

Programme

The 2017 SIM Doctoral & Research Colloquium

Bologna,
28 - 30 May, 2017

Sunday, May 28		
From 14.00 on	Check in for participants at the <i>Residence Camplus Bononie</i>	http://www.campluscollege.it/residenze-universitarie/bologna/bononia/
18.00	Meeting point in the lobby of Camplus Residence	Welcome of participants, opening of the D&R Colloquium
20.00	Dinner at: Osteria da Vito	Via Mario Musolesi, 9 Ph : +39 051 349809

Monday, May 29		
From 7.00		Breakfast at the Camplus
8:00	Meeting point at the entrance of Camplus Residence and walk to the Aula Seminari, 1 st floor of the Department of Management, Via Capo di Lucca 34	
8:40 – 9 :00 Welcome to UniBo – Gian Luca Marzocchi, <i>Deputy Chair for Research, Department of Management</i>		
Session 1 Session chair Matteo De Angelis		Proposal Title
9:00-10:00	Presenter: Diletta Acuti Peer Discussant: Dovilė Barauskaitė Discussant: <i>Martin Schreier</i>	<i>The dark side of green: when sustainability is not so appealing</i>
10:00-11:00	Presenter : Emanuela Stagno Peer Discussant: Silvia Maestriperi Discussant: <i>Stefano Puntoni</i>	<i>Upsides and downsides of poverty: An investigation of positive and negative effects of money scarcity on consumer behavior</i>
11:00 -11:30	<i>Coffee Break</i>	
Session 2 Session chair Gaia Rubera		

11:30-12:30	Presenter: Benedetta Grandi Peer Discussant: Sadaf Mokarram-Dorri Discussant: <i>Peter Leeftang</i>	<i>Points of sales and health: How retailers can act to improve people's life quality</i>
12:30-13:30	Presenter : Valentina Mazzoli Peer Discussant: Gaia Giambastiani Discussant: <i>Martin Schreier</i>	<i>How do consumers activate engagement/disengagement behaviors? An empirical analysis on online brand experience</i>
13:30-14:30	LIGHT LUNCH	
Session 3 Session chair Sara Valentini		
14:30-15:30	Presenter: Giorgia Sepe Peer Discussant: Sara Bartoloni Discussant : <i>Stefano Puntoni</i>	<i>Exploring the marketing and sales relationship for customer value creation through the customer journey: evidence from the Italian food and beverage industry</i>
15:30-16:30	Presenter: Silvia Maestripieri Peer Discussant: Emanuela Stagno Discussant : <i>Peter Leeftang</i>	<i>Omni-channel shopping: understanding consumers' journeys and what drives channel interaction</i>
16:30-17:00	<i>Coffee Break</i>	
Session 3 Session chair Chiara Orsingher		
17:00-18:00	Presenter: Dovilė Barauskaitė Peer Discussant: Diletta Acuti Discussant: <i>Stefano Puntoni</i>	<i>The role of disease avoidance motive in consumer nostalgia preference context: An evolutionary approach</i>
18:00-20:00	Time to rest, socialize and walk in Bologna	Sightseeing: walking to Le due Torri, Piazza Maggiore, Piazza Santo Stefano.
20:30	Dinner at Restaurant "Altro"	

