

EMAC
EUROPEAN MARKETING ACADEMY

UNIVERSITY OF SARAJEVO
School of Economics
and Business



EUROPEAN MARKETING ACADEMY

7th EMAC REGIONAL CONFERENCE

SARAJEVO

SEPTEMBER 14-16 2016

Where the East kisses the West

Marketing Convergence and Divergence in the New Europe



European Marketing Academy

7th EMAC REGIONAL CONFERENCE

Where the East kisses the West:

Marketing Convergence and Divergence in the New Europe

Sarajevo, September 14-16, 2016

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THURSDAY, SEPTEMBER 15, 2016

16:00 – 17:15

E-NET CENTER, ROOM A
**3.1. ONLINE MARKETING:
STRIKE THE IRON WHILE
ITS HOT / GVOŽĐE SE
KUJE DOK JE VRUĆE**

E-NET CENTER, ROOM B
3.2. MARKETING
STRATEGY: BARKING
DOGS SELDOM BITE
/ PAS KOJI LAJE NE
UJEDA

ROOM 5
3.3. CONSUMER
BEHAVIOR: A BIRD IN THE
HAND IS WORTH TWO
IN THE BUSH / BOLJE
VRABAC U RUCI NEGO
PTICA NA GRANI

16:00 – 17:15 | E-NET CENTER, ROOM A

ONLINE MARKETING: STRIKE THE IRON WHILE ITS HOT / GVOŽĐE SE KUJE DOK JE VRUĆE

Session Chair: Dubravka Sincic Coric, University of Zagreb

Customer Behavior Analysis in E-Commerce for the Prediction of Customer Loyalty

Tatiana Prokhorova, National Research University
Nikolay Ageychik, Lomonosov Moscow State University

This study deals with customer experience and its impact on customer loyalty to online store. Based on already existing surveys we have tried to develop a new approach for the problem of customer loyalty in Russian emerging online market. This research looks into the matter of customer purchase history provided by Russia's largest online store of tools and equipment. In the project, we carry out a review of consumer behavior. In accordance with the conducted sample, the fact that customer loyalty can be determined by the total or average order value was denied.

Linking Perceptions of "self" and "time" to Online Social Network Behavior

Katerina Makri, Vienna University of Economics and Business
Bodo Schlegelmilch, Vienna University of Economics and Business
Olga Fedoseeva

This study investigates how the interaction between different levels of self-construal and time perceptions results in differing online behaviors. Specifically, we examine the link between interdependent and independent self-construal and perceptual inclinations towards past, present, and future time on subsequent intentions to interact actively or passively within online networks. Results from an empirical study of 232 participants indicate that present time orientation has a mediating effect leading to active behavior in online networks, regardless of the individual's self-construal. The same applies for future orientation and passive online behavior. Our findings highlight the need to examine the influence of "self" and "time" perception when interpreting online social network behaviors. Theoretical and practical implications are discussed.