

**Place:**

Sala de Juntas, edificio Biblioteca  
Facultad de Economía y Empresa (Gran Vía, 2)  
Universidad de Zaragoza

**Organizers:**

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**Seminar aim and content**

The aim of the seminar is to offer a forum to discuss about the new challenges of digital contexts in the marketing research. WOM and other social influence mechanisms are key investigation issues because of their relevance for the commercial communication and the customer management. The recommendations and referrals systems, as well as ratings, forums, etc., enable users to play an active role in the business communication strategy, what benefits their participation and their engagement with the company.

The seminar counts on the presence of the Professors Thorsten Hennig-Thurau and Michael Haenlein, who, in addition to offer interesting speeches about social influence, will offer their feedback to the authors of the papers presented.

This seminar is part of the activities organized by the “Generés” Research Group (S-09), from the Department of Innovation, Investigation and University of the Govern of Aragón, and the projects ECO2015-64567 and ECO2014-54760 financed by the Ministry of Economy and Competitiveness.

**WORKSHOP**

**“Social Influence, WOM and beyond: Future Trends in Digital Media”**

**23<sup>rd</sup> and 24<sup>th</sup> March, 2017**

**“Generés” Research Group**

**Projects: ECO2015-64567 & ECO2014-54760**

**University of Zaragoza**

**Financed by:**

**Ministerio de Economía y Competitividad**

**Gobierno de Aragón y Fondo Social Europeo**



## PROGRAMME

### Thursday, 23<sup>rd</sup> of March

- 16.00-16.15**      **Welcome and opening**
- 16.15-17.15**      **Invited speaker: Michael Haenlein:** *Seeding, Referral and Recommendation: Creating Profitable Word-of-Mouth Programs.*
- 17.15-17.45**      **Paper presentations:** *Why e-WOM communication should be managed: A behavioral model applied to hospitality managers.* Carmen Berné, Andrea Ciobanu, Marta Pedraja - Universidad de Zaragoza.
- 17.45-18.00**      **Coffee Break**
- 18.00-18.30**      **Paper presentations:** *Are people so hit by social influence?* Carolina Herrando, Julio Jiménez, M<sup>a</sup> José Martín - Universidad de Zaragoza.
- 18.30-19.00**      **Paper presentations:** *Opinion leaders e-WOM role in consumer online decisions: Does the platform matter?* Sandra Tobón, Jesús García de Madariaga - Universidad Complutense de Madrid.
- 19.00-19.30**      **Paper presentations:** *A semantic analysis of e-WOM and its effects on the sales of a mature CPG product.* Carmen Abril - Universidad Complutense de Madrid.

### Friday, 24<sup>th</sup> of March

- 9.30-10.00**      **Paper presentations:** *Online customer-firm interactions and their impact on performance: The role of social effects and perceived risk.* Jesús Cambra, Iguácel Melero, F. Javier Sesé - Universidad de Zaragoza.
- 10.00-10.30**      **Paper presentations:** *The influence of visual e-WOM in consumers' perceptions: A study of young tourists.* Jorge Matute, Yolanda Polo, Ana Utrillas - Universidad de Zaragoza.
- 10.30-11.00**      **Paper presentations:** *Exploring the helpfulness of online customer reviews from a sequential perspective.* Miriam Alzate, Javier Cebollada, Marta Arce - Universidad Pública de Navarra.
- 11.00-11.30**      **Coffee Break**
- 11.30-12.00**      **Paper presentations:** *Facts or feelings? The influence of valence and emotionality of e-WOM on attitude changes and review's helpfulness.* Carlos Orús, Sergio Ibáñez, Elena Lobera - Universidad de Zaragoza.
- 12.00-13.00**      **Invited speaker: Thorsten Hennig-Thurau:** *The Word of Mouth of Stars.*
- 13.00-13.30**      **Concluding remarks**



**Thorsten Hennig-Thurau** is Professor of Marketing and Chair at Marketing Center's Marketing & Media department. He is positioned among the Top 10 of all German business and economics scholars. His research focuses on digitalization and its consequences for marketing and management and the business impact of customer orientation.

He has published in top journals such as Journal of Marketing, Academy of Management Journal, Journal of Applied Psychology, Journal of the Academy of Marketing Science, Journal of Service Research, Marketing Letters... He is one of few marketing scholars whose scholarly ar-

ticles have received a total of more than 15,000 citations according to [Google Scholar](#); three of his articles have been cited more than 1,000 times.



**Michael Haenlein** is Professor of Marketing at ESCP Europe and the Scientific Co-Director of the ESCP Europe Research Center on Big Data. His research interest and expertise deal with the subjects of CRM, Marketing Research and Social Media. In particular, he analyzes the relationship between social networks and customer profitability and more broadly the concepts of Social CRM (WOM) and Customer Social Value. He has published in journals such as Journal of Marketing, International Journal of Research in Marketing, European Management Journal and Business. He is the most cited researcher in the field of "Word-of-Mouth", among the top three

in the field of "Customer Relationship Management" and among the top ten in the field of "Social Influence". Michael is an Area Editor at the *Journal of Marketing*, a Senior Editor at the *International Journal of Research in Marketing* and an Associate Editor at the *Journal of Management Analytics*.