

## SIM Seminar Series

### *A glance on CCT emerging avenues Conversation with Eric Arnould and Bernard Cova*

**29<sup>th</sup> April 2022**  
**Bocconi University**  
**Via Roentgen 1, 20136 Milano**

Join us for a research seminar focused on new research venues in consumer research and, more precisely, in consumer culture theory.

Invited guest speakers are Eric Arnould, Aalto University and Emlyon, and Bernard Cova, KEDGE Business School.

The session goal is to discuss emerging research topics in marketing and consumer behavior inspired by anthropology and sociology.

Eric Arnould will share his personal experience on recent projects on brand dynasties in luxury, taste regimes, and neo-animist ontology. On his side, Bernard Cova will complement it through his past and current research on consumer experience and pain, meaning of nostalgia and pastiche.

Participants (and especially young scholars and faculty) can communicate their willingness to present their work in progress through the format of “Three minutes” by informing Stefania Borghini ([stefania.borghini@unibocconi.it](mailto:stefania.borghini@unibocconi.it)) by April 14<sup>th</sup> 2022.

<http://www.sussex.ac.uk/internal/doctoralschool/researcherdev/threeminthesis/preparing3mt>

### **Structure of the seminar**

9.30 am: Welcome and introduction

9.35 am: Research presentation by Eric Arnould

10.35 am: Research presentation by Bernard Cova

11.35 am: Break

11.50 am: Research pitch by participants

12.50 am: Conclusions and wrap-up

**To register by 20<sup>th</sup> April 2022 please send an e-mail to [info@simktg.it](mailto:info@simktg.it)**

**Fee \*50 euros (for members)**

**\*Registration to Società Italiana Marketing is required for non-members :**

<http://www.simktg.it/sp/diventa-socio.3sp>.

For new members participation in the seminar is free of charge.

**Bank details:** Società Italiana Marketing IBAN IT56D0100503205000000004604  
(Bank transfer reason: SIM Seminar-Bocconi). Send a copy of transfer a [info@simktg.it](mailto:info@simktg.it).

**Room:** AS01, via Roentgen 1

**The event will be held in a hybrid format, online and in presence.**