

SESSIONE INTERNATIONAL MARKETING

MARIA CHIARVESIO – GIADA MAINOLFI

AULA D6/0.14

ORE 9.00 Exporter use of cross-border B2B e-commerce platforms: a longitudinal study of relational outcomes.

Fabio Cassia, Francesca Magno

ORE 9.15 A Global View of Data Use and Payment Preferences on Social Media Platforms.

Marco Gregori, Martijn G. de Jong,

Daryna Kolesnyk, Florian von Wangenheim

ORE 9.30 On the rollercoaster of life: a longitudinal cross-country exploratory study of patient empowerment in the post-Covid-19 era via textual big data analysis and machine learning.

Francesco Smaldone, Vittoria Marino, Riccardo Resciniti

ORE 9.45 Taking a leap on a slippery floor: a new shift framework for international sales during the sales transformation and the covid-19 pandemic.

Marta Giovannetti, Elena Cedrola,

Silvio Cardinali, Arun Sharma, Deva Rangarajan

ORE 10.00 Uncovering private label strategy for international development: a case study in the pasta industry.

Andrea Runfola, Giulia Monteverde, Antonio Picciotti

ORE 10.15 Cross-Actor Facial Similarity and its Impact on US Movies' Box-Office in East Asia.

Verdiana Giannetti, Jieke Chen, Xingjie Wei

ORE 10.30 A study on the impact of cross-cultural dimensions for the formation of global brands' value. The global factor and its cultural implications.

Karolina Sallaku, Domenico Morrone,

Annunziata Tarulli, Raffaele Silvestri

ORE 10.45 The Role of Dynamic Capabilities in the Internationalization of Fintech Startups.

Lala Hu, Mirko Olivieri, Nuo Wang, Daniela Corsaro

ORE 11.30 Early internationalization and scope of target markets.

Barbara Del Bosco

ORE 11.45 Young Consumers' Perception of Made in Italy in the Luxury Sector: the Impact of Sustainability.

Costanza Dasmi, Olga Nechaeva, Aihoor Aleem, Serena Rovai

SESSIONE CONSUMER BEHAVIOUR

MATTEO CORCIOLANI – REBECCA PERA

AULA D6/0.16

ORE 09.00 Consumption communities. Critical review and theoretical implications.

Daniele Dalli

ORE 9.15 Consuming craft.

Daniele Dalli, Antea Gambicorti

ORE 9.30 Social preferences and context effects.

Alessandra Zammit, Elisa Montaguti

ORE 9.45 If it is cute, I am screwed! How product cuteness reduces perceived product efficacy, anticipated performance, and consumer preferences.

Diletta Acuti, Marta Pizzetti, Giandomenico Di Domenico

ORE 10.00 L'impatto della dimensione healthy nel processo decisionale.

Simona Del Core

ORE 10.15 Alert: this scam is so dope! The discursive constitution of market hypes by online communities.

Federico Mangiò, Gabriele Murtas,

Giuseppe Pedeliento, Anatoli Colicev

ORE 10.30 How should we podcast? Valence moderates the impact of discourse concentration on podcast episode engagement.

Ludovica Serafini, Gaetano Miceli,

Ernesto Cardamone, Maria Antonietta Raimondo

ORE 10.45 How Shall I Pay? Having Multiple Payment Options Increases Purchase Likelihood.

Deniz Lefkeli, Nazli Gurdamar-Okutur

ORE 11.30 How Does Corporate Sociopolitical Activism (CSA) Affect Consumers' Purchase Intention? A Self-congruity Perspective.

Zarrin Mahdizadeh, Annamaria Tuan, Daniele Scarpi

ORE 11.45 Mapping the rise of Virtual Influencers: a literature review using bibliometric analysis.

Rada Gutuleac, Gabriele Baima, Cristian Rizzo

ORE 12.00 Cooperation and competition in pursuit of a healthy diet: a theoretical contribution for lifestyle improvement.

Anna Maria Murante, Fabio Consalez,

Federica Manca, Luisa Torri

ORE 12.15 What makes vinyl records so unique? Some preliminary results based on Exploratory Factor Analysis (EFA).

Annunziata Tarulli, Karolina Sallaku, Domenico Morrone

ORE 12.30 What really drives the diffusion of cryptocurrencies? An investigation into Greed in User Generated Content.

Konstantin Pikal, Francisco Villarroel Ordenes, Deniz Lefkeli

ORE 12.45 Understanding fruits and vegetables waste behavior through an integrative framework of the TPB and the NAM.

Chiara Bacchilega, Simone Aiolfi, Silvia Bellini, Davide Pellegrini

ORE 14.00 Understanding cultural differences and health consciousness in dietary choices: a theoretical model.

Francesca Serravalle, Milena Viassone, Andrea Mahmuti

ORE 14.15 Trust and risk perception of vulnerable consumers: the celiac disease case.

Giacomo Bagna, Rebecca Pera, Giada Mattias

ORE 14.30 Is it recycled or recyclable? How individual's temporal focus affects perceived quality of food in recycled plastic packaging.

Alba D'Aniello, Carmela Donato, Matteo De Angelis

ORE 14.45 The Greenness Shape.

Carmela Donato, Feray Adiguzel

ORE 15.00 The Verbal and Visual Dimensions of Market Dynamics: Legal Design, Consumer-Centric Contracts and Market Infrastructures.

Francesco Crisci

ORE 15.15 Defining how "Small Data" can be designed, moderated and generated in digital temporary communities.

Rebecca Pera

ORE 15.30 Overcoming congruity issues of Nutritional information through Front-of-Pack Nutritional Labels: an investigation on the relative effects of Nutri-Score and NutrInform Battery.
Jun He, Marco Francesco Mazzù, Angelo Baccelloni

ORE 16.00 Investigating Market Dynamics of Status Change: The Rise of Streetwear.
Gabriele Murtas, Giuseppe Pedeliento

ORE 16.15 The “Lazarus Effect”: Creative Symbolic Immortality and Consumers Evaluation of Posthumous Artistic Products.
Alessandro Biraglia, Aulona Ulqinaku, Verdiana Giannetti, Josko Brakus

MARKETING COMMUNICATION & BRANDING

DANIELA ANDREINI – MICHELA MASON

AULA D6/1.06

ORE 9.00 Are Influencers New “Members” of the Family? An Experimental Study on Their Role in Family Business Brand Communication.
Salvatore M. Lombardo, Marco Galvagno

ORE 9.15 Diversity Reputation In A Marketing Perspective: insights from a study among Italian companies.
Chiara Fisichella, Silvia Ravazzani, Alfonsa Butera, Alessandra Mazzei

ORE 9.30 Enhancing Effectiveness: Unconventional Marketing Strategies in the Complex Sports Landscape.
Claudia Bovi, Marco Francesco Mazzù

ORE 9.45 Exploring Brand Experiences of NGOs and Social Enterprises in the Metaverse: the case of food waste.
Alessandro Signorini, Alessandro Feri, Angelo Baccelloni

ORE 10.00 Exploring the Power of Brand Heroes: A Systematic Literature Review on the Role, Meaning, and Influence in Marketing.
Francesca Avallone, Ida de Majo, Vittoria Marino, Riccardo Resciniti

ORE 11.30 How Emotions drives Donations: A systematic literature review on emotional charity advertising.
Sofia Pansoni, Giacomo Gistri

ORE 11.45 Insect-based food consumption: the impact of brand equity on logo perception. A neuroscientific perspective.
Riccardo Valesi, Daniela Andreini, Giuseppe Pedeliento

ORE 12.00 L'effetto del brand sull'efficacia delle etichette nutrizionali.
Guido Cristini, Anna Boncompagni, Cristina Zerbini

ORE 12.15 Nutrition Front-of-Pack Labels: Why educating consumers is important.
Olga Nechaeva, Marta Pizzetti, Lucia Gatti

ORE 12.30 Patchworking research paradigms to investigate brand in virtual spaces.
Silvia Ranfagni, Massimo Rosati, Cleopatra Veloutsou

ORE 14.00 Plastic-Free Packaging: A Netnographic Analysis Of Young Consumers' Sustainable Brand Choices.
Angela Antonia Beccanulli, Silvia Biraghi

ORE 14.15 Se mi tradisci non perdono! La reazione emotiva del consumatore al brand betrayal.
Simona D'Amico, Tommaso Pucci, Costanza Nosi, Niccolò Piccioni

ORE 14.30 The Power of Nostalgia: Celebrities' Brand Love and Its Effects on Consumer Behavior.

Gioele Zamparo, Michela Cesarina Mason, Giuseppe Cappiello

ORE 14.45 Wellness, Marketing and Scale Modelling Advertising: Early Findings from the Airfix Case Study.
Raffaele Donvito, Enrique Carrasco Molina, Valentina Mazzoli, Gaetano Aiello

ORE 15.00 When Celebrity Endorsers Misbehave: How Consumers Respond To Controversial Incidents In Online Communities.
Asheen Heranga Hettiarachchi Maha Hettiarachchige, Francesca Cabiddu, Ludovica Moi, Moreno Frau

ORE 15.15 From Immersion to Invasion: a netnographic exploration of consumers' responses' to In-Game Advertising.
Rebecca Pera, Luca Matteo Zagni

B2B MARKETING & SUPPLY CHAIN MANAGEMENT

ANTONELLA LA ROCCA – ANDREA PERNA

AULA D6/0.05

ORE 9.00 Investigating programmatic advertising: a review and implications for business-to-business marketing.
Simone Guercini, Matilde Milanese, Andrea Runfola

ORE 9.15 Beyond the buyer-supplier relationship: a triadic perspective of decarbonization initiatives across the supply chain.
Chiara Sguizzardi, Ivan Russo and Ilenia Confente

ORE 9.30 Creating value from agricultural waste: which network to achieve it?
Raffaele Silvestri, Piernichele La Sala, Carloni Elisa and Karolina Sallaku

ORE 9.45 What's wrong from CRM adoption: Three different major perspectives of User, Buyer and Vendor.
Andrea Sabatini, Alessandro Cinti and Elisa Fontana

ORE 10.00 Nuove strategie di Humanistic Management per le imprese del Made in Italy.
Chiara Cantu, Renato Fiocca, Lala Hu, Martina Lucarno, Mirko Olivieri, Alessandra Tzannis

ORE 10.15 The role of a Lean and Agile model for the development of internal projects: evidence from an Italian SME in the B2B context.
Alice Aiudi, Barbara Francioni, Federica Murrura

ORE 10.30 I driver per le fasi di starting up e di mantenimento di una rete.
Chiara Cantù, Antonella La Rocca, Martina Lucarno

ORE 10.45 Rethinking industrial corporate training in light of digitalization.
Elisa Carloni, Serena Galvani

ORE 11.30 Network harmonization e riconfigurazione dei confini delle reti strategiche.
Chiara Cantù, Martina Lucarno

RETAILING & CHANNEL MANAGEMENT

MARIA GRAZIA CARDINALI – GABRIELE PIZZI

AULA D6/0.06

ORE 9.00 The Praise Of Laziness: Convenience Category Attributes Sustaining The Growth Of Online Grocery Shopping.
Edoardo Fornari, Greta Siracusa, Alessandro Iuffman Ghezzi

ORE 9.15 Pharmacy Armoury: Business model innovation in Italian phar

macy retail sector.

Giulia Nevi, Federica Pascucci, Lucia Pizzichini, Luca Dezi

ORE 9.30 Loyalty Program Engagement: the role of customers' preference for rewards and generations.

Giada Salvietti, Marco Ieva, Cristina Ziliani

ORE 9.45 Crossmodal Interactions On Flavor Perception Of Beverages: Impact Of Colors, Materials And Music.

Raffaele Campo, Pierfelice Rosato, Modesto De Luca, Magda D'Agostino Massarelli

ORE 10.00 In-store communication interventions and health promotion: a systematic literature review with a focus on shelf labels.

Susanna Graziano, Benedetta Grandi, Maria Grazia Cardinali

ORE 10.15 Fostering sustainable last mile delivery: the role of metaphors in retailers' sustainable communication.

Valentina Mazzoli, Ilenia Confente, Ivan Russo, Diletta Acuti

ORE 10.30 Omni-Channel Health Information Seeking Behavior: Profiling The Customers.

Benedetta Grandi, Gabriele Pizzi, Maria Grazia Cardinali

ORE 10.45 Enhancing Traditional Product Brand Equity through the Mountain Product label: a Consumer-Based Brand Equity approach.

Elisa Martinelli, Francesca De Canio, Elena Sarti

ORE 11.30 Influenzare la numerosità percepita delle referenze a scaffale attraverso il principio di accentuazione delle direzioni spaziali della porzione di lineare espositivo.

Daniele Porcheddu, Francesco Massara, Antonio Usai, Baingio Pinna

ORE 11.45 "Going to vending is an archetypal situation, as camera café": an exploratory qualitative analysis on vending machine users' behaviour.

Agnese Perfetti, Giacomo Gistri

ORE 12.00 The role of big data in understanding the effects of price promotion in the luxury fashion industry.

Simone Severini, Elena Cedrolo, Silvio Cardinali

ORE 12.15 Closed-loop supply chain transparency: consumers' reaction to retailers' information disclosure.

Benedetta Baldi, Ivan Russo

TOURISM, CULTURE & ARTS MARKETING
FABIOLA SFODERA - SERENA VOLO
AULA D6/O.13

ORE 9.00 When tourists react to fake images: Modeling coping strategies during customer journey experience.

Letizia Lo Presti, Veronica Capone, Giulio Maggiore

ORE 9.15 Wellness and tourism development in the Telesse Terme area.

