

## Program of the 7<sup>th</sup> SIM Doctoral & Research Colloquium With the free sponsorship of University of Salento

21 - 23 November, 2021

University of Salento, Department of Management and Economics, Ecotekne Campus  
Via per Monteroni, 73100 Lecce (Italy)

D&R Colloquium presentations will take place in the “Mario Signore” Room, 1<sup>st</sup> floor.

Sunday, November 21	
18.30-19.30	Kick-off of the D&R Colloquium at the Hotel Santa Chiara in Lecce
20.00	Dinner at “Tabisca Il Vico dei Tagliati” restaurant

Monday, November 22		
Session 1 Session chair: Matteo De Angelis		Proposal Title
8.30-8.45	University of Salento institutional welcoming <b>Prof. Fabio Pollice</b> , Rector of the University of Salento <b>Prof. Vittorio Boscia</b> , Director of the Dept. of Management and Economics <b>Prof. Gianluigi Guido</b> , Full Professor of Marketing, Dept. of Management and Economics	
8.45-9:35	<b>Presenter:</b> Antea Gambicorti <b>Peer discussant:</b> Matilde Rapezzi <b>Faculty discussant:</b> Simona Botti	<i>“That’s Craft, I’ll eat it slow!”: How artisanal food products stimulate slower eating and promote eating moderation</i>
9:35-10:25	<b>Presenter:</b> Giovanni Luca Cascio Rizzo <b>Peer discussant:</b> Kees Smeets <b>Faculty discussant:</b> Stefano Puntoni	<i>Too good to be true: The effects of followers and language intensity on consumer responses to influencer’s sponsored AD</i>
10:25-10:40	Coffee Break	
Session 2		

Session chair: Gaia Rubera		
10:40-11:30	<b>Presenter:</b> Charles Alves de Castro <b>Peer discussant:</b> Lena Bjørlo <b>Faculty discussant:</b> Simona Botti	<i>An investigation of the personality traits that could identify vulnerable young people who will be susceptible to undue influence by social media influencers (SMIs)</i>
11:30-12:20	<b>Presenter:</b> Gabriele Murtas <b>Peer discussant:</b> Martina Gurioli <b>Faculty discussant:</b> Stefano Puntoni	<i>Why can't we be friends? Linking category studies and market system dynamics. The case of luxury streetwear.</i>
Session 3		
Session chair: Sara Valentini		
12:20-13:10	<b>Presenter:</b> Musa Essa <b>Peer discussant:</b> Vigier Zouhar <b>Faculty discussant:</b> Simona Botti	<i>Customer's perspective on front-line service employees with disabilities: The role of interaction and emotions</i>
13:10-14:10	<i>LUNCH at Ecotkne Campus</i>	
14:10-15.00	<b>Presenter:</b> Matilde Rapezzi <b>Peer discussant:</b> Charles Alves de Castro <b>Faculty discussant:</b> Stefano Puntoni	<i>When brands "Try Too Hard" consumers cringe: Investigating consumers' embarrassment for brands</i>
Session 4		
Session chair: Matteo De Angelis		
15:00-15:50	<b>Presenter:</b> Kees Smeets <b>Peer discussant:</b> Giovanni Luca Cascio Rizzo <b>Faculty discussant:</b> Simona Botti	<i>Vicarious consumption: Good enough or need for more?</i>
15:50-16:10	<i>Coffee Break</i>	
16:10-17:30	<b>Workshop 1 – Research idea generation</b>	
17:30-20:00	Time to rest and socialize	
20:00	Dinner at "Boccon Divino" restaurant	

<b>Tuesday, November 23</b>		
Session 5		
Session chair: Sara Valentini		
9:00-9:50	<b>Presenter:</b> Lena Bjørlo <b>Peer discussant:</b> Musa Essa <b>Faculty discussant:</b> Tammo Bijmolt	<i>Sustainable Algorithmic Marketing</i>
9:50-10:40	<b>Presenter:</b> Martina Gurioli <b>Peer discussant:</b> Antea Gambicorti <b>Faculty discussant:</b> Tammo Bijmolt	<i>Copycats as determinants of consumer confusion: An experiment on food products</i>
10:40-11:00	Coffee Break	
Session 6		
Session chair: Sara Valentini		
10:00-11:50	<b>Presenter:</b> Vigier Zouhar <b>Peer discussant:</b> Gabriele Murtas <b>Faculty discussant:</b> Tammo Bijmolt	<i>Do temporary price reductions contribute to the development of retailers' shoppers loyalty?</i>
11:50-12:40	<b>Workshop 2: Publication/job market process</b>	
12:40-13.00 Closing remarks		
13:00-14:00 Lunch at Campus Ecotkne		

### PRACTICAL INFORMATION

**Accommodation:** participants are free to book a room or an apartment of their choice in Lecce and then take public transportation to reach Ecotekne Campus of the University of Salento. To reach the campus students can take the bus n. 27 ([http://sgmlecce.it/images/orari\\_invernali\\_tpl/27.pdf](http://sgmlecce.it/images/orari_invernali_tpl/27.pdf)), which stops at 50m from the Department of Management and Economics.

**Registration** will start at 18:00 of November 21<sup>th</sup> at the Hotel Santa Chiara (<https://www.santachiaralecce.it/>). At 18:30, in a room of the Hotel Santa Chiara, Faculty and participants will get together for welcoming greetings and the kick-off of the D&R colloquium. After this, they will all walk together to the restaurant “Tabisca Il Vico dei Tagliati” for the welcoming dinner.