

# Harnessing the power of social media for social marketing

## PROGRAM

Key note speaker



**Cornelia Pechmann**

Professor of Marketing  
Paul Merage School of Business  
University of California (USA)

A 2-days workshop organized  
by

Agnès HELME-GUIZON, PhD

Laurie BALBO, PhD

Soffien BATOUÏ, PhD

August 28<sup>th</sup> & 29<sup>th</sup>

Grenoble IAE & CERAG

# Welcome to the first Workshop on Social Media and Social Marketing

Social media became pervasive in our daily lives. Companies have understood the many benefits they can get from including social media into their marketing strategy. As a consequence, nowadays social media is the cornerstone of the marketing strategy of almost every organizations, either for commercial purposes but also for **social marketing objectives**. Indeed social media are more and more used to help people engage in / pursue behaviors that are beneficial to them and/or their environment and on the contrary to avoid behaviors that are detrimental to them and/or their environment. Despite the heavy use of social media for preventive purposes by organizations and a growing body of academic researches of this topic, our understanding of levers of social media efficacy and underlying processes is still limited and much remains to be learned.

The goal of this workshop is to advance knowledge about **Harnessing the power of social media for social marketing** by getting insights into practitioners use of social media, disseminating new research, sharing best practices, and encouraging the evolution of new research ideas and themes. **A peculiar attention is paid to attitudes and behavior changes in the context of Health.**

Around Pr **Connie PECHMANN**, world-renowned, among others, for her research on anti-tobacco campaigns and more broadly speaking on social marketing, a group of high quality researchers from Norway and France will present their findings on social media and Health marketing (see program). Participants will have a great opportunity to advance their knowledge on social media for Health marketing by listening to high level speeches but also through exchanges with distinguished scholars and practitioners across disciplinary boundaries.

Thank you for coming. We hope you enjoy the Workshop.

**Agnès HELME-GUIZON**

Associate Professor in Marketing (Grenoble IAE, CERAG/ UGA)  
**and the Organizing Committee**



**Thank you to**

CERAG's Director, Professor Radu BURLACU,  
IAE's Director, Professor Christian DEFELIX, and their teams  
Université Grenoble Alpes,

**Without their support, this workshop would not be possible**

**Thank you also to**

Florence Alberti for her support, and to the CERAG Marketing Team members

# Publishing Workshop

August 28<sup>th</sup> PROGRAM



**10h00-10h30: Morning Reception – Coffee** (CERAG / Ground Floor)

**10h30-12h30: Publishing Workshop** (CERAG / Ground Floor)

Cornelia PECHMANN, Paul Merage School of Business, University of California, Irvine

**12h30-14h00: Lunch** (CERAG)

**14h00-15h00: A focus on Transformative Consumer Theory**  
(CERAG / Ground Floor)

Cornelia PECHMANN, Paul Merage School of Business, University of California, Irvine

**15h00-15h45: Ethical Dilemmas Related to the Use of Social Media  
for Health Purposes** (CERAG / Ground Floor)

Elia GABARRON, M-health and Health Analytics, Norwegian Center for eHealth Research

**15h45: Outdoor Event**



**Direction**

**CERAG**

150 Rue de la Chimie, 38040 Saint-Martin-d'Hères

<http://workshop-social-media-marketing.univ-grenoble-alpes.fr/>

# Research Workshop

August 29<sup>th</sup> PROGRAM



**8h30-9h00: Morning Reception – Coffee** (Grenoble IAE K'Fet / Ground floor)

**9h00-9h15: Conference Welcome** (Grenoble IAE / Room Didier Retour)

Agnès HELME-GUIZON, Associate Professor in Marketing, Grenoble IAE, CERAG CNRS, University of Grenoble Alpes

Cornelia PECHMANN, Paul Merage School of Business, University of California, Irvine

**9h15-10h45: Session 1 - Managerial perspectives** (Grenoble IAE / Room Didier Retour)

Anna MERCIER, In charge of the French anti-tobacco campaigns, Santé Publique France

*“Social Media as a Key-Lever for Health Prevention Campaigns : Le Moi(s) sans tabac”*

Etienne BRESSOUD, Nudge Unit Director, BVA

*“Nudge to Enhance Healthcare Behavior Through Social Media”*

**10h45-11h15: Coffee break / socialization**

**11h15-12h00 Session 2 Research** (Grenoble IAE / Room Didier Retour)

Elia GABARRON, M-health and Health Analytics, Norwegian Center for eHealth Research

*“Social media to prevent sexually transmitted infections”*

**12h00-13h30 Lunch** (CERAG)



**Direction**

**IAE Grenoble**

525 Avenue Centrale, 38400 Saint-Martin-d'Hères

<http://workshop-social-media-marketing.univ-grenoble-alpes.fr/>

### **13h30-14h30: Session 3 Work in progress** (Grenoble IAE / Room Didier Retour)

Steffie GALLIN, Phd Student, University of Montpellier, MRM

Marie-Christine LICHTLE, Professor of Marketing, University of Montpellier, MRM

Laurie BALBO, Montpellier Business School, MRM

***“Effects of participating in an online dieting support community on eating behaviors: the mediating role of susceptibility to social influence”***

Agnès HELME-GUIZON, Associate Professor of Marketing, Grenoble IAE & CERAG CNRS, University of Grenoble Alpes

Fanny MAGNONI, Assistant Professor of Marketing, Grenoble IAE & CERAG CNRS, University of Grenoble Alpes

Jean-Luc GIANELLONI, Professor of Marketing, Grenoble IAE & CERAG CNRS, University of Grenoble Alpes

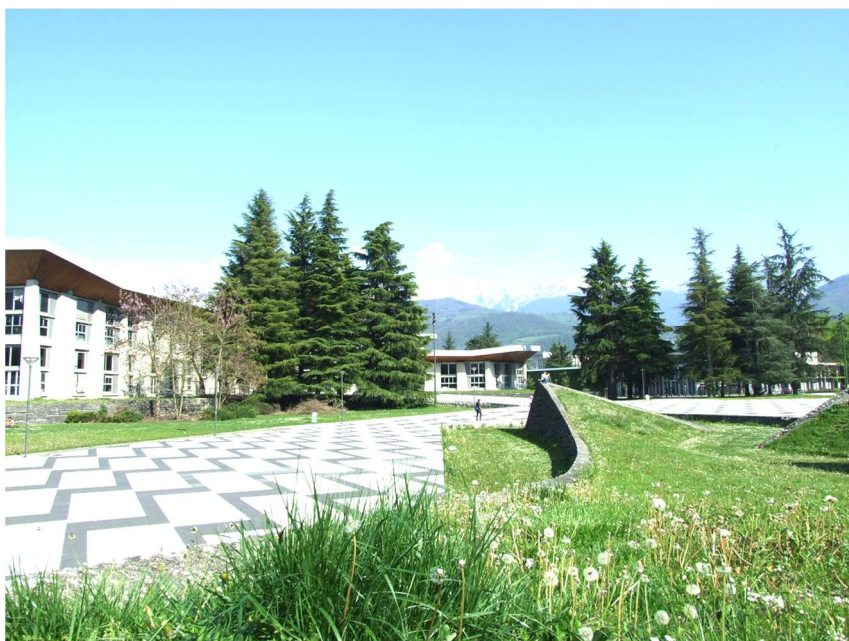
***“Feedback messages on connected objects: effects on engagement and well-being”***

### **14h30-14h45: Coffee break / socialization**

### **14h45-16h00: Session 4 Research** (Grenoble IAE / Room Didier Retour)

Cornelia PECHMANN, Paul Merage School of Business, University of California, Irvine

***“Self-disclosure Asymmetry in Online Communities: A Challenge of Demographic Diversity”***



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# Organizing Committee

**Cornelia (Connie) PECHMANN** (MS, MBA, PhD), Professor of Marketing at the UCI Paul Merage

- personal page: <https://merage.uci.edu/research-faculty/faculty-directory/Connie-Pechmann.html>
- Email: [cpechman@uci.edu](mailto:cpechman@uci.edu)



**Agnès HELME-GUIZON**, PhD, Associate Professor in Marketing at Grenoble IAE (Université Grenoble Alpes).

**Head of the Organizing Committee & Communication**

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**Laurie BALBO**, PhD, Assistant Professor in Marketing at Montpellier Business School (France).

**Co-Head of the Organizing Committee & Communication**

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**Soffien BATAOUI**, PhD, ATER in Marketing at Grenoble IAE (Université Grenoble Alpes).

**Webmaster**

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- Twitter: [@SoffienBataoui](https://twitter.com/SoffienBataoui)

# How to come to IAE & CERAG?

## Grenoble IAE

525 avenue Centrale , Campus universitaire,  
St Martin d'Hères  
Tram B or C – Gabriel Fauré station

## CERAG,

150 rue de la Chimie, Campus Universitaire  
St Martin d'Hères  
Tram B or C – Gabriel Fauré station  
or Bibliothèques Universitaires station

### By car:

A41 - Chambéry (46 km), Annecy (100 km), Genève (144 km)

A48 - Lyon (105 km), Paris (566 km)

A49 - Valence (99 km)

From Paris: entrée 1 by Gabriel Péri street

From St Martin d'Hères: entrée 2 by Gabriel Péri street

From the "rocade sud": entrée 3, Domaine universitaire highway exit

### By Tram:

From Grenoble train station (line B): Gabriel Fauré Station (20 minutes)

From Gieres train station: Gabriel Fauré Station (5 minutes).



## Contacts

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**Laurie BALBO**

(Assistant Professor Montpellier Business School)



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