

12th Johan Arndt Conference, BI Norwegian Business School 6-7 June 2024

Day 1

Thursday 6. June: Plenary session. Room: A2-Blue 2

10.30 – 11.00	Registration and coffee
11.00 – 11.10	Welcometo the conference
11.10 – 12.00	KeynotePresentation Carl Aaby,

Track 3 *Marketing management and communication* (Chair: Aleksandra Jbara). Room: A2 – Blue 4

15.00 – 17.00	Authors	Affiliation	Title
	Aleksandra Jbara	BI Norwegian Business School	Demand for Marketing Executive Talent: Insights from Norwegian Firms
	Iffat Tarannum	Norwegian School of Economics	Words and Symbols: How Electronic Word of Mouth with Textual Paralanguage Influences Its Receivers
	Magnus Söderlund	Stockholm School of Economics	Talking about service robots:

