



MM Workshop II
MADRID MARKETING WORKSHOP
UAM Marketing Research Seminar Series

Program

- 9.00-9.30 Welcome and Reception
- 9.30-10.30 **The role of positioning on the competitive effect of private labels**
Oscar González Benito (Universidad de Salamanca)
- 10.30-10.45 Break
- 10.45-11.45 **Spirits of Capitalism: The Catholic Consumption Ethic in Mexican Transnational Families**
Lisa Peñaloza (EDHEC Paris)
- 11:45-12:30 **Coffee Break**
- 12.30-13.30 **Behemoths at the Gate: How Incumbents Take On Acquisitive Entrants (And Why Some Do Better Than Others)**
Rajesh Chandy (London Business School)

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