

EMAC

European
Marketing
Academy

41st Annual Conference

LISBON 2012

ISCTE Business School
May 22 to 25



ISCTE  Business School
Lisbon University Institute


EUROPEAN MARKETING ACADEMY

41th EMAC Conference
Marketing to Citizens
Going beyond Customers and Consumers

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Av.^ª das Forças Armadas
1649-026 Lisbon
Portugal

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EMAC Secretariat
c/o EIASM, Place de Brouckère Plein 31
1000 Brussels
Belgium
Tel: +32 2 2266660
Fax: +32 2 5121929

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CONFERENCE PROCEEDINGS

Editor: Paulo Rita, EMAC 2012 Conference and Programme Chair



Product and Brand Management

Jean Boisvert

American University of Sharjah

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ISCTE-IUL Lisbon University Institute

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University of Melbourne

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HEC Montreal

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University of São Paulo - USP, University Nove de Julho, University Nove de Julho, EACH - USP

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Technical University Bergakademie Freiberg

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Lúisa Lopes, Helena Alves, Carlos Brito

Polytechnic Institute of Bragança, University of Beira Interior, University of Porto

LOST AND WIN-BACK CUSTOMERS: TOWARDS A THEORETICAL FRAMEWORK OF CUSTOMER RELATIONSHIP REACTIVATION

Josée Laflamme, Catherine Beaudry

University of Quebec at Rimouski

RELATIONSHIP COMMITMENT: INTERSECTING MARKETING AND HUMAN RESOURCE MANAGEMENT PERSPECTIVES.

two convenience samples, comprising 202 users in Brazil and 200 users in Germany. Analysis by means of structural equation modeling suggests that, in both countries, customer satisfaction is an important factor with respect to switching intention. In the Brazilian market, the influence of perceived service quality is higher than in Germany, while Germans consider perceived price to be more important than do Brazilians. Results also suggest that perceived service quality and perceived price rank higher in the German market, while Brazilians still perceive the existence of high switching barriers.

Keywords: Customer Retention, Switching Intention, Cross-Cultural Comparison, Wireless Telephony Industry, Brazil, Germany

Lost and win-back customers: towards a theoretical framework of Customer Relationship Reactivation

Luisa Lopes, Porto University

Carlos Brito, Porto University

Helena Alves, Beira Interior University

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The aim of this study is to explore dynamics of customer relationships in the postdissolution phase. The specific challenges with which companies with high levels of churn and competitive pressure are faced are addressed. Focusing relationships between the service provider and its individual customers, a theoretical framework of Customer Relationship Reactivation (CRR) is proposed based on ending literature and equity theory. A mixed methodology is used with an exploratory firms survey, a case study and in depth interviews. We believe it is possible to apply the theoretical framework in companies delivering a mix of goods and services. We describe and illustrate the value of the framework which includes key determinants such as customer characteristics, relationship characteristics, cognitive factors, emotional factors, reasons for switching and reactivation barriers.

Keywords: Relationship Reactivation, Win-back, Switching, Customer Relationships, Relationship Marketing, Exploratory Survey and Case Study