Federico De Andreis, Gerardo Metallo

ORE 9.30 Tourist movement in space: comparing independent to group travelers.

Lingling Huang

ORE 9.45 Orchestrating the growth of niche-tourism ecosystems: insights from oleotourism in Italy.

Angelo Presenza, Maria Della Lucia, Lorn Sheehan

ORE 10.00 Digital-based critical success factors in the Italian Hotel sector.

Giacomo Del Chiappa, Salamun Rashidini

ORE 10.15 Italians do it better! Is it true in tourism research?

Serena Volo, Daniele Dalli, Giacomo Del Chiappa

ORE 10.30 Workation tourism: exploring destination image and personality.

Valeria Schifilliti, Francesco Vitellaro, Gioele Zamparo

ORE 10.45 Digital free tourism: un'indagine esplorativa sul desiderio di disconnessione in vacanza. Opportunità per il settore dell'hospitality.

Mara Normando, Valentina D'Auria, Maria Giovanna Confetto, Felice Addeo

ORE 11.00 The attractiveness of working in the tourism industry during the era of Great Resignation and Quiet Quitting.

Giacomo Del Chiappa, Anna Giuseppina Satta, Ilenia Bregoli

ORE 11.30 Metaverse, museums and disabilities: bridging the gap between customer experience and fruition.

Cristina Caterina Amitrano, Augusto Bargonì, Chiara Giachino

ORE 11.45 Le Esperienze Culturali Come Motore Del Benessere Nel Turismo: L'effetto Sull'attaccamento E Le Intenzioni Nei Confronti Della Destinazione Turistica.

Marco Cioppi, Ilaria Curina, Roberta De Cicco, Mauro Dini, Barbara Francioni

ORE 12.00 Constructing destination images in cultural tourism live streaming.

Angela Antonia Beccanulli

ORE 12.15 Exploring the spread of Food and Wine Tourism: A preliminary analysis.

Francesca De Canio and Emiro Endrighi

ORE 12.30 The role of new technologies in the destination management context.

Marta Barattin

ORE 12.45 Too crowded, don't go! Understanding the impact of over-tourism awareness on intention to recommend a remote destination.

Serena Lonardi, Ilenia Confente, Francesco Raggiotto, David D'Acunto

ORE 14.00 Between Benefits And Privacy: Examining Travelers' Adoption Of Generative Artificial Intelligence Tools.

Marco Pichierri, Giovanni Pino, Laura Grazzini

ORE 14.15 The role of branded "Made in Italy" Museums in revitalizing tourism: a quali-quantitative research.

Marco Francesco Mazzù, Irene Della Sala, Matteo De Angelis

ORE 14.30 Are residents willing to preserve their city's cultural heritage? The role of cultural heritage awareness, quality of life and place identity.

Ilenia Confente, Serena Lonardi, Valentina Mazzoli, Vania Vigolo

ORE 14.45 Strategie di Comunicazione per il Dark Tourism: Effetti delle Campagne di Comunicazione nella Ripresa Post-Disastro sulle Intenzioni di Visita e Spesa dei Turisti .

Francesco Rizzi, Marina Gigliottia

ORE 15.00 Uncovering Liminal Experiences in Non-Places: The Case of Airport Consumption.

Isabella Ciampa, Greta Vignali

ORE 15.15 Tell me the good of your territory: exploring corporate heritage enhancement and storytelling as elements of destination

marketing.

*Antonella Garofano, Barbara Masiello,
Francesco Izzo, Enrico Bonetti*

ORE 15.30 Verso una tassonomia del turismo del benessere.

Elena Di Raco, Fabiola Sfodera

ORE 15.45 Culture and well-being: an outlook on communication practices.

*Fabio Greco, Francesco Carignani, Laura Clemente,
Gesualda Iodice, Francesco Bifulco*

ORE 16.00 Communication during crisis: Evidence from the tourism sector .

Monica Basile, Serena Volo

ORE 16.15 La Grande Bellezza. Valorizzazione integrata delle risorse e dei talenti.

Antonio Ducceschi, Loredana Vigna

TECHNOLOGY & INNOVATION MARKETING
TINDARA ABBATE - ELEONORA DI MARIA
AULA D6/1.11

ORE 9.00 Capability Interplay in Innovative High-Tech Startups: an integrated framework of technological and marketing capabilities.

Alessandra Costa, Veronica Marozzo, Tindara Abbate

ORE 9.15 Digitization of health : A conceptual analysis of healthcare pillars.

Martina Toni, Giovanni Mattia, Ludovica Principato

ORE 9.30 The impact of blockchain on the digital advertising ecosystem: Preliminary results of an exploratory analysis.

