

**7<sup>th</sup> Journée de Recherche sur Marketing Horloger (JRMH)**  
(Symposium of Applied Research on Watchmaking Marketing)

[www.marketinghorloger.ch](http://www.marketinghorloger.ch)

## Call for papers

The *Association des Journées Internationales du Marketing Horloger* and the *Haute école de gestion Arc (HEG Arc)* organize the 7<sup>th</sup> JRMH with the theme of:

“Experiential marketing applied to watchmaking”

**Wednesday November 7, 2012**  
**Haute école de gestion Arc (Neuchatel School of Management)**  
**Espace de l'Europe 21, 2000 Neuchâtel, Switzerland**

### Positioning of the symposium

In collaboration with the *AFM* (Association française du marketing), *Swissmarketing* (Club marketing suisse) and *Journées de la Métropole Horlogère (JMh)*, the *Association des Journées Internationales du Marketing Horloger (JIMH)* and the *Haute école de gestion Arc (HEG Arc)* organize the 7<sup>th</sup> symposium of applied research dedicated to watchmaking marketing within the framework of the 16<sup>th</sup> JIMH.

The Symposium, taking place in the Arc 1 campus of the *Haute école de gestion*, has two objectives:

- To debate the most recent academic works related to the role of experiential marketing for watchmaking companies, brands, sales outlets and partners;
- To specifically encourage work of researchers and professionals who carry out applied marketing approaches in the domain of watchmaking.

This Symposium is open to lecturers, researchers, as well as practitioners. Original approaches of methodological or practical point of views, even interdisciplinary, will be appreciated by the jury, especially if they lead to managerial applications.

## The theme

The fields of application that may be the subject of a paper are multiple: The theme "Experiential Marketing applied to watchmaking" has to be understood in a large sense of the term, such as the initiation to watchmaking, the passion for watchmaking or for a brand, the immersion in a world of watchmaking or a brand, and sensorial and emotional marketing. Possible research paths are also multiple: economical, sociological, ethnological, cultural, or interdisciplinary approaches and benchmarking outside of the watchmaking world. Here are some suggested topics (non-exhaustive):

- Why and how one becomes passionate of watchmaking?
- What are the steps for an initiation to watchmaking? And to a brand?
- Which marketing tools to utilise to immerse the client in the world of watchmaking?
- Which sensorial approaches to use to seduce the client (from manufacturing to sales outlets, in exhibitions and shows)?
- What are the differences/similarities with other related industries (jewellery, leather goods, etc.)
- What are the main experiential contacts and the "moments of truth"? (client-brand; client-product; client-technology; client-client; client-media; client-ambassador; client-museum; etc.)

## Publication

Selected works will be included in a publication similar to the “Watchmaking and its ambassadors” and other works published by LEP, available on the site [www.marketinghorloger.ch](http://www.marketinghorloger.ch). Selected works will become properties of the *Association des Journées du Marketing Horloger*, but could be reutilised by their authors with the indication of the source “7ème Journée de Recherche en Marketing Horloger”

## Scientific committee

- Mr. Jean-Philippe Arm** – Director and chief editor, Watch Around, Neuchâtel  
**Dr. Nicolas Babey** – Professor, HEG Arc, Neuchâtel  
**Mrs. Caroline Choulat** – Head of economics department, City of La Chaux-de-Fonds  
**Dr. François Courvoisier** – Professor, Dean of the Institute of Watch Marketing, HEG Arc, Neuchâtel (coordinator of the scientific committee)  
**Mr. François Engisch** – Director, Horlogerie-Bijouterie Robert, Neuchâtel  
**Dr. Marc Filser** – Professor, Université de Bourgogne, Dijon  
**Dr. Michel Kostecki** – Professor, Université de Neuchâtel, Neuchâtel  
**Dr. Max Monti** – Responsable R&D, Haute école Arc ingénierie, Le Locle  
**Dr. Ludwig Oechslin** – Historian et watchmaker, Director of MIH (Musée international d’horlogerie), La Chaux-de-Fonds  
**Mr. Kalust Zorik** – Director InterTech, President et founder of JIMH, Neuchâtel.

## Organising committee JRMH

- Dr. François Courvoisier** – Professor, HEG Arc, Neuchâtel.  
**Mrs. Fabienne Courvoisier** – Sc. Lic. Economics, Communications, HEG Arc, Neuchâtel  
**Mrs. Natasa Maksimovic** – Business Economist HES, Research assistant, Haute école de gestion Arc, Neuchâtel  
**Mr. Julien Struchen** - Business Economist HES, Research assistant, HEG Arc, Neuchâtel.

## Scientific evaluation procedure

### 1. Submission

Each abstract (2-3 pages with key references) submitted to the scientific committee will be evaluated by at least two anonymous readers. The procedure will be the following:

- Submission of an abstract of maximum three pages, references included, in **French or English**, based on usual office standards (.doc, Word format), until **June 15, 2012**, via e-mail to: [francois.courvoisier@he-arc.ch](mailto:francois.courvoisier@he-arc.ch)
- Response to the selected authors until **July 13, 2012**
- Completed papers need to be received at the above-mentioned e-mail address by **October 26, 2012**, in Word format (.doc, Word 2003).

### 2. Evaluation criteria

The abstracts will be evaluated especially for the following criteria:

- ❖ Relevance with the topic of JRMH
- ❖ Added value brought by the author
- ❖ Adequacy of the methodology
- ❖ Managerial applicability of the research

### 3. Final participation

The authors of the selected papers will be invited to present their work in French or in English on November 7, 2012, in 20 minutes, followed by 10 minutes of discussion.

Some presentations may be held for opening round table discussions during JIMH (International Symposium of Watch Marketing), on November 8, 2012 in the *Théâtre de L'heure bleue*, in La Chaux-de-Fonds, Switzerland. In this case the authors should foresee a presentation of maximum 5 minutes and will be informed on November 7, 2012 during the symposium.

The papers written in French or in English should respect the norms explained in the "Norms of presentation" section.

## Norms of presentation

- ❖ The length of the final document, written in French or English, in Word 2003 format (.doc) will contain 10-20 pages, annexes, bibliography included.
- ❖ The font utilised should be Times New Roman 12 pt, in Word (Office 2003) format, with single line spacing.
- ❖ Graphics and other visual aids are welcome. They should have a good quality and be free of reproduction rights.
- ❖ Authors should mark their name, function and the title of the paper on a separate page.

### **For all information:**

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## Recognition

On November 8, 2012, during the 16<sup>th</sup> JIMH, the scientific committee will attribute the JIMH Prize to the best paper presented at JRMH on November 7, 2012.

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