

Venue: Faculty of Economics - University of Algarve - Campus of Gambelas

October, 18

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| | 09:00 | Registration |
| 09:30 | 09:50 | Welcoming Session - Auditorium of the Faculty of Economics |
| 10:00 | 11:00 | Keynote Speaker: Jörg Henseler - PRESENTATION TITLE: Being Rigorous and Relevant: On the Interplay of Marketing and Design Research Auditorium of the Faculty of Economics Chair: Prof Jafar Jafari |
| 11:00 | 11:30 | Coffee Break |
| 11:30 | 13:00 | Paralell sessions |

Room 3A

11:30 13:00 Session 1 (A): Corporate Branding (English) - 15 minutes presentation

Chair: João Guerreiro

| ID | AUTHOR | TITLE |
|----|--|--|
| 1 | 128 Florian Lückenbach; Holger J. Schmidt | DESIGNING SOCIAL ENTREPRENEURIAL BRAND MEANING |
| 2 | 30 Armita Serajzadeh; Manuela Guerreiro; Patrícia Pinto; Hassan Sadeghi Naeini | TOWARD HIGHER EDUCATION BRANDING THROUGH SERVICE DESIGN |
| 3 | 96 Sofia Vairinho; João Guerreiro; Sónia Rodríguez Sánchez; Francisco José León Sanz | THE BRAND DEFINITION AND THE LEGAL APPROACH IN ORDER TO OBTAIN A SUCCESSFUL BUSINESS STRATEGY FOR SPIN-OFF COMPANIES |
| 4 | 113 Sophie Schüller; Daniel Dietrich | REBRANDING OF RETAIL STORES |

Room 3B

11:30 13:00 Session 2 (B): Experience design & Co-Creation (English) - 15 minutes presentation

Chair: Júlio Mendes

| ID | AUTHOR | TITLE |
|----|--|---|
| 1 | 17 Celso Augusto de Matos; Marlon Dalmoro; Marcia Dutra de Barcellos | FARMERS CO-CREATION OF VALUE IN THE ORGANIC FOOD MARKET |
| 2 | 145 Anna Biernacki; Júlio da Costa Mendes; Nelson Matos | STUDENT'S ERASMUS EXPERIENCE IN IBERIAN PENINSULA. AN HOLIST APPROACH. |
| 3 | 88 Mohammad Bagheri; Cláudia Braga da Cunha | INNOVATION THROUGH EXPERIENCE ECONOMY: THE SYNERGY BETWEEN PRODUCTS, SERVICE AND EXPERIENCES! |
| 4 | 126 Fatima Lampreia Carvalho; Manuela Guerreiro | THE ZOOMARINE: AN APPROACH TO THEME PARK BRAND EXPERIENCE |
| 5 | 144 Magda Maria Vieira Fernandes Wikesjo | MEASURING CULTURAL EVENT EXPERIENCES: INSIGHTS FROM 365 ALGARVE |

Room 3C

11:30 13:00 Session 3 (C): Creativity & colour (Portuguese and Spanish) - 15 minutes presentation

Chair: Pedro Calado

| ID | AUTHOR | TITLE |
|----|---|--|
| 1 | 11 Sónia Moreira Cabeça; João Filipe Marques; Alexandra Rodrigues Gonçalves; Mirian Tavares | CREATIVE TOURISM AS AN INDUCTOR OF COCREATION EXPERIENCES |
| 2 | 6 João Pedro Lopes; Marta Silvério | FACTORS INFLUENCING THE PURCHASE OF YOGURTS AND DAIRY DESSERTS OF PRIVATE LABEL |
| 3 | 84 Anamaria Amaral Rezende Galeotti | THE CHALLENGE OF TEACHING COLOR: A METHOD FOR GRAPHIC DESIGN. |
| 4 | 12 Ana María Torres Caballero; María Alejandra Borbón Fortunato; José Javier Aguilar Zambrano | NEW PRODUCT INTRODUCTION ON MARKET IN SMES: AN APPROACH OF DECISION MAKING BASED ON DESIGN |
| 5 | 95 David Felipe Llindo Parada; José Eduardo Naranjo | A CASE STUDY: METHODOLOGICAL MODEL FOR RESEARCH PROJECTS THAT INVOLVE DESIGN |

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| 13:00 | 14:10 | Lunch |
| 14:15 | 15:15 | Keynote Speaker: Pedro Gomes - PRESENTATION TITLE: Design, Marketing, Technology & Humans - Driving Holistic Innovation - Auditorium of the Faculty of Economics Chair: Maria Caeiro Guerreiro |
| 15:15 | 15:45 | Coffee Break |
| 15:45 | 17:15 | Paralell sessions |