Vincenzo Basile, Marco Valerio Rossi

ORE 9.45 Artificial intelligence among the elderly: a starting literature review.

Giulia Gogiali, Giulia Nevi, Luca Dezi

ORE 10.00 The Practicality Pillar of the Phygital Customer Experience: A Systematic Literature Review.

Luca Corinaldesi

ORE 10.15 Unlocking The Trust: The Transformative Impact Of Blockchain Technology On Buyer Seller Relationship In Business Networks.

*Roberto Mario De Stefano, Matteo Dominidiato, Valerio D'Amico,
Alessandro Romoli*

ORE 10.30 Le start-up innovative a significativo impatto sociale: che ruolo ha il marketing?

Costanza Nosi, Niccolò Piccioni, Simona D'Amico, Fabiola Sfodera

ORE 10.45 Digitalization and Sustainability: Where do we stand? A systematic review of reviews in managerial studies.

Martina Tomasetig

ORE 11.00 Perceived Product Intelligence and Behavioral Activation System effects in Influencing Individuals' Intention to Use Mobile Health Applications: The Moderator Role of Perceived Anthropomorphism.

Andrea Sestino, Marco Valerio Rossi, Luigi Nasta, Alfredo D'Angelo

ORE 11.15 Big Data Management ed healthcare ecosystem: la clinical intelligence come sistema di gestione dei dati clinici.

Maria Palazzo, Maria Antonella Ferri, Francesco Notari

ORE 11.30 Enlighten AI-based mental health applications to vulnerable consumers.

Danielle Ang, Camilla Barbarossa, Andreas Munzel

ORE 11.45 A Preliminary Study About Elderly Individuals' Reactions to Digital Therapeutics (DTx): The Key Role of Socialization Seeking Tendency.

Andrea Sestino, Alfredo D'Angelo

ORE 12.00 Exploring Marketing Competencies In The Pharmaceutical Industry.

Simone Guercini, Orazio Vella, Matilde Milanese

ORE 12.15 From Tweets To Investments: How Do Dtss Signal To Investors Through Social Media? Evidence From Healthcare Ai Startups.

Nicoletta Buratti, Giorgia Profumo, Ginevra Testa, Francesco Vitellaro

TECHNOLOGY & INNOVATION MARKETING
TINDARA ABBATE - ELEONORA DI MARIA
AULA D6/1.05

ORE 9.00 A Case of Blockchain in Agri-Food: Impacts on the Value Chain and Competitive Advantage.

Elisa Ballini, Elena Cedrola, Grazia Li Pomi

ORE 9.15 Digital Maturity And Strategy In Smes: From Experience To Market Data-Driven Strategies.

Marco Bettiol, Eleonora Di Maria, Mauro Capestro

ORE 9.30 Discovering the potential of digital platform ecosystems within the healthcare sector: A Systematic Literature Review.

Magda Touti, Fabiola Sfodera, Luca Dezi, Giulia Nevi

ORE 9.45 Voice Assistants for Older Consumers' Wellbeing, Health and Care.

Illenia Bregoli, Michelle Bonera, Anna Codini

ORE 10.00 Marketing opportunities in the Metaverse. A narrative literature review in an interdisciplinary perspective and some exploratory cases.

Nicola Leone, Marco Bellotto, Simonetta Pattuglia, Patrizia De Luca

ORE 10.15 How does technology help patient empowerment evolve toward a customer-led healthcare? Opportunities and risks of a consumerization of healthcare.

Matteo Corciolani, Marco Del Mancino, Daniele Dalli

ORE 10.30 Innovative eHealth Technologies: A Study on Factors Determining their Adoption.

Nicola Cobelli, Illenia Confente, Alessandro Zardini

ORE 10.45 Chatbot Sanitari: Prompt Emotivi Per Un Dialogo Empatico. Review e Proposizioni.

*Antonio Mileti, Lucrezia Maria de Cosmo,
Luigi Piper, Fabrizio Baldassarre, Gianluigi Guido*

ORE 11.00 Implicazioni Etiche e legali del Neuromarketing: Privacy, Profilazione e Consenso.

Myriam Caratu, Patrizia Cherubino, Anna Carla Nazzaro

ORE 11.15 Wearable ECG devices for cardiovascular monitoring: a qualitative analysis from the cardiologists' perspective.

*Augusto D'Amico, Alessandra Costa,
Veronica Marozzo, Valeria Schifilliti*

ORE 11.30 Live streamers: characteristics, purposes and narrative

strategies .

Martina Quadri, Daniela Andreini

ORE 11.45 Making sense of marketing knowledge: the role of artificial intelligence in influencing absorptive capacity.

