**FEBRUARY 13**

**SYMPOSIUM**

**HOMO INFLUENCED: DIGITAL MEDIA EFFECTS**

**Class 12**

**Starts at 13.20**

**Conducted by:**

*Didier Courbet -Mediterranean Institute of Information and Communication Sciences, Aix-Marseille University, France*

*Regina Ershova – State University of Humanities and Social Studies, Russia*

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| **13.20-13.50** | **Implicit influences of digital advertising on behaviour,7 days later -**  *Pemon Kouadio et Didier Courbet -Mediterranean Institute of Information and Communication Sciences, Aix-Marseille University, France* |
| **13.50-14.20** | **Virtual environments, reality and absence : modelling by structural equations-**  *Olivier Nannipieri -Mediterranean Institute of Information and Communication Sciences,Toulon University, France* |
| **14.20-14.50** | **Digital communication in a commercial context : uses and influences of tactile interactive devices.**  **Nicolas Buttafoghi -***Mediterranean Institute of Information and Communication Sciences, Aix-Marseille University, France* |
| **14.50-15.10** | **Personal contact against the automation in marketing** – *Nadejda Kozlova, PhD in Economics, Financial University , Russia* |
| **15.10-15.30** | **Digital technology and the competitive environment in medicine – Svetlana Varvous** *PhD in Economics, Financial University , Russia* |
| **15.30-15.50** | **How moving to another country changes the way you think about the world –***Olga Mitina, PhD, Moscow State University, Russia* |