Room 3A

15:45 17:15 Session 4 (D): Product branding (English) - 15 minutes presentation

| Chair: Patrícia Pinto | ID | AUTHOR(S) | TITLE |
|-----------------------|----|---|--|
| | 1 | 125 Cristina Santos; Marta Lopes; Rui Estrela | DETERMINANTS FACTORS IN THE CONSTRUCTION OF THE IDENTITY OF YOUNG ADULTS THROUGH THE CONSUMPTION OF CLOTHING AND FOOTWEAR BRANDS |
| | 2 | 135 Mauricy Alves da Motta Filho | SERVICE BRANDING: OPERATIONALIZING A CUSTOMER EXPERIENCE CENTRIC APPROACH TO BRANDING |
| | 3 | 100 Thorsten Autmaring; Hartmut Holzmüller | USING ETHNOGRAPHY AS A TOOL FOR USER-DRIVEN PRODUCT ENHANCEMENT |
| | 4 | 114 Pedro Quelhas Brito; Nisrine Chercani; Diogo Martins | MANAGER'S PERSPECTIVE ON HOSPITALITY QUALITY: FROM CONCEPTUALIZATION TO OPERATIONALIZATION |
| | 5 | 36 Armita Serajzahedi; Seyed Hashem Mosaddad; Neda Shokranipour; Mahtab Khavareh; Niloufar Vasetipour | STUDY OF COLOUR PREFERENCES FOR IRANIAN SAFFRON PACKAGING CONSIDERING CUSTOMERS' CONNOTATIONS |
| | 6 | 131 Ricardo Melo; Miguel Carvalhais | AFFORDING SERENDIPITY: HUMAN ACTIVITIES FOR VALUABLE UNPREDICTABILITY IN THE DIGITAL MEDIUM |

Room 3B

15:45 17:15 Session 5 (E): Environmental and interior Design (English) - 15 minutes presentation

| Chair: Gabriela Soares | ID | AUTHOR(S) | TITLE |
|------------------------|----|--|---|
| | 1 | 89 Ghaith Breiss | EXAMINING THE VISUAL CULTURE OF THE MEDITERRANEAN |
| | 2 | 40 Armita Serajzahedi; Seyed Hashem Mosaddad | IDENTIFYING STUDENTS' PREFERENCES TO DESIGN PLEASANT LEARNING ENVIRONMENTS |
| | 3 | 87 Martin van der Zwan; Stanzi Winkel | DESIGN FOR IMPROVEMENT OF PUBLIC SPACE: A NEW APPROACH |
| | 4 | 137 Claudia Helena Nunes Henriques | EUROPEAN ENHANCEMENT OF CULTURAL AND CREATIVE TOURISM: AN OVERVIEW |
| | 5 | 85 Pegah Zandi; Pooyan Sedarati | SMART TOURISM EXPERIENCE ENHANCEMENT THROUGH CUSTOMER JOURNEY MAPPING: GAPS AND OPPORTUNITIES FOR A CUSTOMIZED EXPERIENCE |

Room 3C

15:45 17:15 Session 6 (F): Tourism and Digital Marketing (Portuguese and Spanish) - 15 minutes presentation

| Chair: Eugénia Ferreira | ID | AUTHOR(S) | TITLE |
|-------------------------|----|--|--|
| | 1 | 122 Miguel Ángel Sánchez | ESTUDIO DE LA LABOR DEL COMMUNITY MANAGER EN EL SECTOR HOTELERO |
| | 2 | 134 Pedro Palos-Sanchez; Marisol Correia; Jose Ramon Saura | MOBILE APPS DESIGNED FOR MARKETING AND TOURISM: THE CASE OF SPANISH AND PORTUGUESE USER BEHAVIOUR IN MOBILE TOURISM APPS |
| | 3 | 132 Javier Perez-Aranda | COMMITMENT AND COMPETENCE AS INFLUENCERS OF EWOM VALENCE. THE CASE OF SPANISH ACCOMMODATION IN TRIPADVISOR |
| | 4 | 117 Nicolau Miguel Almeida | THE IMPACT OF THE GDPR ON THE IMPLEMENTATION OF THE CRM STRATEGY AND THE CUSTOMER EXPERIENCE |

20:00 Conference Dinner - Restaurante Faz Gostos

October, 19

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| | 09:00 | Registration |
| 09:30 | 10:30 | Keynote Speaker: Carsten Baumgarth - PRESENTATION TITLE: Color explosion meets RAL 4010 – Boundary points and collaborations of arts and brands - Auditorium of the Faculty of Economics Chair: Prof Júlio Mendes |
| 10:30 | 11:00 | Coffee Break |
| 11:00 | 12:30 | Paralell sessions |

Room 3A**11:00 12:30 Session 1 (G): Place branding and smart destinations (English) - 15 minutes presentation**

| Chair: Hartmut Holzmüller | ID | AUTHOR(S) | TITLE |
|---------------------------|----|--|--|
| | 1 | 27 Nuno Baptista | A LITERATURE REVIEW ON PLACE BRANDING RESEARCH: THE PAST, PRESENT AND THE WAY FORWARD |
| | 2 | 32 Homayoun Golestaneh; Manuela Guerreiro; Patricia Pinto; Seyed Hashem Mosaddad | ON THE ROLE OF STAKEHOLDERS IN PLACE-BRAND MANAGEMENT |
| | 3 | 115 Jianjian Mou; Pedro Quelhas Brito | PERCEPTIONS OF EUROPE AS TOURISM DESTINATION: PERSPECTIVES OF MACAU AND MAINLAND CHINESE OUTBOUND TOURISTS |
| | 4 | 109 Aarash Baktash, Pooyan Sedarati, Daniel R. Fesenmaier | DESIGNING SMARTER TOURISM DESTINATIONS: COLLABORATION BETWEEN DESIGNERS AND DATA SCIENTISTS TO CREATE VALUE FOR VISITORS |
| | 5 | 81 Maryam Eskandarifar, Nima Safdarian, Mina Eskandarifar | STUDY OF THE POSITION OF MINA KARI INDUSTRY IN BRANDING OF ISFAHAN CITY |
| | 6 | 57 Zahra Masoudi Amin, Susan Ebrahimi | NEEDS ASSESSMENT, INFRASTRUCTURE THINKING FOR APPLICATION DESIGN, BASED ON ABRAHAM MASLOW'S THEORY |

Room 3B**11:00 12:30 Session 2 (H): Marketing Approaches (Portuguese and Spanish) - 15 minutes presentation**

| Chair: Nelson Matos | ID | AUTHOR(S) | TITLE |
|---------------------|----|--|---|
| | 1 | 129 Ana Pinto de Lima; Sandrina Francisca Teixeira; Fernando Silvério da Cruz | GENERATION Z AND SOCIAL MEDIA: THE INFLUENCE ON THE CONSUMER PURCHASING |
| | 2 | 116 Guilherme Sette; Pedro Quelhas Brito | ANTI-MARKETING BLOGGERS |
| | 3 | 14 Cristiano Ferreira Loureiro; Sérgio Dominique Ferreira, | THE IMPORTANCE OF THE USER INTERFACE AND USER EXPERIENCE IN A MOBILE DESIGN APPLICATION: A CASE STUDY IN THE AREA OF SCHOOL EDUCATION |
| | 4 | 105 Larissa Siqueira Camargo; Adriano Pereira Cardoso; Erik Felipe Caetano da Silva; Eudes Cristiano Vargas; Fernando Henrique Santana Novaes; Leticia Grazielle Roque | SWOT ANALYSIS OF INTERIOR DESIGNERS OF BRAZIL |

Room 3C**11:00 12:30 Session 3 (I): Social Media Marketing (English) - 15 minutes presentation**

| Chair: João Filipe Marques | ID | AUTHOR(S) | TITLE |
|----------------------------|----|---|--|
| | 1 | 133 Javier Perez-Aranda | PREDICTORS OF NUMBER OF COMMENTS FOR SPANISH ACCOMMODATION IN TRIPADVISOR. THE VARIABLES COMMITMENT AND COMPETENCE |
| | 2 | 124 Silvia Fernandes | THE 'FOURTH INDUSTRY' IN TOURISM MARKETING: TRENDS AND CHALLENGES |
| | 3 | 136 Célia Veiga, Margarida Santos, Paulo Águas, José Santos | ARE MILLENNIALS TRANSFORMING GLOBAL TOURISM? CHALLENGES FOR DESTINATIONS AND COMPANIES |
| | 4 | 86 Luís Nobre Pereira; Paulo Carrasco | ENHANCING THE PRICING EXPERTISE OF AN ONLINE DISTRIBUTION CHANNEL |

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| 12:45 | 14:00 | Lunch |
| 14:00 | 15:00 | Keynote Speaker: Hassan Sadeghi - PRESENTATION TITLE: ErgoSustaiNomics: Making a synergistic collaboration between Marketing and Design - Auditorium of the Faculty of Economics Chair: Maria Carolina Brito |
| 15:00 | 15:30 | Coffee Break |
| 15:30 | 17:00 | Paralell sessions |