Chiara Ancillai, Sara Bartoloni, Luca Marinelli, Aldo Bellagamba

ORE 12.00 Virtual Reality in Healthcare: An in depth examination of applications, challenges, and future research pathways.

Generoso Branca, Mario D'Arco, Vittoria Marino, Riccardo Resciniti

ORE 12.15 Continued use of chatbots: An extension of the expectation-confirmation theory with subjective knowledge, convenience, and optimism.

Riccardo Rialti, Raffaele Filieri, Lamberto Zollo

DIGITAL MARKETING

GIULIO MAGGIORE - GAETANO MICELI

AULA D6/0.07

ORE 9.00 Not As Human As Me! Anthropomorphism And Consumer Concerns About Voice Assistants Usage.

Giulia Monteverde, Antonella Cammarota, Ludovica Serafini, Martina Quadri

ORE 9.15 Green Marketing in the Digital Age: The Influence of AI on Green Consumer-Brand Perceptions.

Giuseppe La Ragione, Alcheikh Edmond Kozah, Marcello Risitano

ORE 9.30 Users' registering to websites: Is it honeymoon? And how long does it last?

Carla Freitas Silveira Netto, Elisa Montaguti, Sara Valentini

ORE 9.45 Consumer Well-being and Consumption Addictions: An Exploratory Examination.

Gioele Zamparo, Michela Cesarina Mason, Andrea Moretti

ORE 10.00 The digital funnel revisited - A buyer's point of view.

Ernesto D'Avanzo, Alessandra Colaiori

ORE 10.15 Creepiness and Privacy Concerns: What Makes Consumers Want to Switch Their Privacy Settings?

Carla Freitas Silveira Netto, Gabriele Pizzi, Matilde Rapezzi, Federica Caboni

ORE 10.30 Digital health services use and evaluation: a focus on patient empowerment and digital health literacy.

Ylenia Cavacece, Giulio Maggiore, Andrea Moretta Tartaglione, Riccardo Resciniti

ORE 10.45 Omnichannel experience in the digital transformation era: a text mining literature review.

Francesco Russo, Ernesto Cardamone, Marco Romano

ORE 11.30 Understanding the Impact of NFT business models on creator economy.

Matteo Anichini, Francesco Massara

ORE 11.45 How entry or refusal metaverse announcements impact consumer engagement disposition: the mediating role of consumer-brand relationship.

Costanza Dasmì, Niccolò Piccioni, Olga Nechaeva, Antea Gambicorti

ORE 12.00 Avatar Fashion And Cultural Identity In The Metaverse.

Marta Giovannetti, Barbara Kulaga, Lala Hu, Elena Cedrola

ORE 12.15 Luxury Brand Metaverse Runway Shows: relevant themes.

Alessandro Bigi, Michelle Bonera, Arezou Ghanavat

ORE 12.30 I Virtual influencer Risultati preliminari di una review sistematica della letteratura.

Anastasia Orekhova, Costanza Nosi, Simone Mulargia, Niccolò Piccioni

ORE 12.45 Pawsitively Powerful: Why And When Pet Influencers Boost Engagement And Purchase Intention.

Martina Di Cioccio, Rumen Pozharliev, Matteo De Angelis

ORE 14.00 How Effective are Cartoonlike Spokespeople in Advertising?

Stefania Farace

ORE 14.15 Online Organisation Public Relations in Football; the unexplored side of the fans.

Argyro Elisavet Manoli, Michael Anagnostou

ORE 14.30 Going viral or falling down? Incorporating temporal dynamics into the analysis of social media posts.

Marco Visentin, Annamaria Tuan, Simone Giannerini

ORE 14.45 Communicating sustainability on TikTok: does it really work?

Stefania Farace, Cristoforo Losito, Elisa Montaguti, Annamaria Tuan

ORE 15.00 Unveiling the Influence of Silence: Analysing Scarce Communication Strategies of Luxury Fashion Brands on Social Media.

Olga Nechaeva, Valentina Mazzoli, Costanza Dasmì, Virginia Vannucci, Raffaele Donvito

SUSTAINABLE MARKETING

STEFANIA ROMENTI- ALFONSO SIANO

AULA D6/0.04

ORE 9.00 Sustainability Speak: A Deep Dive into Corporate Communication Practices.

Alberto Mattiacci, Alessio Di Leo, Veronica Capone, Fabiola Sfodera

ORE 9.15 The Message Behind the Bottle. The certifying role of distributors in natural wine market.

Paolo Cunico, Rubina Romanello, Donata Vianelli

ORE 9.30 Where do my symptoms come from? Improving dermatology ecosystem's well-being through co-designed awareness campaigns.

