



HEC MONTRÉAL



## First **Health Marketing International Day**

# H M I D

### Call for Papers

**Deadline for submissions: Monday August 31<sup>st</sup> 2010**

Without being a clearly coined discipline, "health marketing" is currently emerging in conferences (e.g. FMA, *Marketing Tendencies in Europe*) and publications (e.g. special issue of *IJRM* - Dec.2008, *Journal of Marketing* - Jul. 2009, *Management Science* 2007....), not to mention specialised journals from overseas (*Journal of Health Care Marketing*, *Health Marketing Quarterly*, *Journal of Health Communication* ....). However, health marketing is unexplored and research tools and method are still anchored in a more traditional marketing approach centered on quality management when it should be embedded in an emotional perspective. It appears legitimate that we revisit postulated relationship among those paradoxical concepts that are health and marketing.

*The health industry is currently in a revolution era. Information and communication technologies are pushing this traditionally self-centered field to open up, especially to the consumer-patient and in a broader macro perspective, to engage the various stakeholders. What are the needed circumstances for this openness to materialize and what will be their output? What are the conceivable strategies in a domain where the marketing mix is often reduced or even reversed? Should marketing mix be enlarged to include health marketing discipline? Is a market orientation a valuable perspective in this ever changing industry? Traditionally oriented on professionals and physicians, communication within the health industry and health structures is addressing new targets; how should we define and properly address them? The field is rich of related information but those data are often not accessible and rarely shared; how could we broadcast and divulgate those data? Is the recent awareness of the public health stakeholders about the power of the new ways of communicating working?*

**The Lille Economy & Management (UMR CNRS 8179), IAE-University of Lille 1 and HEC Montréal, in partnership with Eurasanté and with the support of the French Marketing Association are presenting:**

## **Health and Marketing: What's up doc?: First Health and Marketing International Day.**

**Thursday November 25th 2010, Institut d'Administration des Entreprises, University of Lille1**

104, avenue du peuple-belge - 59043 Lille (further information about the exact location of the conference will be communicated later)

*This first gathering addresses the need for a relevant reflection on the field of health marketing in order to assess the stakes and the perspectives within an ever changing context; globalisation and competition, legislation and regulation, social and societal. The selected papers should be original, contribute to a broader understanding on the underlying mechanism of this specific market, bring relevant theoretical et analytical frameworks, propose convenient methodological approach and provide professionals with immediate and pragmatic managerial applications.*

*Interdisciplinary in nature, this conference favours debate and exchange between researchers. It aims at creating a close interaction and dialog with professionals from the industry during roundtables oriented around current realities brought forward by the various contributors.*

### **Four thematic Axes**

*Expected contributions should be from a broad and interdisciplinary perspective; marketing, communication, information science, psychology, sociology, public health.....*

**Axis1:** *Expected papers should be related to transversal issues in the health industry (e.g. pricing in health services, database and health industry, choices and arbitration in health, disease management, therapeutic education...), or in one or more of the following thematic axis\*:*

**Axis 2:** *Pharmaceutical industry, health products and biomedical material marketing, health equipments industry and services, the industry of health-nutrition-beauty... Evolution, revolution and perspectives (e.g. from the passive patient to the prescriptive patient, alternative markets for drugs, major conceptual shift presently occurring- from chemistry to genetic, from mass treatment to individualized curing, from acute to chronic, from curing to preventing, from push to pull, from patents to generics, from prescription to auto medication, global versus local, communication toward D2C, new stakeholders..).*

**Axis 3:** *to question the needs for a functional and strategic marketing approach for the health institutions (e.g. ownership of the marketing process, market orientation, internal-*

external interactive marketing, competition, cooperation and ``coopetition``, T2A and marketing strategy...)

**Axis 4:** Social marketing and public health, deviant behaviour prevention within the health context; (e.g.: new modes, modalities and codes in the communication process, therapeutic education, from communication on disease towards communication on health.....)

*\*The various thematic discussed herewith are indicative and non exhaustive.*

**Two types of communications** are expected:

- *Scholarly contributions challenging the established theories on the subject,*
- *Field contributions addressing new issues or describing implementation of innovating operating modes. Those contributions should highlight the evolution of practices and organizations within the context of implementing health marketing policies and strategies.*

**Two presentation types** will allow you to share your analysis and research work in health marketing.

- *Standard paper (see instructions below) for plenary sessions and workshops, (20 minutes for presentation, 10 minutes for questions)*
- *PowerPoint presentation of approximately 10 slides for round tables, (10 minutes for presentation, 20 minutes for debate).*

**Publication of papers:**

*The accepted and presented papers (in French or in English) will be published as proceedings from the conference. Best papers selected by the members of the scientific committee will be published in a **special edition of the Journal of Business Research**\**.

*\* Subject to a sufficient number of eligible papers. If necessary, the publication will be delayed one year.*

## Program framework:

8:30-9:00 AM	Welcoming remarks, Keynote speech	
9 :00- 10:45 AM	Plenary sessions, guest speakers	
10:45-11:00 AM	Networking Break	
Workshop Health Industries	Workshop Healthcare Structures	Workshop Social Marketing, Public Health
12:45-2:00 PM	Lunch	
Roundtable Health industries	Roundtable Healthcare Structure	Roundtable Social Marketing, Public Health
5:00-5:45 PM	Synthesis and Conclusion	

## Agenda

All correspondence related to the call for papers process should be made electronically (last name\_first name.doc or .ppt) to the following address : [JIMSLille2010@gmail.com](mailto:JIMSLille2010@gmail.com)

From February to June 2010	- Authors should address their intent to submit (Project title and a brief 200 words description). This step is not mandatory but will provide useful insight to the organizing committee,
Monday August 31st 2010	- Submission deadline for the papers (electronic file) in French or in English, - Submission deadline for roundtable proposals with PowerPoint presentation,
Monday September 7th 2010	- Notification of acceptance/rejection of submitted proposal, - Diffusion of the preliminary program,
Thursday October 1st	- Feedback on the accepted papers from the scientific committee

2010	- Feedback on the accepted propositions for roundtable from the scientific committee
Monday November 1st 2010	- Deadline for the receiving of final communication revised by authors (electronic file), - Final program

## Instruction for authors

② This is a brief summary of the formatting requirements for papers to be submitted for HMID:

1. Title page includes the paper's title, author's name, his professional titles, complete contact details (professional and personal address, phone and fax number, e-mail) and acknowledgement for help and or support provided.
2. Second page includes the paper's title, the abstract and five keywords.
3. Third page is the article itself.
4. The document (text, tables, figures, annexes and bibliography) should not exceed 25 pages, Times New Roman 12, line spacing 1.5, margins 2.5 cm. Footer notes should be Times New Roman 10.
5. Headings (3 level) must respect the following arrangement: **HEADING 1: BOLD, SMALL CAPS, NO INDENT- Heading 2: Bold, italic, no indent - Heading 3: italic, with 1 cm indent.**
6. Tables and figures should be inserted in the manuscript, numbered and with their title.
7. Following the article should appear successively bibliographical references formatted in Times New Roman 12, line spacing 1.5, respecting the publishing norm of *Recherche et Applications en Marketing* and annexes (methodological or others) labelled as A1, A2, A3, etc.

② All PowerPoint presentations will be standardized once received. The first slide will include the presentation's title, the author's name, titles and his related institution; the last one will be used for bibliographical references (if needed).

