

TIME (GMT-5)	DAY 1 THURSDAY, NOVEMBER 18		
07:30 - 08:00	CONFERENCE REGISTRATION Lobby of the “Centro de Vinculación UPAEP”		
08:00 – 08:30	OPENING SESSION Main hall of the “Centro de Vinculación UPAEP”		
08:30 – 09:45	<p align="center">PLENARY SESSION 1 “Presidential Panel on Emerging Markets.” Academy of Marketing Science (AMS)</p> <p>Session chair:</p> <ul style="list-style-type: none"> Naresh K. Malhotra, Georgia Institute of Technology, Past President AMS <p>Panelists</p> <ul style="list-style-type: none"> Barry Babin, The University of Mississippi, Past President AMS Linda Ferrell, Auburn University, Past President AMS OC Ferrell, Auburn University, Past President AMS John Ford, Old Dominion University, Past President AMS Julie Guidry Moulard, Louisiana Tech University, Current President AMS 		
09:45 – 11:15	<p align="center">TRACK SESSION 1</p> <p>Paper presentations in the tracks:</p> <ul style="list-style-type: none"> Psychology, consumer behavior and culture Digital Marketing <ol style="list-style-type: none"> Digital and human touch points preference in consumer purchase process-future of physical store. Decent Mutanho User satisfaction with podcast marketing: drivers and outcomes. Peter Sibusiso Gwebu Determinants and outcomes of experiencescape in an emerging African economy. Mr A Ledikwe Google: please don’t sell my personal information. Alicia de la Peña de León, Ana Lucía Ruíz Vigil, Bernardo Amezcua Núñez and Juana María Saucedo Soto The influence of social media advertising on consumer behaviour. Mthobisi Nhlabathi Consumers’ satisfaction with the mobile food ordering apps during the COVID-19 lockdown: Antecedents and consequences RL Mathaba and DK Maduku <p>Primary Co-chairs:</p> <ul style="list-style-type: none"> Dora Ivonne Álvarez Tamayo, UPAEP Laura Berenice Sánchez Baltasar, UPAEP 	<p align="center">TALKS SESSION</p> <p>Talk 1: “El futuro de los contenidos” José Beker, Beso</p> <p>Talk 2: “The world of advertising agencies” Suzanne Ramírez Yano, Unilever</p>	<p align="center">WORKSHOP 1</p> <p>“Neuromarketing, decisiones accionables para los negocios” Jaime Romano neuro marketing</p>
11:15 – 11:30	COFFEE BREAK		
11:30 – 12:30	<p align="center">KEYNOTE SPEAKER 1 “Leading with innovation and passion in Emerging Markets.” Juan Pablo Gómez MacFarland Director of SEAT & CUPRA México</p>		
12:30 – 14:00	<p align="center">TRACK SESSION 2</p> <p>Paper presentations in the tracks:</p> <ul style="list-style-type: none"> Green/sustainable marketing <ol style="list-style-type: none"> Análisis del perfil del consumidor según su comportamiento de compra y preferencias saludables: un estudio realizado en la ciudad de Bogotá. Haidy Johanna Moreno Ceballos and Adriana Constanza Fonseca Malaver. The role of beliefs and living habits in explaining consumers’ behaviour intention towards using non-plastic bags. Nombulelo Dilotsotlhe Iso 9001: 2015, marketing interno y saltisfaccion del "cliente interno". Armando Cuesta Santos Marketing sustentable y consumo de productos amigables al medio ambiente en millennials de México, Brasil y Colombia. Angélica Hernández Nicolás, Vicente Rosas Martínez, and Emigdio Larios-Gómez Mercadotecnia verde y el comportamiento sustentable en el consumidor de la Generación Z en México. Víctor Manuel Arroyo Silva, Tania Jazmín Salinas González, Emigdio Larios-Gómez, and José Aurelio Cruz de los Ángeles. Transitioning towards smart transport: The determinants of consumer intention to adopt the bus rapid transit (BRT) system in Johannesburg R. Matubatuba and C.F. De Meyer-Heydenrych <p>Primary Co-chairs:</p> <ul style="list-style-type: none"> Emigdio Larios Gómez, BUAP Crishelen Kurezyn Diaz, UPAEP 	<p align="center">PANEL</p> <p>PANEL “Startups experiences in Latin America”</p> <p>Sabina Malacón Margolles Director of Acceleration Programs at Unreasonable México</p> <p>Carlos Carreto Country Manager MX-Rocketpin</p> <p>Alexander Yaroshewski Co-Founder Crecy</p>	<p align="center">WORKSHOP 2</p> <p>“Creating content for digital marketing campaigns” Carol Soto y Aymé Trujillo GRAVY</p>
14:00 – 15:30	CONFERENCE DINNER		
15:30 – 16:30	<p align="center">KEYNOTE SPEAKER 2 “Marketing as Constructive Engagement for Sustainable Prosperity and Peace” Clifford J. Shultz Leader for projects funded by USDA, USAID, USDE, US State Department, UN and National Geographic Society.</p>		
TIME (GMT-5)	DAY 2 FRIDAY, NOVEMBER 19		
