



## Marketing to Citizens: Going beyond Customers and Consumers

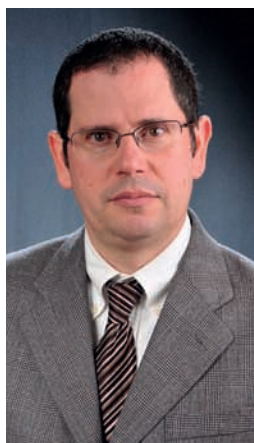
The world is changing at a fast pace, challenging us to reflect on the present puzzle and think on the earth we want to build for future generations. Globalization has triggered high levels of intertwined economies never seen before. Population growth in emerging markets and aging population in developed countries is putting pressure on energy consumption and social benefits. Depletion of natural resources is causing extra concerns to an already complex macro environment we have to deal with.

Within this context, technology revolution, namely information and communication technologies have been at the forefront of development and caused an unintended consequence: consumer empowerment. Marketeers have experienced the need of going beyond customers in order to cater for consumers. The dynamism of markets and competition have demanded a cross-fertilization approach between first-time buyers, repeat consumers, retention and loyalty strategies, just to name a few. Web 2.0 (social networks, blogs, wikis, video sharing) is giving rise to a new consumer, more aware of the alternatives, expecting firms to play a social role, using e-Word Of Mouth either to recommend brands, products, services or to spread negative comments.

Hence, all forms of organizations (groups, companies, institutions, governments) are being challenged to look at their target markets not only as customers or even consumers but as citizens who are beyond mere numbers, and have the will and intelligence to be involved and give their contribution to an information sharing society. Marketing is the management area better positioned to delve into this path in order to make a better future happen.

The EMAC 2012 Conference organization committee looks forward to welcoming you to ISCTE Business School in Lisbon in May 2012! You will find all the details regarding the conference at our website:

<http://www.emac2012.org>



Warm regards,

**Paulo Rita**

EMAC 2012 Conference Chair

#### Key Deadlines

SUBMISSION OF PAPERS ► December 1, 2011  
START OF REGISTRATION ► October 17, 2011  
EARLY BIRD ONLINE REGISTRATION ► April 16, 2012

## EMAC 2012 LISBON CONFERENCE TRACKS

- Advertising, Promotion and Marketing Communications
- Business-to-Business Marketing and Networks
- Consumer Behavior
- Innovation and New Product Development
- International and Cross-Cultural Marketing
- Marketing in Emerging and Transition Economies
- Marketing of Public and Non-profit Organizations
- Marketing Research and Research Methodology
- Marketing Strategy and Leadership
- Marketing Theory
- Modeling and Forecasting
- New Technologies and E-Marketing
- Pricing and Financial issues in Marketing
- Product and Brand Management
- Relationship Marketing
- Retailing, Channel Management and Logistics
- Sales Management and Personal Selling
- Services Marketing
- Social Responsibility, Ethics and Consumer Protection
- Tourism Marketing
- Special Interest Groups

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**ISCTE Business School**  
Lisbon University Institute

**Complexo INDEG/ISCTE**  
Av. Prof. Aníbal de Bettencourt  
(entrada pela Av. das Forças Armadas)  
1600-189 Lisboa  
[www.indeg.iscte.pt](http://www.indeg.iscte.pt)

**EMAC** European  
Marketing  
Academy

41<sup>st</sup> Annual Conference

**LISBON 2012**

**ISCTE Business School**  
May 22 to 25

**MARKETING  
TO CITIZENS:**  
Going beyond customers  
and consumers



**ISCTE Business School**  
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## Lisbon The "White City"

Lisbon is Europe's West Coast capital and the closest gateway to Africa and the Americas. It is also known as the white city, for its unique luminosity. The light, the atmosphere and the Atlantic climate, blended with Mediterranean influences, with warm sunny winters and cool summers, contribute altogether to offer a unique experience for each visitor. Facing the Atlantic Ocean, Lisbon is surrounded by some of the best beaches in Europe as well as some tourist and historical hallmarks such as Estoril and Sintra. Lisbon is one of the safest cities in Europe, enchanted with historical sites and offering a dynamic business center with a distinctive international orientation. Fraught with historical landmarks, Lisbon was the birthplace, in the 15th century, of one of mankind's most exciting discovery sagas – the era of maritime exploration that led to the discovery of the New World, the charting of new routes for trade and travel, and the enduring connection between cultures, climates and civilizations. Portugal's past as a nation of explorers, pioneers and forerunners in trade and in international contacts is known the world over and Lisbon's history is the history of all the continents combined. With its unique legacy, Lisbon has embraced the new world of the 21st century. The city is a dynamic result of its proud past and its vibrant, cosmopolitan present, alive with non-stop cultural events, a vibrant nightlife and renewed architectural verve. Visiting Lisbon is a once-in-a-lifetime opportunity to experience a unique combination of history and modernity. It is a city with an international flavour with a population made up of different races, different backgrounds and different cultures where everyone feels welcomed. Lisbon won in 2010 the World Travel Award of Europe's Leading City Break Destination.

For tourist information please visit the following links:

<http://www.visitportugal.com>

<http://www.visitlisboa.com>

ISCTE-IUL is a public institution directed towards teaching and research. ISCTE-IUL was established in 1972 and has, today, around 7000 students (over 40% postgraduates), 450 academic staff and 200 administrative and technical staff. ISCTE-IUL scientific and pedagogical expertise covers a wide range of areas: Accounting, Anthropology, Architecture, Computer Sciences, Economics, Finance, History, Law, Management, Marketing, Psychology, Quantitative Methods, Sociology and Public Policy. ISCTE-IUL offers bachelor, master and doctoral programmes in all these areas. At present the Institute offers 15 undergraduate degrees, 9 doctoral programmes, more than 60 master programmes and more than 40 post-graduate/executive master programmes. The Business School of ISCTE - Lisbon University Institute is a leading

Portuguese business school with a growing international reputation. Its goal is to contribute to the advancement of management by offering high quality education, provided by a faculty recognized for its dedication to teaching and research. With articles published in the most distinguished journals and a large number of books published, our faculty has made significant contributions to the field of management. The distinguished faculty and programmes are the most visible components of ISCTE Business School value proposition. Its reputation, for being the Portuguese Business School of reference is continuously reinforced by awards, prizes and international accreditations. IBS is also the most international Portuguese Business School, due to innumerable partnerships and protocols with universities all over the world. Its

student centric philosophy is built upon a close relationship between student and professor and a strong emphasis on student's personal competencies. The School's recognized practical approach and the strong relation with the corporate world has been responsible for a strong demand for its students in the job market and unique employment ratios. ISCTE Business School programs reflect a lifetime's worth of experience in which the School has been closely connected to the business world. They also reflect its ability to offer the latest tools, an in-depth understanding of the various management areas. IBS has a vast network of international connections, runs several double degree programs and has exchange agreements with a significant number of institutions. ISCTE Business School also participates in several international networks and in the main business education associations

such as EFMD, AACSB and EABIS, in addition to having the accreditation by AMBA – Association of MBAs. ISCTE Business School is strategically located in the centre of Lisbon, a ten minute drive away from the airport. It is directly served by a subway station and a number of convenient city buses that provide fast and easy access to almost everywhere in the city. There are a number of hotels within walking distance as well as restaurants, shops and one of Lisbon's largest sports and recreational facilities. Although it is located in the centre of Lisbon, the ISCTE campus offers a peaceful atmosphere with plenty of fresh air and open space. The facilities include four buildings (45,000 m<sup>2</sup>), the most recent of which was awarded the Valmor Prize, Portugal's most prestigious architectural award.

