ARIEL UNIVERSITY

STORYTELLING CMC2019
24TH INTERNATIONAL CONFERENCE
ON CORPORATE AND MARKETING
COMMUNICATIONS

All conference activities will be held at the *Western Campus, Building 53*

	First day of the conference **Monday, April 29th 2019** **Shuttles leaving Tel-Aviv at 8:00**
9:30-10:30	Welcome & Registration in Conference Hall Foyer
10:30-11:00	**CONFERENCE OPENING: GREETINGS** (Conference Hall, 53.1.55)
11:00-12:00	**KEYNOTE SPEAKERS** (Conference Hall, 53.1.55) Prof. Eli Avraham – Department of Communication, University of Haifa – Israel **Narratives, Storytelling and Myth in Tourism Ads** Dr. Liraz Margalit – Head of Behavioral Research at Clicktale, Israel **Data Storytelling: Linking Emotions and Rational Decisions**
12:00-12:20	Coffee break in Conference Hall Foyer
12:20-13:20	Parallel Sessions
	TRACK A1: CORPORATE COMMUNICATIONS Chair: Sonja Verwey; Room: 53.1.51 **Between the Ideal and the Actual: Dialogue, Political NGOs and Civil Society** *Ruth Avidar (Yezreel Valley College) & Clila Magen (Bar-Ilan University)* **A CEO Brand is the Most Significant Corporate Communication Tool: How Can We Evaluate Its Strength?** *Osnat Cottan-Nir (Bar-Ilan University)*

	Maximizing Business Returns to Corporate Social Responsibility (CSR) Communication - Du's et al. (2010) Model Put to the Test *Andrea Pérez Ruiz (University of Cantabria), María del Mar García de los Salmones (University of Cantabria), Matthew Tingchi Liuc (University of Macau), & Carlos López-Gutiérrez (University of Cantabria)* **TRACK A2: NEW MEDIA** Chair: Tamar Lahav; Room: 53.1.52 **Marketing the Rabbi and the Synagogue in the New Media Age** *Yoel Cohen (Ariel University)* **Public Engagement Through Storytelling in Social Media: An Experimental Study** *Selin Türkel, Sema Misci Kip & Serra Evci* **The Moderating Effect of Product Type on Consumer Active Information Search on SNS** *Ofrit Kol, Shalom Levy and Israel D. Nebenzahl (Ariel Univeristy)*
13:20-14:30	Lunch and Networking
14:30-15:30	Parallel Sessions
	TRACK B1: CORPORATE COMMUNICATIONS Chair: Carlos López-Gutiérrezd; Room: 53.1.51 **Marketing Communications for the Fourth Sector: The Challenges of Building Reputation for Hybrid-Identity Organizations** *Ruth Avidar (Yezreel Valley College)* **Developing Value Propositions for Marketing and Public Information Campaigns to Promote Driverless Vehicles to Disabled People** Roger Bennett (*Kingston University London*), Rohini Vijaygopal (*Open University UK*) & Rita Kottasz (*Kingston University London*) **Strategic Communication of At-Risk Youth Nonprofits in Israel: Between Challenges and Practice** *Clila Magen & Roni Glam (Bar-Ilan University)* **TRACK B2: ADVERTISING** Chair: Andrea Pérez Ruiz; Room: 53.1.52 **The Impact of Keywords Use in YouTube Advertising** *Daniel Belanche, Luis V. Casaló, Carlos Flavián and Alfredo Pérez-Rueda (University of Zaragoza)* **Free Associations of Digital Immigrants' Attitudes Toward Native Advertising Content, Publisher, Brand, and Columnist according to Their Nativity Levels** *Sema Misci Kip, Selin Türkel & Pınar Umul Ünsal (Izmir University of Economics)*

	Content Matters! Testing the Effectiveness of Native Advertising *Sabine Einwiller, Wolfgang Weitzl & Jens Seiffert-Brockmann (University of Vienna)*
15:30-15:45	Coffee Break in Conference Hall Foyer
15:45-16:45	**SPECIAL TRACK C1: STORYTELLING** Chair: Osnat Roth-Cohen; Room: Conference Hall, 53.1.55 **Narrative Transportation and Storytelling in Luxury Fashion Branding for Millennials: From Chanel to Gabrielle** *Sonja Verwey & Leandi Verwey (University of Johannesburg)* **The Strategy and Effects of Telling Your Authentic Brand's Story** *Sean Coary & Janée N. Burkhalter (Saint Joseph's University)* **Mythologizing a Brand: Dimensions of Storytelling** *Dorit Zimand-Sheiner (Ariel University)*
17:00	Shuttles leaving for Tel-Aviv
20:30	**Gala Dinner** at Meat Kitchen, 65, Yigal Alon St., Tel Aviv
	Second day of the conference **Tuesday, April 30th 2019** **Shuttles leaving Tel-Aviv at 8:00**
09:30-10:00	Welcome & Registration in Conference Hall Foyer.
10:00-11:00	Parallel Sessions
	TRACK D1: BRAND COMMUNICATIONS Chair: Philip Kitchen; Room: 53.1.51 **Understanding the Role of Brand Familiarity and Culture on eWOM Processes** *Daniel Ruiz-Equihua, Jaime Romero (University of Madrid) & Luis V. Casaló (University of Zaragoza)* **Sharing Brand-Related Information on Social Commerce: The Roles of Culture and Experience** *Shalom Levy (Ariel University) & Yaniv Gvili (Ono Academic College)* **Search Engines vs. Social Networks Promotions: Consequences of Reduction of Information Diversity for Emerging Brands** *Alon Sela (Ariel University), Shlomo Havlin, Louis Shekhtman (Bar-Ilan-University) & Irad Ben-Gal (Ariel University)*