MEXICO CITY TIME ZONE (GMT-5) 08:00 – 09:30	<p align="center">PLENARY SESSION 2 “ACR Leadership on Consumer Behavior in Emerging Markets.” Association for Consumer Research (ACR)</p> <p>Session chair:</p> <ul style="list-style-type: none"> Rajiv Vaidyanathan, University of Minnesota Duluth, Executive Director, ACR <p>Panelists</p> <ul style="list-style-type: none"> June Cotte, Western University, President, ACR Angela Lee, Northwestern University, Past President, ACR Linda Price, University of Wyoming, Past President, Fellow, ACR Stefano Puntoni, Erasmus University, International Perspectives Director, ACR Jagdish Sheth, Emory University, Past President, Fellow, ACR 		
09:30 – 11:00	<p align="center">TRACK SESSION 3</p> <p>Paper presentations in the tracks:</p> <ul style="list-style-type: none"> Marketing strategy Relational and services marketing Retailing and Merchandising Social entrepreneurship and social marketing <ol style="list-style-type: none"> Exploring marketing’s role: Strategic function or sales support? Marius Wait and Malebusa Sebatane Consequences of perceived switching costs on satisfaction of medical schemes patients in south Africa. Thabang Excellent Mofokeng Exploring consumers’ actual use of mcommerce apps when buying athleisure apparel. Isolde Lubbe, Karen van Niekerk and Mornay Roberts-Lombard Análisis de la satisfacción laboral de las mujeres desde la perspectiva del GPTW y el endomarketing en una empresa turística: caso Brasil. Emigdio Larios-Gómez Examining South African consumers’ online grocery shopping behavior. Philile Molo, Peter Khumalo, Holli Zulu and Rolien Tokosomme Are personal relationships with bankers still imperative during COVID-19 and beyond? Madéle Tait <p>Primary Co-chairs:</p> <ul style="list-style-type: none"> Cecilia Calderón Valencia, UPAEP Rosa María Cánton Croda, UPAEP 	<p align="center">SPECIAL TALKS</p> <p>Talk 3: “Transformación hacia una nueva era: Talento 4.0” Daniela Maytorena HR Consultant and Headhunter</p> <p>Talk 4: “La mercadotecnia de un símbolo distintivo de México” Alejandro Montes VP Marketing & Commercial at AAA</p>	<p align="center">WORKSHOP 3</p> <p>“Customer Care Strategy: Delivery service vs Delivery experience” Mariana Balbuena and Josué Berlanga Phillip Morris</p>
11:00 – 11:30	COFFEE BREAK		
11:30 – 12:30	<p align="center">KEYNOTE SPEAKER 3 “Digital marketing challenges in emerging markets.” Claudio Flores Thomas CEO of Altazor Intelligence, Former President AMAI</p>		
12:30 – 14:00	<p align="center">TRACK SESSION 4</p> <p>Paper presentations in the tracks:</p> <ul style="list-style-type: none"> Clustering Strategy and Collaboration Marketing in SMEs “Micro trends in marketing and politics” Other topics <ol style="list-style-type: none"> The role of Northeast Asian technoeconomies in the new normal: China, Japan and South Korea. Raquel Isamara Leon de la Rosa and Alberto Moreno Carmona E-commerce adoption by Bottom of the Pyramid (BoP) firms. Dechen Angmo Facebook and higher education in South Africa – A case of a selected comprehensive university. Tamara Francis & M Roberts-Lombard The role of Customer Engagement in Uber Eats App Satisfaction and Gratifications outcomes Isolde Lubbe and D’André van Wyk Conceptualising Integrated Marketing Communications (IMC) for political organisations within fragile States. Marius Wait, Mariette Frazer and Norman Mafuratidze <p>Primary Co-chairs:</p> <ul style="list-style-type: none"> Rocío Prado Castillo, SINTONÍA Cynthia María Montaudón Tomas, UPAEP 	<p align="center">WORKSHOP 4</p> <p>“DataStoryTelling: Transformando datos en historias” Fabiola Guzmán GDV Group</p>	<p align="center">WORKSHOP 5</p> <p>“User experience using FaceReader and SenseLab” Monserat Sánchez Brand Center UPAEP</p>
14:00 – 15:30	CONFERENCE DINNER		
15:30 – 16:30	<p align="center">SPECIAL SESSION “Publishing in Top Journals”</p> <p>Session chair:</p> <ul style="list-style-type: none"> Professor Madéle Tait, Director, School of Management Sciences, Nelson Mandela University <p>Panelists</p> <ul style="list-style-type: none"> Charles R. Taylor, Editor-in-Chief of the International Journal of Advertising Naresh K. Malhotra, Marketing Legend; World’s Top 2% Most-Cited Researcher 		
16:30 – 17:00	<p align="center">CLOSING SESSION</p> <ul style="list-style-type: none"> Naresh K. Malhotra, Marketing Legend; World’s Top 2% Most-Cited Researcher Mauro García Domínguez, Academic director of the School of Marketing Professor Barbara Čater, Ekonomska fakulteta, Univerza v Ljubljani 		