



Universidad
Carlos III de Madrid
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III Madrid Marketing Analytics Workshop Program

10.45-11.00	Bienvenida y recepción
11.00-12.15	“Driving Status Consumption Through Imagined Vertical Movements” David Luna (Professor of Marketing Baruch College Zicklin School of Business)
12.15-13.30	“Pleasurable Surprises: A Cross-Cultural Study of Consumer Responses to Unexpected Incentive” Ana Valenzuela (Professor of Marketing Universitat Pompeu Fabra)
13.30	Clausura del III Madrid Marketing Analytics Workshop

Comité organizador: Nora Lado, Alicia Barroso.

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