

Role of Future Generations in the 21st Century

Conference Programme

27 November 2025 (Online Conference as per timing of ESSCA, France)

Link to join the conference: <https://us02web.zoom.us/j/85458639767>

9.00-9.10 am	Welcome to MSP by Prof Suraksha Gupta, University of Arts, London
9.10-9.20 am	Welcome to ESSCA by Prof Naciba Chassagnon, Deputy Dean Research, ESSCA School of Management
9.20-9.30 am	Welcome to ESSCA and presentation of the ESSCA Institute Future Trends in Family Consumption by Prof Elodie Jouny-Rivier, ESSCA School of Management
9.30-10.00 am	Industry Keynote: Gilles Antoine, former Director of Strategic Programs - L'Oréal
10.00-10.30am	Academic Keynote: Gabriela Daniels, University of Arts, London College of Fashion
10.30-10.45am	Tea/Coffee Break
10.45-12.15pm Track 1: Consumer Behaviour	Track Chair: Insaf Khelladi, Excelia Business School
	<i>Wine Ambassadors of Tomorrow: Youth Engagement in Sustainable Viticulture and Digital Storytelling (Mineli A. and Nayak N.)</i>
	<i>The Next Generation Moves Green: A Qualitative Enquiry Into Consumer Behavior Toward Sustainable Mobility (Jain P. and Joshi M.)</i>
	<i>Examining the Impact of AI Chatbot Quality on User Proactive Engagement, Considering the Roles of AI Trust, Cognitive Absorption, Motivation and Decision Making (Rahmani M. and Foroudi P.)</i>
12.15- 1.15 pm Track 2: Retail and Omnichannel Strategies	Track Chair: Tatiana Henriquez, ESSCA School of Management
	<i>Who is Cobbing the Web of Educational Robotic Toys Parents Teachers or Preschoolers (Mehta S. and Khanna V.)</i>
	<i>Dark Side of Companion AI's Unconditional Affirmations on Consumer Social Well-being (Mukherjee P and Jain V)</i>
1.15-1.45pm	Lunch
1.45 - 2.45pm Track 3: Sustainable Innovation	Track Chair: Alice Falchi, ESSCA School of Management
	<i>Thematic Analysis for identifying the factors affecting the adoption of augmented reality by the retailers & consumers in the E commerce industry in India using MAXQDA (Jain T. and Gupta A.)</i>
	<i>Storytelling with Transmedia for Immersive Brand Experience (Gupta S., Abdollahi S., Chatterson L. and Drinkwater M.)</i>
2.45-3.00pm	Tea/Coffee Break
3.00-4.00pm Meet-the-Editors session	Prof Subodha Kumar, Dy Editor, Production and Operations Management
	Ass. Prof Verena Gruber, Associate Editor, Journal of Business Ethics
	Prof. Hiram Ting, Editor-in-Chief, Young Consumers
4.00-5.00pm Track 4: Sustainable Collaboration	Track Chair: Prof Elodie Jouny-Rivier, ESSCA School of Management
	<i>Mindfulness and Spirituality on Sustainable Food Consumption Behavior: The Moderating Roles of Perceived Consumer Effectiveness and Environmental Knowledge (Weerasinghe D.)</i>
	<i>From users to co-creators: Insights from India's Sharing Economy Landscape (Sharma K. and Jain S.)</i>
5.00-5.10pm	Vote of Thanks

List of Participants

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