## Scientific Committee:

- Dominique Crié, Professeur Université de Lille 1, IAE Lille
- Jean-Charles Chebat, Professeur, HEC Montréal
- Francis Salerno, Professeur Université de Lille 1, IAE Lille
- Marvin Goldberg, Professor, Pennsylvania State University
- Connie Pechmann, Professor, University of California
- Jean-Claude Andréani, Professeur, ESCP Europe
- Gérard Cliquet, Professeur, Université de Rennes 1, IGR Rennes
- Benoit Dervaux, Chercheur CNRS, Maître de Conférence, Université de Lille 2
- Sandrine Cueille, Maître de Conférence, Université de Pau et des Pays de l'Adour, IAE Pau,
- Michel Cremadez, Professeur, HEC Paris
- René Caillet, Maître de Conférence Associé, Université de Lille 1, IAE Lille, Pôle Santé-Social FHF, Paris
- Karine Gallopel-Morvan, Maître de Conférence, Université de Rennes 1, IGR Rennes
- Jean Louis Chandon, Professeur, Université Aix Marseille III, IAE Aix en Provence, Rédacteur en Chef de la Revue Recherche et Applications en Marketing,
- Jean-François Lemoine, Professeur, Université Paris I Panthéon Sorbonne
- William L. Dougan, Professor, University of Wisconsin, Whitewater,
- Fabrice Clerfeuille, Maître de Conférence, Université de Nantes, Directeur de l'I.E.M.N.-I.A.E Nantes
- Gerard Hastings, Professor, Director of the Institute for Social Marketing, University of Stirling,

- Adilson Borges, Professeur, Reims Management School
- Juan Rey Miguel, Professeur Assistant (Profesor Ayduante Doctor), Université de Grenade (département de Commercialisation et Etudes de Marchés), Spain
- Kaouther Saied-Benrached, Professeur, Faculté des Sciences Economiques et de Gestion, Tunis

#### **To be complemented**

#### **Professional staff** (waiting for some agreement)

- Philippe Tcheng, Sanofi-Aventis, Directeur stratégie & affaires publiques, France
- Alain Cahen, Abott International, Director Strategic Marketing, Suisse
- Conny Marquardt, Novo Nordisk, International Marketing Manager, Danemark
- Bart Vannieuwenhuysse, Janssen Cilag, Executive Director of CRM, Belgique
- Yann Goiot, Philips Home Healthcare Solutions, Sales & Marketing Director, France
- Serge Carrier, OCP Directeur marketing et commercial, France
- Bertrand Lions, CERP RRM, Directeur commercial et Marketing, France
- Bappa Choudhury, Siemens Healthcare, Vice President Marketing & Sales, Allemagne
- Gerard Boudier, Beckman Coulter, Marketing Manager Western Europe, France
- Eric Rambeaux, Solvay Pharma, Vice President Screening & Analytics, Belgique
- Gérard Benedetti, Générale De Santé Directeur de la communication, France
- Philippe Domy, Directeur Général CHU Amiens
- Jan-Cedric Hansen, Director, StratAdviser, London
- Sue Moody, Smith & Nephew, Global Strategic Marketing Manager, USA
- Rajesh Gupta, Merck Serono, Vice President Global Marketing, Suisse
- Garrett Dalton, Roche Pharma, Global Head eMarketing services, France
- Leonard Starnes, Bayer healthcare, Head of Global digital marketing & sales, Allemagne

## **Organizing committee**

*Dominique Crié (U.Lille), Jean-Charles Chebat (HEC Montréal), René Caillet (U. Lille), Francis Salerno (U. Lille), Isabelle Kustoz (IAE Lille), Fatma Güneri (U. Lille), Arwa Yazidi (U. Lille), Etienne Vervaecke (Eurasanté Loos)*

## **Registration**

Registration to HMID includes the following:

Option 1: registration fees + breakfast + networking breaks

- |                             |            |
|-----------------------------|------------|
| - Non Academic participants | 250 euros, |
| - Academia                  | 150 euros, |
| - AFM Member                | 75 euros,  |

Option 2: Reserved for students

- Registration fees + networking breaks 50 euros

Proceedings from HMID conference will be made available electronically to all participants.

To better facilitate the organization of the conference, we quickly need to know the number of participants. Thank you to send us by e-mail or mail before June 30<sup>th</sup> 2010 your registration form along with your payment or purchase order.

## **Information request**

All information requests about the conference, the call for paper process and any other topic should be addressed electronically at: [JIMSLille2010@gmail.com](mailto:JIMSLille2010@gmail.com), or [fatma.guneri@gmail.com](mailto:fatma.guneri@gmail.com), or [dcrie@iaelille.fr](mailto:dcrie@iaelille.fr), or [jean-charles.chebat@hec.ca](mailto:jean-charles.chebat@hec.ca)