



JOURNÉE
INTERNATIONALE
DU MARKETING
HORLOGER

12th JOURNÉE DE RECHERCHE EN MARKETING HORLOGER
(12th 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 12th Research seminar in watchmaking marketing with the theme of:

« **Marketing... digital intelligence** »

on the occasion of the 21st Journées Internationales du Marketing Horloger

Wednesday December 6, 2017, Haute Ecole de Gestion Arc,
Espace de l'Europe 21, 2000 NEUCHÂTEL (Switzerland)

The 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 12th Seminar of applied research dedicated to watchmaking marketing (JRMH) within the framework of the 21th 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:

- To discuss the latest academic works on the future perspective of the watchmaking industry, from the angle of tomorrow's client, his product expectation and the way the brands will digitally touch and seduce him.
- To specifically value the work of researchers and professionals implementing original approaches of dealing with big data and information that lead to business intelligence. This symposium is open to teachers-researchers, students and practitioners. Original contributions, methodological or practical point of views, will be appreciated by the Jury, especially if they lead to managerial applications.

Research Themes

"Marketing ... digital intelligence" is a voluntary broad theme: the fields of research in the field of the digital economy are indeed vast, seen from the angle of the evolution of the data collection and the treatment of these to make appropriate managerial decisions.

Here are some ways to stimulate the reflection of researchers wishing to submit a paper:

- What are the big data opportunities and threats for watch brands?
- Do blogs and social networks better understand the behavior of end-users?
- What is the impact of digital intelligence in physical distribution networks?
- Digital Intelligence and Industry 4.0
- How can independent watchmaking SMEs take advantage of digital intelligence in their marketing strategy?
- Benchmarking of digital intelligence in other sectors (industry, commerce, services) and Best Practices for watchmaking.
- Will digital intelligence replace human intelligence?
- Predictive analysis: a useful concept for watchmaking?
- Watches and internet connected
- How to manage the "data - information - intelligence" flow?
- Is "Big data" "big intelligence"?
- etc.

The above tracks are far from exhaustive, and the methodologies can be varied. Multidisciplinary approaches (e.g. IT and management sciences) are encouraged by the Scientific Committee, which expects input from not only marketing specialists but also from management computer scientists, cognitive scientists, etc.



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Scientific committee

Dr Nicolas Babey – Professor of urban and territorial marketing, *Haute Ecole de Gestion Arc*, Neuchâtel

Dr François 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 – R&D manager, *Haute Ecole Arc ingénierie*, Neuchâtel

Mr. François Engisch – Director, *Horlogerie-Bijouterie Robert*, Neuchâtel

Mr. Joël Grandjean – independent watchmaking journalist, Geneva, and Watchonista collaborator

Organising committee

Dr François 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 Loredana Valcu – Bachelor in IT and management, assistant of communication, *Haute école de gestion Arc*, Neuchâtel



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Scientific evaluation procedure

- **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 30, 2017, by e-mail to: francois.courvoisier@he-arc.ch
- Response with remarks to the selected authors until September 1, 2017
- Reception of the completed papers until November 24, 2017 at the e-mail francois.courvoisier@he-arc.ch, in Word only (.doc, Office 2003; or .docx, Office 2007-2010)

- **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
- A few key academic references

- **Final participation**

Authors of the selected papers will be invited to present their papers in French or in English on **December 6, 2017**, in twenty minutes, followed by 10 minutes of discussion.

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



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Presentation standards

- According to the new AFM guidelines, the length of the final document 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, Professor, Haute école de gestion Arc, Espace de l'Europe 21, CH-2000 Neuchâtel (Suisse); tél. +41 32 930 20 40, e-mail: francois.courvoisier@he-arc.ch
www.imh-arc.ch ; www.marketinghorloger.ch

Publication

The selected works will be published in a book form in the *marketing horloger* collection, with eight existing titles, edited by *Loisirs et Pédagogie* (LEP editions). The authors will be encouraged to complete their research and deliver up to 10-15 pages. 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 « 12th Journée de Recherche en Marketing Horloger ».

Recognition

During the 21st JIMH of December 7, 2017, the Scientific Committee will attribute the JIMH award, offered by a famous watch brand, to the best communication presented on the December 6, 2017 during the 12th JRMH.

JRMH is certified by AFM, therefore the best communication of the 12th JRMH will have privileged access to the AFM 2018 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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