Cecilia Casalegno, Chiara Civera, Elena Candelo, Brigida Morelli

ORE 9.45 Media's Role in Shaping Energy Narratives: A European Perspective.

Roberto Vestrelli, Andrea Fronzetti Colladon, Claudia Fabiani, Anna Laura Pisello

ORE 10.00 CSR of ecommerce platforms and consumers online purchase intentions: the mediating role of consumers' trust.

Michela Matarazzo, Francesco Smaldone

ORE 10.15 Gen Z and wine consumption: A comparative study of Italian and Spanish consumers.

Elisabetta Savelli, Alessio Traversi, Fabio Musso

ORE 10.30 Oltre i Confini Aziendali: tecnologia ed impegno sociale ver

so imprese sostenibili.

Matteo Dominidiato, Elisa Martina Martinelli

ORE 10.45 Enhancing Youth Self-Efficacy in Climate Change Negotiations.

Isabella Maggioni, Daniela Corsaro, Martina Frizzo

ORE 11.00 Sustainability and Consumer Behaviour in the Fast Fashion Industry: A Systematic Literature Review.

Manjitha Mathew, Riccardo Spinelli

ORE 11.30 Marketing as the duty to care for stakeholders, society and the environment: a literature review on stewardship theory.

Marco Visentin, Annamaria Tuan, Debora Casoli, Giuseppe Cappiello

ORE 11.45 Food enriched with agricultural waste: a path to sustainable development. What do consumers think?

Raffaele Silvestri, Piermichele La Sala, Ruggiero Sardaro, Elisa Toma

ORE 12.00 How different types of communication affect ethical consumption: The role of psychological consumer empowerment.

Francesca Bergianti, Veronica Gabrielli, Ilaria Baghi, Silvia Grappi

ORE 12.15 A rhetorical multimodal analysis of sustainability reports in healthcare industry: the case of Health Italia SpA.

Giuseppe Bonaccorso

ORE 12.30 The Strategic Role of Information Nudges for Sustainable Consumption. The Case of Planeat.

Arianna Losio, Valerio Veglio, Antonella Zucchella, Nicola Lamberti

ORE 12.45 Emotional Attachment and Product Durability: The Role of Creativity and Type of Product (Luxury vs. Mass-Market).

Cesare Amatulli, Ludovica Cesareo, Alessandro M. Peluso, Matteo De Angelis

ORE 14.00 Understanding Green Consumer Behavior in Digital Environment: A Systematic Literature Review.

Marcello Risitano, Giuseppe La Ragione, Michele Quintano

ORE 14.15 Communication Strategies, Environmental And Social Sustainability, And Clusters: The Case Of Italian Gold Jewellery And Leather Districts.

Greta Buoso, Marco Bettiol, Eleonora Di Maria

ORE 14.30 Behind the Missed Mark: Communicating Unachieved Sustainability Targets.

Denis Simunovic

ORE 14.45 Comunicare la sostenibilità ambientale attraverso il packaging: claim a confronto.

Cristina Zerbini, Donata Tania Vergura, Beatrice Luceri

ORE 15.00 La conoscenza dei fattori che influenzano l'accettazione sociale di un impianto di riciclo per la gestione della sindrome NIMBY. Una proposta di review sistematica della letteratura.

Francesca Ceruti, Laura Cutaia, Giuseppe Bertoli

ORE 15.15 Green guilt or green pride? The influence of anticipated emotions on sustainable fashion consumption.

Giada Mainolfi, Donata Tania Vergura, Stephen Oduro, Alessandro De Nisco

ORE 15.30 What is the colour of sustainability? Reviewing the literature

and setting a research agenda.

Laura Grazzini, Diletta Acuti, Mathieu Kacha, Valentina Pitardi, Lauren Isabelle Labrecque, John Ford

ORE 15.45 Beyond goodwill: the interplay of sustainable marketing, individual beliefs and corporate reputation.

Elanor Colleoni, Grazia Murtarelli, Stefania Romenti, Chiara Esposito

ORE 16.00 Young consumer intention to use mobile ethical applications in consumption choices: an extension of the UTAUT2 model.

Giovanna Pegan, Silvia Ranfagni, Giacomo Marzi, Patrizia de Luca

ORE 16.15 How do environmental sustainability factors influence the choice of cosmetic products by Gen-Z? An exploratory study.

Fabio Musso, Emanuela Conti, Furio Camillo, Guido Capanna Piscè

SERVICES MARKETING

ROBERTO BRUNI - CRISTINA MELE

AULA D6/1.02

ORE 9.00 How much does the customer value co-creation affect their benefits? The role of relational and ethical interactions between customers and employees.

