Scientific Program

Day 01 November 03, 2015

09:00-09:30 Registrations

Melia Meeting 3

OMICS International conferenceseries.com

09:30-10:00 **Opening Ceremony**

Keynote Forum

10:00-10:40 **Title: From lineal attribution modelling to omni channel contribution modelling : How to use marketing attribution and optimization for SEO, Social media, SEM and other channels**
Luis Esteban, iProspect, Spain

10:40-11:20 **Title: The double effect of direct mail on customer loyalty in the context of the economic crisis and the role of customer satisfaction: The case of Toyota Hellas in the Greek automotive industry**
Lila Malliari, Regents University, UK

Networking & Refreshments 11:20-11:40 @ Foyer

11:40-12:20 **Title: Innovative & effective event marketing-showcasing IT innovation week**
Gabriella Meijnckens, IDG, Netherlands

Track 2: Marketing Strategies
Track 4: Marketing in Emerging and Transition Economies
Track 7: International and Cross-Cultural Marketing
Track 8: Advertising and its impact
Track 9: Consumer behaviour

Session Chair: Lila Malliari, Regents University, UK

Session Co-Chair: Gabriella Meijnckens, IDG, Netherlands

Session Introduction

12:20-12:50 **Title: The end of green-washing: Business opportunities for FMCG companies based in sustainability**
Belen Derqui, University of Barcelona, Spain

12:50-13:20 **Title: Measuring the future: The KPI's that really matters for your marketing team**
Fernando Angulo, SEMrush, Russia

Group Photo & Lunch Break 13:20-14:10 @ Aqua Restaurant

14:10-16:10 **Workshop on**
SEMrush platform introduction: Social Media Tool presentation
Rostislav Torchinskiy, SEMrush, Russia

Networking & Refreshments 16:10-16:30 @ Foyer

16:30-17:00 **Title: Health services marketing in a cross-cultural context: Elekta in India**
Maria Fregidou Malama, University of Gävle, Sweden

17:00-17:30 **Title: kaizen in Dutch retail marketing: Think improving and act agile**
Jung Sun Beijsens, University of Applied Science, Netherlands

Panel Discussion

Day 02 November 04, 2015

Melia Meeting 3

Keynote Forum

10:00-10:40	**Title: Moving into effective advertising** **Simon Fuste Coetzee** African Tastes, Spain
10:40-11:20	**Title: The redrawing of marketing strategies under the P2P Social Glocal Mobile effect** **Paula Tamarit** European Business and Marketing School, Spain

Networking & Refreshments 11:20-11:40 @ Foyer

Track 5: Advertising services & Promotion
Track 10: Retailing Online
Track 6: Taking new initiatives in the field of Advertising & Marketing
Track 1: Brand Marketing
Track 11: SEO & Analytics

Session Chair: Simon Fuste Coetzee, African Tastes, Spain

Session Co-Chair: Paula Tamarit, European Business and Marketing School, Spain

Session Introduction

11:40-12:10	**Title: New and innovative online approaches to reach MSM population in the Central American region** **Susana Lungo,** PASMO and PSI, USA
12:10-12:40	**Title: Automotive international brands – A qualitative and quantitative research** **Manuela Rozalia Gabor,** Petru Maior University, Romania
12:40-13:10	**Title: Investigating emotional advertising: Fear mixed with challenge appeal and its influence on information processing modes and behavioral intentions** **Svetlana de Vos,** University of Adelaide, Australia

Group photo & Lunch Break 13:10-14:00 @ Aqua Restaurant

14:00-14:30	**Title: New family consumer habits – New consumer habits for the families in special families with children from 0 to 14 years** **Isabel Rios,** Agendadeisa, Spain
14:30-15:00	**Title: SEO-Foundation: 7 elements of website development that reduce the costs of promotion and appeal to Google** **Kadiievska Iryna,** 4service Holdings GmBH , Ukraine
15:00-16:00	**Workshop on** **kaizen retail marketing: Think improving and act agile** **Jung Sun Beijsens,** University of Applied Science, Netherlands

Thanks giving & Closing ceremony

