



JOURNÉE
INTERNATIONALE
DU MARKETING
HORLOGER

16th Research Symposium in Watchmaking Marketing
and
26th International Symposium in Watchmaking Marketing

www.marketinghorloger.ch

CALL FOR PAPERS

“Eternality” of the watch

Thursday November 17, 2022, *Haute Ecole de Gestion Arc*,
Espace de l'Europe 21, 2000 NEUCHÂTEL (Switzerland)

Positioning of the Symposium

In collaboration with the AFM (*French Marketing Association*), Club marketing Neuchâtel and Club marketing Trans-Jura, the *Association des Journées du Marketing (AJM)* and the *Haute Ecole de Gestion Arc* organize the 16th Symposium of applied research dedicated to watchmaking marketing within the framework of the 26th *Journées Internationales du Marketing Horloger*.

This scientific and professional Symposium, which will take place in Neuchâtel (Switzerland) in the Campus Arc 1 of the *Haute Ecole de Gestion Arc* (Neuchâtel School of Management) serves a dual purpose:

- Discuss the most recent academic works addressing sustainable development affecting the industry and players in the watchmaking field.
- Propose new opportunities and concrete avenues to interest and seduce watch buyers sensitive to sustainable values.



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This Symposium is open to instructors, researchers, students and practitioners of watchmaking alike. Research papers, case studies and 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

Watchmaking, a centuries-old know-how, is inherently part of the duration of the measurement of time, but the proposed concept of "eternity" goes beyond this by integrating both recent and concrete notions such as sustainability, obsolescence, and others that are irrational and intimate, such as a person's lasting attachment to their timepiece.

The "eternity" of the watch is a deliberately broad theme that can be approached under various complementary aspects:

- The relationship of the watch to astronomical long time in relation to the immediacy of everyday life.
- The eternal passion for watches, ageless for more than four centuries.
- The durability of repairable mechanical watches compared to the obsolescence of connected ones.
- The manufacture of watchmaking products with materials, components and manufacturing processes that respect the environment.
- Responses from brands, manufacturers and co-contractors to meet the growing demand from the end customers for sustainable and recyclable products.

To address these aspects, the methodologies can be varied, such as case studies, netnography, qualitative and quantitative studies. Multidisciplinary approaches (for example by mixing economics, psychology, sociology, ethnology, market studies, etc.) are encouraged by the Scientific Committee, which expects work not only from marketing specialists, but from other researchers in the human sciences, as well as practitioners offering case studies.



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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** – Emeritus Professor, *Haute Ecole de Gestion Arc*, Neuchâtel (coordinator of the Scientific Committee)
- Dr Olivier Crevoisier** – Professor of territorial economy – *Université de Neuchâtel*, Neuchâtel
- Dr Pierre-Yves Donzé** – Professor of economical history – University of Osaka, Osaka
- Mr. François Engisch** – Owner, *Horlogerie-Bijouterie Robert*, Neuchâtel
- Dr Marc Filser** – Professor of marketing, *Université de Bourgogne*, Dijon
- Mr. Joël A. Grandjean** – Watchmaking Journalist, publisher and editor of JSH (*Journal suisse d'horlogerie*), Geneva
- Dr Max Monti** – In charge of partnerships and assessment, *Haute Ecole Arc ingénierie*, Neuchâtel
- Mrs Laetitia Vifian Benoit** – President of JIMH, Romont (BE)
- Mr Kalust Zorik** – Director of *InterTech*, founder and past-president, JIMH, Neuchâtel

Organizing Committee

- Mr Thomas Baillo**d - Founder and director of BA111OD, Neuchâtel
- Ms Laetitia Vifian Benoit** - President of JIMH, Romont (BE)
- Ms Maria Bashutkina** - Scientific assistant, *Haute école de gestion Arc*, Neuchâtel
- Dr François H. Courvoisier** – Emeritus Professor, *Haute Ecole de Gestion Arc*, Neuchâtel
- Ms Anaïs Georges-Duclos** – Founder and director of *DC-Agencies*, Geneva and Paris
- Ms Marie-Laurence Heinkel** – Director of *Porte-Échappements SA*, La Chaux-de-Fonds
- Mr Raphaël Ly** – Founder and director of *Idjezo*, Geneva
- Ms Anne-Laure Pollet-Bolon** – Project manager, Cortaillod
- Mr Alain Rapin** - Marketing Manager, *La Bâloise assurances*, Neuchâtel
- Mr Ugur Sarac** - Business Development Manager, *Weckerle Packaging*, Le Locle
- Mr Kalust Zorik** – Director of *InterTech*, founder and past-president, JIMH, 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 a two-page abstract + key references, **in French or English** – according to the usual office standards, Word format (.doc ou .docx) – until **June 27, 2022**, by e-mail to: francois.courvoisier@he-arc.ch
- Response of the scientific committee to selected authors until September 5, 2022
- Reception of the completed papers until November 10, 2022 to francois.courvoisier@he-arc.ch Word only (.doc or .docx)

2. Evaluation criteria

The abstracts will be assessed according to the following criteria:

- Relevance to the theme “Eternality” of the watch of the 16th Research Symposium on Watchmaking Marketing.
- Added value brought by the author(s).
- Appropriate or original methodology.
- Managerial applicability of the research or the case study.
- Key academic references or themes.

3. Final participation

Authors of the selected papers will be invited to present their papers in French or in English on **November 17, 2020**, in twenty minutes, followed by ten minutes of discussion with the participants of the symposium. They will be based on a pptx type slideshow. It is planned that this day will take place simultaneously in person and in streaming.

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

Presentation Standards

- According to the standards of the AFM (*French Marketing Association*) in force since 2017 the length of the document – to be provided until November 10, 2022 – should be 5 pages, excluding the title page, appendices and references.
- The font used will be Times New Roman 12 pt, in Word format (.doc or .docx).
- Graphics and other visual aids (photos, diagrams) are welcomed. They must be of good graphic quality and free of rights for future reproduction.
- The authors will indicate on a separate cover page their name, function, contact details and the title of their research article.

For more information:

Professor Dr François H. Courvoisier, Emeritus Professor, *Haute école de gestion Arc*, Espace de l'Europe 21, CH-2000 Neuchâtel (Switzerland); Phone. +41 78 880 38 68, email: francois.courvoisier@he-arc.ch; Internet: www.marketinghorloger.ch



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Publication

The selected works will be published in the form of a book in the *marketing horloger* collection, published by *Loisirs et Pédagogie* (LEP editions), which already has twelve titles. Summaries of selected works may also be published on the website www.marketinghorloger.ch. The selected authors will have the opportunity to complete their research paper or their case study and provide up to a dozen pages to support their research for the publication of the future work of the LEP collection. The works selected will remain the property of the *Association des Journées du Marketing (AJM)*, but may be reused by their authors with indication of the source « 26^e Journée Internationale du Marketing Horloger (JIMH) »

Recognition

During the 16th Research Symposium (JRMH) and the 26th International Symposium on Watchmaking Marketing (JIMH) on November 17, 2022, the Jury of the Scientific Committee will award the Best Communication Prize offered by the Baillod brand:

BA1110D
ON SELECTED WRISTS. EXCLUSIVELY.

The JRMH being labeled by the French Marketing Association (AFM), the best communication of the 16th JRMH will have privileged access to a next AFM Congress.

The organizers of the JRMH encourage selected authors to submit their research papers to the official journals of the AFM: RAM (*Recherche et Applications en Marketing – Research and Applications in Marketing*) and DM (*Décisions Marketing – Decisions Marketing*).

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