Jessica Bosisio, Roberto Chierici, Alice Mazzucchelli, Claudio Chiacchierini

ORE 9.15 Festivals as platforms for actors' engagement in a local context.

Alessia Anzivino, Lala Hu, Roberta Sebastiani

ORE 9.30 Delineating insights for the conceptualization of Society 5.0 in a service ecosystem perspective.

Francesco Polese, Luca Carrubbo, Antonietta Megaro, Debora Sarno

ORE 9.45 The effects of COVID risk perception on patient's "digital journey": an empirical research.

Luca Buccoliero, Elena Bellio

ORE 10.00 Le tecnologie digitali, attori dell'ecosistema dei servizi: una tipologia di ruoli.

Janet McColl-Kennedy, Chiara Orsingher, Teegan Green, Mohamed Zaki, Marlien Varnfield, Jason Titman, Amy Ostrom, David Hansen

ORE 11.30 The impact of new technologies in marketing: an analysis of Life Science sector.

Valerio Natale, Niccolò Fiorini, Tommaso Pucci

ORE 11.45 Prevention matters! Investigating the Influencing Factors of Patient Engagement in Cervical Cancer Screening Programs.

Antonella Cammarota, Domenico Bucci

ORE 12.00 User feedback in healthcare: What are the determinants of the use of these data among healthcare professionals and managers?

Veronica Spataro, Elisa Peruzzo, Sabina De Rosis, Hamish Laing, Milena Vainieri

ORE 12.15 Revitalizing the Healthcare User Experience: An Optimization Model grounded in User-Centricity.

Elisa Peruzzo, Sabina De Rosis, Chiara Seghieri, Milena Vainieri

ORE 12.30 Coproducing customization strategies for healthcare services.

Anna Maria Murante

ORE 14.00 Exploring the Impact of Open Innovation in the Healthcare Sector: A Multiple Case Study Analysis.

Marcello Sansone, Annarita Colamatteo, Maria Anna Pagnanelli, Maria D'Agostini

ORE 14.15 Nudging Student Engagement: The Impact of Service Robots on Learning Vulnerability.

Cristina Mele, Tiziana Russo Spina, Irene Di Bernardo, Angelo Ranieri

ORE 14.30 Social robots for healthcare well-being: the Hiro project.

Marialuisa Marzullo, Irene di Bernardo, Cristina Mele, Tiziana Russo Spina

ORE 14.45 Generation Z is really interested in the personalization of LP rewards? An explorative study in advanced services.

Chiara Ottolenghi, Gennaro Iasevoli

ORE 15.00 Exploring Engagement Through The Healthcare Users' Narratives Along Their Journey.

Sabina De Rosis, Laura Grazzini, Francesca Pennucci, Marzia Cettina Severino, Gaetano Aiello

MARKETING CASES

SEBASTIANO GRANDI - GIUSEPPE PEDELIENTO

AULA D6/0.15

ORE 9.00 Ryanair: l'azienda che le persone amano odiare.

Francesca Negri

ORE 9.15 Servizi ed esperienze per una smart city a misura d'uomo: il caso Open Stage.

Laura Ingrid Maria Colm, Stefano Prestini

ORE 9.30 Ryanair: la gestione del service failure durante gli scioperi dei controllori di volo francesi. Dal service recovery al brand activism.

Monica C. Scarano

ORE 9.45 Digital Servitization: La Sfida Dell'integrazione Tra Marketing, Sales E Service Nella Creazione Di Valore Per Il Cliente Business.

Serena Galvani, Roberta Bocconcelli, Alessandro Pagano

ORE 10.00 GVM Care & Research "La customer experience nel mondo della sanità: tra digitale e reale".

Franco Balestrieri, Roberto Chierici, Angelo Di Gregorio, Alice Mazzucchelli

ORE 11.30 Flatmates: la prima agenzia italiana di influencer marketing fondata e gestita da content creator.

Generoso Branca, Mario D'Arco, Vittoria Marino, Riccardo Resciniti

ORE 11.45 Il rebranding per la valorizzazione e il riposizionamento della marca: il caso Librandi.

Monia Melia, Angela Caridà, Maria Colurcio, Giacomo Costa

ORE 12.00 "Niente ferma il rosa, niente ferma le donne": il Cause-related Marketing e la Fondazione Veronesi.

Vittoria Marino, Chiara Mauri

ORE 12.15 La storia del brand come chiave della sua coscienza. Il caso Findus.

Giusy Mignone, Angelo Riviezzo, Maria Rosaria Napolitano

ORE 12.30 Il valore della co-creazione nel processo di brand design: il progetto della Società Italiana Marketing.

Paola Signori

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