des traits de personnalité sur la perception du risque : achat des Tablettes, Smartphones et Objets Connectés sur internet.