	TRACK D2: MARKETING TRENDS Chair: Dmitry Strovsky; Room: 53.1.52 **The Dominant Role of Marketing in the 21st Century: The Marketing Leviathan** *Philip J. Kitchen (University of Salford)* **The True Story of PR: A Closer Look at the Israeli PR Industry – Structure, Trends and Tactics** *Tamar Lahav & Osnat Roth-Cohen (Ariel University)* **Management Response and Customers' Behavioral Intentions: Does Appreciation Count?** *Obinna C. Ojiaku (Nnamdi Azikiwe University), Basil C. Nwatu (Enugu State University of Technology), Ireneus C. Nwaizugbo & Anayo D. Nkamnebe (Nnamdi Azikiwe University)*
11:00-11:15	Coffee Break in Conference Hall Foyer
11:15-12:15	Parallel Sessions
	TRACK E1: TRUST Chair: Roger Bennett; Room: 53.1.51 **The Use of Micro Influencers on Social Media** *Sofia Batsila (Athens University of Economics and Business), Panopoulos Anastasios (University of Macedonia), Poulis Athanasios & Leonie Rudolf (University of Brighton)* **Self-Disclosure and Trust on Airbnb: A Cross-Cultural Perspective** *Peter Broeder & Kyra Crijns (Tilburg University)* **Consumer Focused Crisis Management: Reactions to Crisis in the Food Industry – Data Mining Insights** *Eyal Eckhaus, Shalom Levy & Dorit Zimand-Sheiner (Ariel University)* **TRACK E2: MARKETING MANAGEMENT** Chair: Obinna C. Ojiaku; Room: 53.1.52 **The Jewish Ethics and principles of Marketing** *Tsuriel Rashi (Ariel University)* **Your Ad Caused Me to Forget the Good Service I Get: The Influence of a Competitive Ad Attractiveness on the Effect of Actual Satisfaction on Consumer Readiness to Consider the Switching of Continuous Service Providers** *Noah Bell (Jerusalem College of Technology), Hayiel Hino & Israel D. Nebenzhal (Ariel University)* **Is the Consumer Economically Efficient? The Case of Deferred Payment** *Hana Gendel Guterman & Shalom Levy (Ariel University)*

12:15-12:30	Coffee Break in Conference Hall Foyer
12:30-13:45	**SPECIAL SESSION E1 – STORYTELLING ACROSS CHANNELS** Chair: Dorit Zimand-Sheiner; Room: Conference Hall, 53.1.55 Aviad Rabinovitch, CEO at Storyline, Israel – **Storytelling That Works** Itai Bichler, Head of Creative and Global Digital at SodaStream Intl., Israel - **The SodaStream Story**
13:45-15:00	Lunch and Networking
15:00-16:00	Parallel Sessions
	TRACK G1: ISSUES IN MARKETING Chair: Tsuriel Rashi; Room: 53.1.51 **Just Noise?: An Analysis of the Islamic State Inbound Marketing** *Marcelo Royo-Vela & Katie A. McBee (University of Valencia)* **Marketing the PLO** *Ron Schleifer (Ariel University)* **TRACK G2: MEDIA ISSUES** Chair: Sema Misci Kip; Room: 53.1.52 **Political Transformation of the Modern World and its Challenges for the Information Space** *Dmitry Strovsky & Ron Schleifer (Ariel University)* **LGBT Visibility and Representation in Israeli Television Commercials** *Maya Schwartz Laufer (UBB University) & Dorit Zimand-Sheiner (Ariel University)* **Postage Stamps- the Neglected Potential Advertising Medium** *Dana Kol-Raviv (Ariel University), Yehiel Limor (Bar-Ilan University) & Ilan Tamir (Ariel University)*
16:00	**CLOSING REMARKS** – Philip J. Kitchen and Dorit Zimand-Sheiner, Conference Hall 53.1.55
16:30	Tour from Ariel University to Old Jaffa + Dinner
	Third day (Optional) **ORGANISED TOUR OF JERUSALEM** **Wednesday, May 1st 2019**