



SVEUČILIŠTE U ZAGREBU
EKONOMSKI FAKULTET
ZAGREB - HRVATSKA

UNIVERSITY OF ZAGREB
GRADUATE SCHOOL OF ECONOMICS & BUSINESS
ZAGREB - CROATIA



Conference Program

The 3rd International Customer Behavior and Retailing Research - CIRCLE



Zagreb, April 21-22, 2006

Thursday, 21st April



08:00 - 9:00 Registration

09:00 - 9:30 Opening ceremony (Room 7), speakers:
prof. dr. Ivan Lovrinovic – Dean
prof. dr. Tihomir Vraneševic – President of the Organizing committee
prof. dr. Claudio Vignali
prof. dr. Jurica Pavicic

09:45 - 11:15 Conference Tracks

Room 37	Room 38
Branding and Brand Management Chair - Tihomir Vraneševic, Ph.D.	Consumer Behavior Chair - John Temperley, Ph.D.

11:15 - 12:45 Coffee Break

12:45 - 14:15 Conference Tracks

Room 37	Room 38
Tourism and Hospitality Chair - Claudio Vignali, Ph.D.	Accounting and Finance Chair – M. Tomaševic Lišanin, Ph.D.

14:15 - 15:15 Lunch – KEFA at Graduate School of Economics and Business

15:15 - 17:00 Conference Tracks

Room 37	Room 38
Retailing and Education Chair - Jurica Pavicic, Ph.D.	SME, Culture and Technology Chair – H. Rudiger Kaufmann, Ph.D.

20:00 Restaurant "Domagoj" – Dinner

Saturday, 22nd April

09:00 – 10:00 Doctoral student's Workshop – Claudio Vignali, Ph.D.
Room 36

10:15 – 11:15 Presentation of International MBA Program – Claudio Vignali, Ph.D.
Room 36

11:30 Boarding Bus at Graduate School of Economics and Business.
Trip to Croatian Ethnic Restaurant near Zagreb. Lunch.
Return around 17:00

Conference Tracks

Branding and Brand Management – Chair Tihomir Vranešević

Corporate culture and brand communications for sustaining loyalty in the UK coffee market
Daniella Vignali Ryding, Gian-Paolo Vignali, Cheryl Gordon

The Pinocchio factor in consumer attitudes towards celebrity endorsement: Celebrity endorsement, the Reebok brand, and an examination of a recent campaign
John Temperley, Daniel Tangen

To explore consumers' perceptions of international retail branding in Taiwan grocery market
Ching-Wei Ho, John Temperley, Claudio Vignali

Strategies for successful brand management in the German retail banking industry
Hans Rüdiger Kaufmann, Rico Gerstenberger

Building brand lands in bars
Zeihaan Hardy, Allan N. Gaunt, Alexandra J. Kenyon

Consumer Behavior – Chair John Temperley

Consumer Behaviour: experience, price, trust and subjective norms in the OTC pharmaceutical market
Geroge N. Lodorfos, Kate L. Mulvana, John Temperley

Emotion and reason in the buying process of tourist product
Antonella Reitano, Rocco Servidio, Eleonora Pantano, Antonio Feraco

Consumers' perceptions of delicatessen
Hannes Wechner, Hans Rüdiger Kaufmann

The effects of the country of origin on the purchase intention of mattress by Croatian consumer
Željko Bunic

Exploring Rhetoric: WKD Deviations in Alcohol Advertisements
Alexandra J. Kenyon

Tourism and Hospitality – Chair Claudio Vignali

Rural pubs: an industry survey
Guy Lincoln, Gianpaolo Vignali

The role of post in tourism development
Damir Dobrinic, Stjepan Dvorski, Vladimir Kovšca

Contemporary cross-cultural festivals: a cultural creativity myth and changing image of tourism events in the community?
Razaq Raj

Exploring organisational commitment in the corporate hospitality industry
Simon Peter Cox

Discussion paper: Relationship Marketing in Contemporary Restaurants
David Graham

Accounting and Finance – Chair Marija Tomašević Lišanin

Financial reporting standards on the internet

Katarina Zager

Modern trends in internal auditing development

Boris Tušek, Lajoš Žager

Managing changes in accounting information system

Ivana Mamic Sacer

Distribution of financial services through post office network

Marija Tomašević Lišanin, Drago Jakovcevic, Mirko Palic

Rational or irrational consumer behaviour: case of Croatian financial market

Marijana Ivanov

Retailing and Education – Chair Jurica Pavicic

Exploring the influence of store image on store loyalty in the Egyptian fast food market

Yasser Ibrahim, Claudio Vignali

The emerging trend in the Croatian retailing – nonstore retailing

Sanda Renko, Veliborka Andrianic

A conceptual model of e-relationship in higher education

Tahir Rashid

The Effects of Idiosyncrasies of Austrian Universities of Applied Sciences on their Technology Transfer Performance

Hans-Rüdiger Kaufmann, Joachim Heizl

Donor relationship management in nonprofit organizations: from fund-raising to collaborative intersectoral approaches

Nikša Alfirevic, Lara Jelenc, Vincent John Batarelo

SME, Culture and Technology – Chair Hans Rudiger Kaufmann

Measuring intangibles in SMEs in Germany

Hans Rüdiger Kaufmann, Susanne Durst

SME in Croatia

Branko Bogunovic, Tihomir Vranešević, Miroslav Mandic

A Case Study on Spanish Small and Medium Sized Companies Using the Intercultural Competence of 2nd generation Spaniards

Manuel Lerida, Claudio Vignali, Hans Rüdiger Kaufmann

Marketing mix and relationship marketing

Jadranka Ivankovic

Overcoming cross-cultural knowledge management transfer barriers in East-Western Strategic Alliances

Dolores Sánchez Bengoa, Hans-Rüdiger Kaufmann