

NEW EVENTS IN SIM

SIM Seminar Series at a glance

SIM is pleased to announce a new initiative, the Seminar Series that will be launched in Spring 2022.

The aim of the Seminar Series is to bring together international scholars and SIM fellows to discuss academic work-in-progress and participate in debates on topical marketing issues.

The seminars will typically take place three times a year in different locations in Italy, with a hybrid format.

The sessions will be organized around traditional presentations (and debates) with international scholars on a variety of topics, and opportunities for SIM fellow to expose their research to the guest speakers.

Everyone is welcome to attend. Suggestions for topics and speakers for the SIM seminars are also really appreciated and can be sent to info@simktg.it and luca.petruzzellis@uniba.it