



JOURNÉE
INTERNATIONALE
DU MARKETING
HORLOGER

13th JOURNÉE DE RECHERCHE EN MARKETING HORLOGER
(13th Research Symposium in Watchmaking Marketing)

www.marketinghorloger.ch

CALL FOR PAPERS

The Association des Journées Internationales du Marketing Horloger and the Haute Ecole de Gestion Arc (Neuchâtel School of Management) organise the 13th Research seminar in watchmaking marketing with the theme of:

« Advertising 4.0: New Codes »

on the occasion of the 22nd Journées Internationales du Marketing Horloger

Wednesday December 5, 2018, Haute Ecole de Gestion Arc,
Espace de l'Europe 21, 2000 NEUCHÂTEL (Switzerland)

Positioning of the seminar

In collaboration with the AFM (Association française du marketing) and Swissmarketing (Club marketing suisse), the Association des Journées Internationales du Marketing Horloger (JIMH) and the Haute Ecole de Gestion Arc organise the 13th Seminar of applied research dedicated to watchmaking marketing (JRMH) within the framework of the 22th Journées Internationales du Marketing Horloger.

haute école
neuchâtel berne jura



gestion
neuchâtel delémont



SWISS ●
MARKETING (SMC)



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This symposium, which will take place in the Campus Arc 1 of the *Haute Ecole de Gestion Arc* (Neuchâtel School of Management), Auditorium H030, serves a dual purpose:

- To discuss the latest academic works about the development of advertising in the watchmaking sector, from the advertisers' point of view as well as the customers' one.
- To specifically value the work of researchers and professionals implementing original approaches in creating, analysing the advertising discourse and using media and off media channels.

This symposium is open to teachers-researchers, students and practitioners. Original contributions, methodological or practical approaches, will be appreciated by the Jury, especially if they lead to managerial applications.

Research Themes

"**Advertising 4.0: new codes**" is a voluntarily large theme: the fields of research in the area of communication are indeed widespread, in terms of visual codes, messages, media and medium, etc. from both the advertiser's and the client's point of view. Here are some ideas to stimulate the thoughts of those wishing to submit a research paper:

- Semiology of messages and advertising visuals
- Association vs dissociation of text and image in advertising
- Brand territories and their advertising implications
- Comparative analysis of the watch advertising and other sectors or categories of products
- Advertising of luxury (high end) vs entry-level (low end) watches
- How to adapt your advertising in different markets and cultures?
- Coherence of watch advertising between image, text and layout
- The new graphics and visual codes of the younger generations
- Advertising coherence in groups managing several brands
- The best advertising agencies and their watchmaking achievements
- Types and construction of advertising messages
- Building a message around an brand image
- New advertising channels and their specificities
- Media vs. off media
- Perception of advertising and buying behaviors
- Measurement of advertising effectiveness
- Links between advertising and other types of brand communications
- Cross and omni-channel advertising strategy
- Consumer reaction to watch advertising
- etc.



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The tracks above are far from exhaustive, and the methodologies can be varied. Multidisciplinary approaches are encouraged by the Scientific Committee, which presents itself not only to marketers, but also to other researchers in the humanities, communication, consumer behavior, and so on.

Scientific Committee

Dr Nicolas Babey – Professor, Dean of the Institute of Management of Cities and Territories, *Haute Ecole de Gestion Arc*, Neuchâtel

Dr François Courvoisier – Professor, Dean of the *Institut du marketing horloger*, *Haute Ecole de Gestion Arc*, Neuchâtel (coordinator of the Scientific Committee)

Dr Olivier Crevoisier – Professor of Territorial Economy – *Université de Neuchâtel*, Neuchâtel

Dr Marc Filser – Professor of marketing, *Université de Bourgogne*, Dijon

Dr Max Monti – Manager of Technology Transfers and Valorisation, *Haute Ecole Arc ingénierie*, Neuchâtel

Mr. François Engisch – Owner and Director, *Horlogerie-Bijouterie Robert*, Neuchâtel

Mr. Joël Grandjean – independent Watchmaking Journalist, Geneva, and Watchonista Collaborator

Organising Committee

Dr François Courvoisier – Professor, *Haute école de gestion Arc*, Neuchâtel.

Mrs Maria Bashutkina – Master of economy and management, scientific assistant, *Haute école de gestion Arc*, Neuchâtel

Mrs Camille Dubied – Bachelor in Business Administration, Research Assistant, *Haute école de gestion Arc*, Neuchâtel

Scientific evaluation procedure

Submission

Each communication submitted to the Scientific Committee will be evaluated by at least two anonymous readers. The procedure will be as follows:

- Submission of an abstract, one page maximum, in French or English, according to the usual office standards (Word format), until June 29, 2018, by e-mail to: francois.courvoisier@he-arc.ch
- Response with remarks to the selected authors until August 31, 2018
- Reception of the completed papers until November 23, 2018 at the e-mail maria.bashutkina@he-arc.ch, in Word only (.doc, Office 2003; or .docx, Office 2007-2010)



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Evaluation criteria

The abstracts will be assessed according to the following criteria:

- Relevance to the theme of the seminar
- Added value brought by the author(s)
- Appropriate methodology
- Managerial applicability of the research
- A few key academic references

Final participation

Authors of the selected papers will be invited to present their papers in French or in English on **December 5, 2018**, in twenty minutes, followed by 10 minutes of discussion.

Written in French or in English communications must meet the following standards of presentation.

Presentation Standards

- According to the new AFM guidelines, the length of the final document will consist of 5 pages maximum, not including the title page, appendixes and references.
- The font used will be Times New Roman 12, in Word (.doc: Office 2003 or .docx: Office 2007-2010).
- Graphics and other visuals are welcome. They must be of a good graphic quality and royalty-free for a future reproduction.
- The authors will indicate on a separate cover page their name, their function, their address and the title of the article.

For more information:

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www.marketinghorloger.ch



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Publication

The selected works will be published in a book form in the *marketing horloger* collection, with nine existing titles, edited by *Loisirs et Pédagogie* (LEP Editions). The abstracts of the selected research papers will also be published on the website www.marketinghorloger.ch.

The authors will be encouraged to complete their research and deliver up to 10-15 pages for the book that will be published. The selected works will remain property of the *Association des Journées du Marketing Horloger*, but can be reused by their authors with indication of the source « 12th Journée de Recherche en Marketing Horloger ».

Recognition

During the 22nd *JIMH* of December 6, 2018, the Scientific Committee will attribute the *JIMH* award, offered by a famous watch brand, to the best communication presented on the December 5, 2018 during the 13th *JRMH*.

JRMH is certified by AFM (*Association française de marketing*), therefore the best communication of the 13th *JRMH* will have privileged access to the AFM 2018 Convention.

The organizers of *JRMH* encourage the authors to submit their research papers to AFM's official revues RAM (*Recherche et Applications en Marketing*) and DM (*Décisions marketing*).

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