



## GSBE Marketing-Finance Symposium

Invitation Friday October 7, 2022

### *“The Whole is Greater Than the Sum of Its Parts (IV)”*

Mastering today’s competitive business environment requires a new level of understanding and integration between the marketing and finance disciplines. To build a unified strategy across different business functions, it is important to provide a platform for intellectual exchange on how firms balance financial accountability and customer responsibilities.

We are pleased to invite you to the GSBE Marketing-Finance Symposium, hosted by the School of Business and Economics and the Graduate School of Business and Economics at Maastricht University.

This fourth edition of the symposium is devoted to the latest developments in the marketing-finance interface with a special focus on marketing excellence and its contribution to the financial bottom-line.

The symposium brings together researchers from the marketing and finance disciplines, policy makers, as well as captains of industry, to discuss recent developments and future challenges regarding the marketing-finance interface.

# Symposium Program

The program is centered around four sessions addressing timely and important topics related to the marketing-finance interface and marketing excellence. In each session, there is a presentation from an academic and a business perspective, followed by a plenary discussion.

08.30 – 09.00 Welcome and registration

09.00 – 09.10 Opening of Symposium Dr. Thomas Post (Maastricht University/Open University)

09.10 – 09.20 Welcome by the Dean of the School of Business and Economics

09.20 – 09.30 Introduction by Prof. Joost Pennings (Maastricht University/Wageningen University)

## Session 1: Marketing and the Stock Market

09.30 – 10.05 Prof. Arvid Hoffmann (University of Adelaide)

10.05 – 10.40 Verena Neubauer (CFO DACH, Procter & Gamble)

10.40 – 10.50 Discussion

10.50 – 11.20 Coffee break

## Session 2: Latest Developments on the Marketing-Finance

11.20 – 11.55 Dr. Abhishek Borah (INSEAD)

11.55 – 12.30 Dr. Sebastian Hohenberg (University of Texas at Austin)

12.30 – 12.40 Discussion

12.40 – 14.00 Lunch

## Session 3: Marketing Excellence and Ratings

14.00 – 14.35 Bram van der Kroft / Prof. Dennis Bams (Maastricht University/Open University)

14.35 – 15.10 Chris Burggraeve (Vicomte, former Global CMO at InBev)

15.10 – 15.20 Discussion

15.20 – 15.50 Coffee break

## Session 4: Achieving Marketing-Excellence – The Real Deal

15.50 – 16.30 Istvan Lagaert (CFO, Cartamundi Group)

16:30 – 17:00 Prof. Dominique M. Hanssens (UCLA): Reflection and Direction of the Marketing-Finance Interface

17:00 – 17.15 Closing Remarks Prof. Joost M. E. Pennings (Maastricht University/Wageningen University)

17:15 - Networking Reception

## Venue

The symposium will take place at Tapijn B Building, Tapijnkazerne 11, 6211 ME Maastricht, The Netherlands.

## Registration

To register please visit <https://www.aanmelder.nl/133169/subscribe>. There is a participation fee of €100 for academics, and €150 for practitioners. The fee includes refreshment breaks, lunch, and a networking reception. To ensure a vibrant discussion and interactive knowledge exchange, there is only a limited quantity of 70 places available.

## Beyond the Symposium

The symposium provides you with the ideal opportunity to explore the Burgundian city of Maastricht. Maastricht was founded by the Romans and is one of the oldest cities in the Netherlands. Enjoy the medieval city center, which is on both sides of the river the Meuse, and explore one of the many restaurants. Maastricht is famous for its large variety of cuisines and is often called the culinary capital of the Netherlands.

Looking forward to welcome you in Maastricht – the organizing committee, Prof. Joost M. E. Pennings, Dr. Thomas Post, and Bram van der Kroft.

