

EMAC

European
Marketing
Academy

41st Annual Conference

LISBON 2012

ISCTE Business School
May 22 to 25



ISCTE  Business School
Lisbon University Institute


EUROPEAN MARKETING ACADEMY

**Converging Consumer Preferences
Online: The Influence of Community
Feedback on creativity and
Satisfaction with Self-Designable
Products**

Christian Hildebrand
University of St. Gallen
Andreas Herrmann
University of St. Gallen
Jan R. Landwehr
University of St. Gallen
Gerald Häubl
University of Alberta

**Counterfeit Luxury Products:
Consumer Attitudes, Behavior and
Cultural Influences**

Alberto Pastore
Sapienza University of Rome
Fabrizio Cesaroni
Universidad Carlos III de Madrid
Ludovica Cesareo
Sapienza University of Rome

Disentangling Affect from Memory

Judith Lynne Zaichkowsky
Simon Fraser University
Martin Reimann
University of Southern California
Antoine Bechara
University of Southern California

**Does Giving Diamonds Make Men
More Attractive?**

Ines Branco Illo
University of Nottingham

**Embarrassment, Disclosure and
Willingness to buy**

Giulia Miniero
Brescia University
Michael Gibbert
Università Svizzera Italiana
Michela Addis
University of Roma Third

**Influencing Factors on the Buying
Behavior in the Software Market**

João Rosário
Escola Superior de Comunicação Social
António Palma dos Reis
Instituto Superior de Economia e Gestão

**Marketing of art or art of marketing:
how to break resistance?**

Joelle Lagier
ESC-Rouen Business School
Virginie De Barnier
IAE Aix en Provence

**Online Book Purchasing Behavior in
France: Both Bread and Cake?**

Mary M. McKinley
ECEM
Aude-Marie Sakiman
ECEM

**Praise of “Domestic”?
Study of Students’ Ethnocentric
Behavior in Hungary**

Szandra Gombos
Széchenyi István University
Judit Makkos-Kaldi
Széchenyi István University
Szilárd Németh
Széchenyi István University