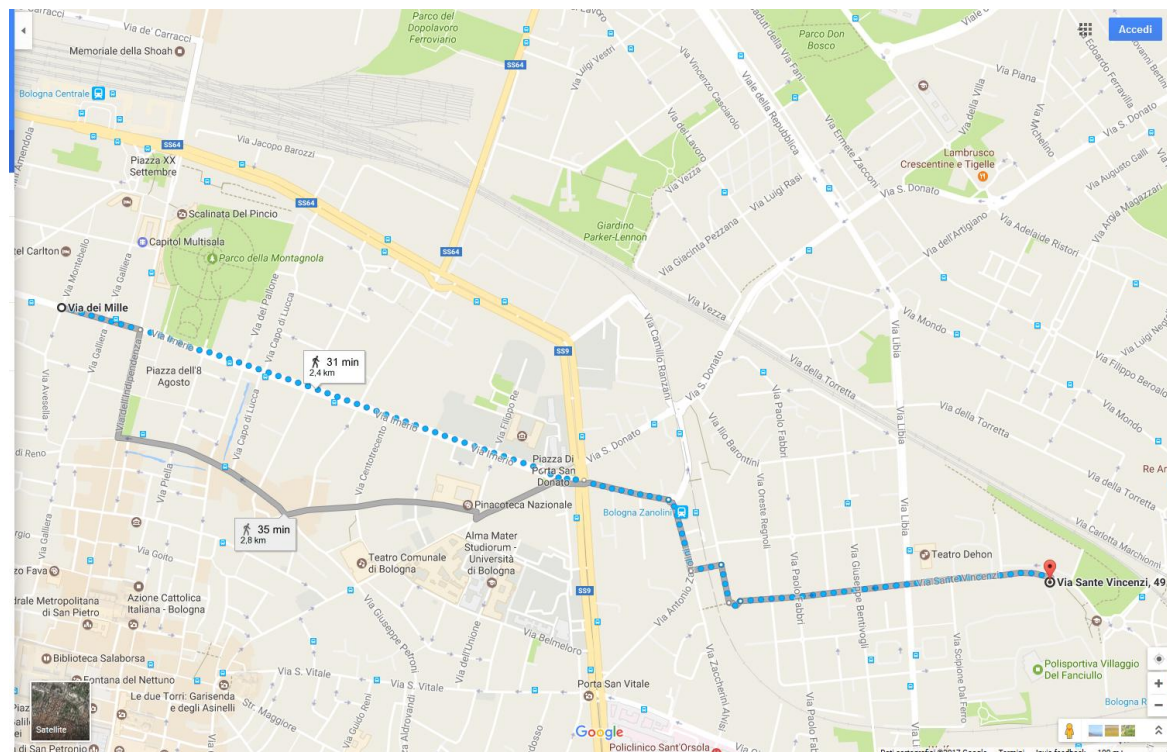
Tuesday, May 30		
8:25	Aula Seminari 1	
Session 4 Session chair Matteo De Angelis		
8:30-9:30	Presenter: Sadaf Mokarram-Dorri Peer Discussant: Benedetta Grandi Discussant: <i>Stefano Puntoni</i>	<i>Dynamics of Self-control Development</i>
9:30-10:30	Presenter: Gaia Giambastiani Peer Discussant: Valentina Mazzoli Discussant: <i>Martin Schreier</i>	<i>Does authenticity matter for retweeting? An exploratory analysis on social media celebrities</i>
10:30-11:00	<i>Coffee Break</i>	
Session 5 Session chair Chiara Orsingher		
11:00-12:00	Presenter: Federica Vecchioni Peer Discussant: Giorgia Siciliano Discussant: <i>Peter Leeftang</i>	<i>Essay in Customer Acquisition</i>
12:00-13:00	Presenter: Giorgia Siciliano Peer Discussant: Federica Vecchioni Discussant: <i>Peter Leeftang</i>	<i>The impact of data breach vulnerabilities on the corporate reputation</i>

13:00 - 13.15 Closing remarks

13:15-14:15 FAREWELL LUNCH

PRACTICAL INFORMATION

Registration will start at 14.00 of May 28th at the hall of Camplus Bologna, Via Sante Vincenzi, 51, 40138 Bologna Phone: 051 039 3400. Participants will be given the badge for participation to the Doctoral Colloquium and assigned the room.



How to get to Bologna

Airplane: Bologna Guglielmo Marconi Airport is close to the city center, with a distance of about 6km - it takes about 10 minutes to reach the center by bus, train or taxi. You can purchase bus tickets from the information desk in the arrivals hall or online at <http://aerobus.bo.it/en>. The bus has a regular service every 10-15 min and it takes about 15-20 min to get to the city. The bus runs to Via dei Mille and the central station. Single fare is €6.00. From the train station, you might want to take a Taxi, it will cost you about 11 euros.

Train: Bologna has regular trains to and from almost everywhere. Check the schedules on the now very user friendly Trenitalia site. It is much improved.

Car: No matter which highway you're on (e.g., A1 from Rome, Florence and Milan, A22/E45 from Verona and A14 from the South/East Coast), get off at the Bologna Fiera **exit** then find your way to Via Sante Vincenzi. The good news is that the residence is not in a ZTL zone ("Zona Traffico Limitato"—only residents with permits are allowed to drive into it). Google Maps helps a lot...

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