

**Department of Strategic Management,
Marketing and Tourism**
School of Management



**1st International Workshop on
Attachment Research in Marketing**
Innsbruck (Austria), 1st and 2nd of March 2007

Program

Wednesday 28th, 19h00-22h00: Get together

Thursday 1st

9h00- 9h30: Hans Mühlbacher, *University of Innsbruck*: Welcome and introduction to the Workshop

9h30-10h00: Willi Geser and Robert Schorn, *University of Innsbruck*: Attachment Research in Social Psychology

10h00-10h45: Marcel Paulssen, *Humboldt University*: The Impact of Attachment Orientations on Commercial Relationships - the Mediating Role of Boundary Spanners

10h45-11h15: Coffee break

11h15-12h00: Eva Thelen, *University of Innsbruck*: Focus of Attachment: What Customers Love and Miss about their Stores - a Retail Brand Perspective

12h00-12h45: Laurence Ashworth, Matthew Thomson & Peter Dacin, *Queen's School of Business, Ontario*: Attached Consumers: Assessing Relationship Strength as an Indicator of Brand Equity

12h45-14h45: Lunch

14h45-15h30: Ruth Mugge, Hendrik N. J. Schifferstein & Jan P. L. Schoormans, *Delft University of Technology, the Netherlands*: A Longitudinal Study of Product Attachment and its Determinants

15h30-16h15: Elisabeth A. Pichler, *Innsbruck University*: Driven by Devotion - How Consumers Interact with their Objects of Devotion

16h15-16h30: Coffee break

16h30-17h30: Round Table

18h30: Departure to the medieval town of Hall – Dinner.

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Friday 2nd

9h00-9h45: *Bernd Stauss, University of Eichstätt, Ingolstadt: Customer Frustration*

9h45-10h30: *Allison R. Johnson, Queen's University & Valerie S. Folkes, University of Southern California: Does One Bad Apple Spoil the Whole Bunch? A Social Identity Explanation of Consumers' Reactions to Employee Morality*

10h30-11h00: Coffee Break

11h00-11h45: *Simon Nyeck & Nacima Ourahmoune, Essec Business School: Cultural Dimensions of Brand Desirability: The Gender Archetypes Representations in Brand Narratives*

11h45-12h45: Round Table II

12h45-14h45: Lunch

14h45-17h15: Free Working Sessions

Should you need any additional information, please do not hesitate to get in touch with us at marketing@uibk.ac.at.
