



JOURNÉE
INTERNATIONALE
DU MARKETING
HORLOGER

14th JOURNÉE DE RECHERCHE EN MARKETING HORLOGER
(14th 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 14th Research seminar in watchmaking marketing with the theme of:

Direct to consumer: Conquering the customer king

on the occasion of the 23rd Journées Internationales du Marketing Horloger

Wednesday December 4, 2019, 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 14th Seminar of applied research dedicated to watchmaking marketing (JRMH) within the framework of the 23th 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:

- Discuss the most recent academic works on the evolution of the relationship with the customers of watch related products, in terms of distribution, communication and management of the relationship with the end customer
- Specifically promote the work of researchers and professionals implementing original research and case studies on new direct contact points and relationships between watch brands and their customers (distributors, agents, end customers).

This conference is open to teachers-researchers, students and practitioners alike. Original contributions, from a methodological and/or practical point of view, will be appreciated by the Jury, especially if they lead to managerial applications.

Research Themes

"Direct to consumer: conquering the customer king" is a voluntarily wide theme: the fields of research in the areas of distribution, communication and customer relationship management are indeed very broad, seen under the angle of the brands, their distributors and the perception of watch wearers and potential customers. Here are some non exhaustive tracks to stimulate the reflection of the people wishing to submit a paper of research or a case study:

- From B2C to D2C
- From "Point of Sales" to "Touch Points": meeting points with the product and the brand
- Digitalization of distribution and sales
- New contact channels and direct distribution (pop-up stores, original events, etc.)
- How to adapt direct distribution according to its different markets?
- Evolution of mono-brand vs multi-brand distribution
- The impact of new ambassadors and influencers
- New forms of multi-, omni- and cross-channel sales and communication
- The impact of new media (augmented reality, virtual immersion, etc.)
- What direct marketing to maximize the customer experience?
- How to optimize the different ways of reaching the final customer: sensory, psychological, emotional, relational, personal, event, digital, virtual reality ...

The above tracks are far from being exclusive, and the methodologies can be varied: multidisciplinary approaches (e.g. psychology, ethnology, supply chain, logistics, communication, sales, ...) are encouraged by the Scientific Committee, which expects works not only from marketers, but from other researchers in the humanities such as in communication, distribution, consumer behavior, neurosciences, etc.



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Scientific Committee

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

Dr François H. 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

Mr. Kalust Zorik – Director, Inter Tech, founder and past-president, JIMH, Neuchâtel.

Organising Committee

Dr François H. 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 of Business Administration, Research Assistant, *Haute école de gestion Arc*, Neuchâtel



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Scientific evaluation procedure

1. 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 28, 2019, by e-mail to: francois.courvoisier@he-arc.ch
- Response with remarks to the selected authors until August 30, 2019
- Reception of the completed papers until November 22, 2019 to francois.courvoisier@he-arc.ch and maria.bashutkina@he-arc.ch, in Word only (.doc, Office 2003; or .docx, Office 2007-2010)

2. 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
- Key academic references

3. Final participation

Authors of the selected papers will be invited to present their papers in French or in English on **December 4, 2019**, 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, to furnish until November 22, 2019, 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:

Prof. Dr. François H. Courvoisier, Haute Ecole de Gestion Arc, Espace de l'Europe 21, CH-2000 Neuchâtel (Switzerland); Phone +41 32 930 20 40, e-mail: francois.courvoisier@he-arc.ch JIMH web site: www.marketinghorloger.ch



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Publication

The selected works will be published in a book form in the *marketing horloger* collection, with ten existing titles, edited by *Loisirs et Pédagogie* (LEP Editions). The abstracts of the selected research papers can 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 « 14th Journée de Recherche en Marketing Horloger ».

Recognition

During the 23rd JIMH of December 5, 2019, the Scientific Committee will attribute the JIMH award, offered by a famous watch brand, to the best communication presented on the December 4, 2019 during the 14th JRMH.

JRMH is certified by AFM (*Association française de marketing*), therefore the best communication of the 14th JRMH will have privileged access to the AFM 2020 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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