



# EMAC 2012 PROGRAMME OVERVIEW

	EMAC 2012: PROGRAM OVERVIEW	SPECIAL SESSIONS	MEETINGS
<b>Tue May 22</b>			
09:00-12:00			Steering Committee Meeting
14:00-17:00	Job Market		EMAC Executive Committee Meeting
14:00-18:00	Registration		
18:30-20:30	Welcome Reception: ISCTE-IUL		
<b>Wed May 23</b>			
09:00-10:30	Competitive Papers, SIG Sessions 1.1	EMAC/KSMS Joint Symposium 1.1	
10:30-11:00	Coffee-Break		
11:00-12:30	Competitive Papers, SIG Sessions 1.2	EMAC/KSMS Joint Symposium 1.2	
12:30-14:00	Lunch		Heads of Marketing Forum
14:00-15:30	Competitive Papers, SIG Sessions 1.3	Meet the Editors 1 EMAC/KSMS Joint Symposium 1.3	
15:30-16:00	Coffee-Break		
15:30-17:00	Poster Session		
16:00-17:30	Competitive Papers, SIG Sessions 1.4	Special Invited Session on Marketing Behavior EMAC/KSMS Joint Symposium 1.4	
17:30-18:30	Job Market		IJRM Board
19:00-...	Optional Social Events		
<b>Thu May 24</b>			
09:00-10:30	Competitive Papers, SIG Sessions 2.1		
10:30-11:00	Coffee-Break		
11:00-12:30	Competitive Papers, SIG Sessions 2.2	ISMS-MSI Practice Prize Award Finalists	
12:30-14:00	Lunch		EMAC Fellows Meeting
14:00-15:30	Competitive Papers, SIG Sessions 2.3	Meet the Editors 2	"Climber Community" Meeting 1



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15:30-16:00	Coffee-Break
15:30-17:00	Poster Session
16:00-17:30	Competitive Papers, SIG Sessions 2.4
17:30-18:30	Job Market
19:00-...	Social Event: Centro Cultural de Belem
<b>Fri May 25</b>	
09:00-10:30	Competitive Papers, SIG Sessions 3.1
10:30-11:00	Coffee-Break
11:00-12:30	Competitive Papers, SIG Sessions 3.2
12:30-14:00	Lunch
14:00-15:30	Competitive Papers, SIG Sessions 3.3
15:30-16:00	Coffee-Break
15:30-17:00	Poster Session
16:00-17:30	Competitive Papers, SIG Sessions 3.4
16:00-17:30	Job Market
19:00-...	Conference Gala Dinner: Convento do Beato

**Susan P. Douglas Award Conference Best Paper  
International Marketing**

**Special Invited Session on Online Marketing**

**"Climber Community" Meeting 2  
General Assembly**

**2012 EMAC McKinsey Marketing Dissertation Award**

**EMAC McKinsey Mktg Dissert Award - Jury Decision  
Making  
EMAC ANZMAC Fellows Lunch Meeting**

**EMAC Distinguished Marketing Scholar Award 2012**

**Results of McKinsey Survey**