Room 3A

15:30 17:00 Session 4 (J): Product Design and Marketing (English) - 15 minutes presentation

| Chair: Luis Pereira | ID | AUTHOR(S) | TITLE | |
|---------------------|----|-----------|--|---|
| | 1 | 9 | Cristina Pedro ; Rui Pedro; Paulo Neves | A SPA CLASSIFICATION FOR PORTUGUESE HOTEL UNITS TO PROMOTE THE EQUALITY IN THE SUPPLY – A MARKETING STRATEGY FOR SERVICE AND SPA DESIGN |
| | 2 | 33 | Seyed Hashem Mosaddad; Homayoun Golestaneh | THE ROLE OF PRODUCT VISUAL CHARACTERISTICS IN CUSTOMER DECISION-MAKING PROCESS |
| | 3 | 143 | Marcelo Eduardo Ribarić | THE BRAND AFFECTIVE EXPERIENCE: THE ADVERTISING MOVIES AND THE PRODUCTION OF AFFECTIONS |
| | 4 | 5 | Ilda M. Pedro ; Júlio da Costa Mendes; Luis Nobre Pereira; Bernardete Dias Sequeira | ALUMNI'S PERCEPTIONS ABOUT COMMITMENT TOWARDS UNIVERSITY: DRIVERS AND CONSEQUENCES |
| | 5 | 75 | Robab Savari , Zeinab Savari, Arezoo Khosravi Farsani | DESIGN TO PROMOTE PATIENT CLEARANCE SERVICES FROM THE HOSPITAL AND PROVIDE RELATED SOLUTIONS |
| | 6 | 52 | Parvane Rezakhanli | THE STUDY OF INTERACTIVE SERVICES DESIGN AND HOW THEY INTERACT IN DESIGNING A SERVING PACKAGE FOR STUDENTS' SUCCESSFUL PLANNING |
| | 7 | 76 | Marzieh Allahdadi ; Mehran Hashemi; Khadijeh Hajivand | ASSESSING THE SATISFACTION OF DERMATOLOGISTS WITH EXAMINATION EQUIPMENT |

Room 3B

15:30 17:00 Session 5 (K): Digital Marketing and service design (English) - 15 minutes presentation

| Chair: Célia Ramos | ID | AUTHOR(S) | TITLE | |
|--------------------|----|-----------|--|---|
| | 1 | 34 | Vladislav Shvedchikov ; Manuela Guerreiro; António Lacerda | MARKETING AND DESIGN INTERSECTIONS: AN APPLIED PROJECT FOR ICMD 2018 - INTERNATIONAL CONFERENCE ON MARKETING AND DESIGN |
| | 2 | 8 | Pedro Cascada; Marisol B. Correia; Nelson Matos ; Carlos M.R. Sousa; Célia M.Q. Ramos | FROM DIGITAL MARKETING TO MARKETING AUTOMATION. PRACTICES AND ANSWERS OF THE PORTUGUESE HOTEL SECTOR |
| | 3 | 10 | Ana Lopes ; Miquel Domènech; Guillermo Talavera | SERVICE DESIGN: CHALLENGES IN THE TRANSPORTATION SECTOR |
| | 4 | 58 | Zahra Masoudi Amin ; Azadeh Jafari | GAMIFICATION THE COMPETITOR'S ACTING IN MARKETING |
| | 5 | 141 | Mehrin Nazari ; Ashkan Mohamed | EXAMINING THE ROLE OF MEDIA AND SOCIAL NETWORKS ON SALE |

Room 3C

15:30 17:00 Session 6 (L): Marketing and Design Thinking (English) - 15 minutes presentation

| Chair: Homayoun Golestaneh | ID | AUTHOR(S) | TITLE | |
|----------------------------|----|-----------|---|--|
| | 1 | 69 | Alie Ghaemmaghamian ; Marzie allahdadi | APPLICATION FOR DESIGN THINKING IN MODERN MARKETING |
| | 2 | 73 | Hadiseh Mannan ; Farzaneh Honarbakhsh | IDENTIFICATION OF EFFECTIVE FACTORS IN THE PRESENTATION OF KILIM IDENTITY THROUGH PACKAGING |
| | 3 | 94 | Zahra Masoudiamin; Elahe Moravej | A COMPARATIVE STUDY OF MARKETING AND GRAPHIC DESIGN OF PACKAGING BASED ON THE SENSE OF VISION IN PRODUCT ADVERTISEMENT |
| | 4 | 142 | Fatemeh Kateb ; Marzieh Allahdadi | DESIGN THINKING: ITS POWER IN DESIGNING BETTER |

17:00 17:20 Closing session - Chair: Prof António Lacerda - Auditorium of the Faculty of Economics

Room 3D

15:30 19:00 Workshop - Color in Design and Marketing (Armita Serajzahedi)