

The 2016 SIM Doctoral & Research Colloquium

University of Pisa, Via Ridolfi 10

5 -7 June 2016

Program

Sunday June 5		
From 12.00 on	Check in for participants at the <i>Hotel Repubblica Marinara</i>	http://www.hotelrepubblicamarinara.it/
18.00	Meeting point at the Residence <i>Le Benedettine</i> http://www.residence.unipi.it/	Welcome of participants, opening of the D&R Colloquium
20.00	Dinner at: Osteria La Grotta	

Monday, June 6		
From 7.00		Breakfast at the hotel
8:15	Meeting point at the lobby of the Hotel and walk to the Aula Giannessi, 1 st floor of the Dept. of Economic and Management	
Session 1 Session chair Matteo De Angelis		Proposal Title
8:30-9:30	Presenter: Monica Mendini Peer Discussant: Antonella Buonomo Discussant: <i>Stefano Puntoni</i>	<i>The more it fits, the more it costs'': Taxonomic and Thematic Similarity, Skepticism, and Regulatory Focus in Cause-Related Marketing</i>
9:30-10:30	Presenter : Marco Pichierri Peer Discussant: Verdiana Giannetti Discussant: <i>Koen Pauwels</i>	<i>First Impression Marketing: The Impact of Orienting Responses on Consumers' Elaboration Processing</i>
10:30-11:00	<i>Coffee Break</i>	
Session 2 Session chair Gaia Rubera		
11:00-12:00	Presenter : Federica Vecchioni Peer Discussant: Andrew Leung Discussant: <i>Koen Pauwels</i>	<i>Essays in Customer Acquisition</i>
12:00-13:00	Presenter : Lala Hu Peer Discussant: Elodie Mallor Discussant: <i>Om Narasimhan</i>	<i>The Chinese market as opportunity to innovate distribution strategies? Case studies of Italian firms</i>

13:00-14:00	LUNCH	
Session 3 Session chair Sara Valentini		
14:00-15:00	Presenter : Rocío Carranza Vallejo Peer Discussant: Nukhet Agar Discussant : <i>Om Narasimhan</i>	<i>The effect of the online coupon on the exchange of coupons</i>
15:00-16:00	Presenter : Verdiana Giannetti Peer Discussant: Marco Pichierri Discussant : <i>Koen Pauwels</i>	<i>Product's Characteristics as Drivers of Trickle-Down and Reverse Innovation: Evidence from the Food Industry</i>
16:00-16:15	<i>Coffee Break</i>	
Session 3 Session chair Chiara Orsingher		
16:15-17:15	Presenter : Ho Ching (Andrew) LEUNG Peer Discussant: Federica Vecchioni Discussant: <i>Koen Pauwels</i>	<i>Tracking and pursuing quantified versus non-quantified goals: How goal type affects goal pursuit representation, behavior, and disengagement</i>
17:15-18:15	Presenter : Nukhet Agar Peer Discussant: Rocío Carranza Vallejo Discussant : <i>Om Narasimhan</i>	<i>Feels Like I Have Done It Already: How Predictions Influence Perceptions Of Past</i>
18:15-20:00	Time to rest, socialize and walk in Pisa	Sightseeing: walking to Ponte di Mezzo, then Borgo, then Piazza dei cavalieri, then Piazza dei Miracoli (Leaning Tower). Aperitivo at Borgo di Vino
20:30	Dinner at Osteria Bernardo	

Tuesday, June 7		
8:25	Aula Giannessi	
Session 4 Session chair Matteo De Angelis		
8:30-9:30	Presenter : Antonella Buonomo Peer Discussant: Monica Mendini Discussant: <i>Stefano Puntoni</i>	<i>The Effect of Assertive Language on Recipients' Willingness to Contribute: An Investigation of the Role of Beneficiary Identifiability in Promoting Helping Behavior</i>
9:30-10:30	Presenter : Daniela Cristian Peer Discussant: Carmela Donato Discussant: <i>Stefano Puntoni</i>	<i>Carpe Diem! The effect of Hedonic Experiences on Prosocial Behavior</i>
10:30-11:00	<i>Coffee Break</i>	
Session 5 Session chair Chiara Orsingher		
11:00-12:00	Presenter : Carmela Donato Peer Discussant: Daniela Cristian Discussant: <i>Stefano Puntoni</i>	<i>When Disgust leads to Openness: The subsequent response to disgust</i>
12:00-13:00	Presenter : Elodie Mallor Peer Discussant: Lala Hu Discussant: <i>Om Narasimhan</i>	<i>The evolution of cumulative satisfaction in customer relationship: the case of hedonic service experiences</i>

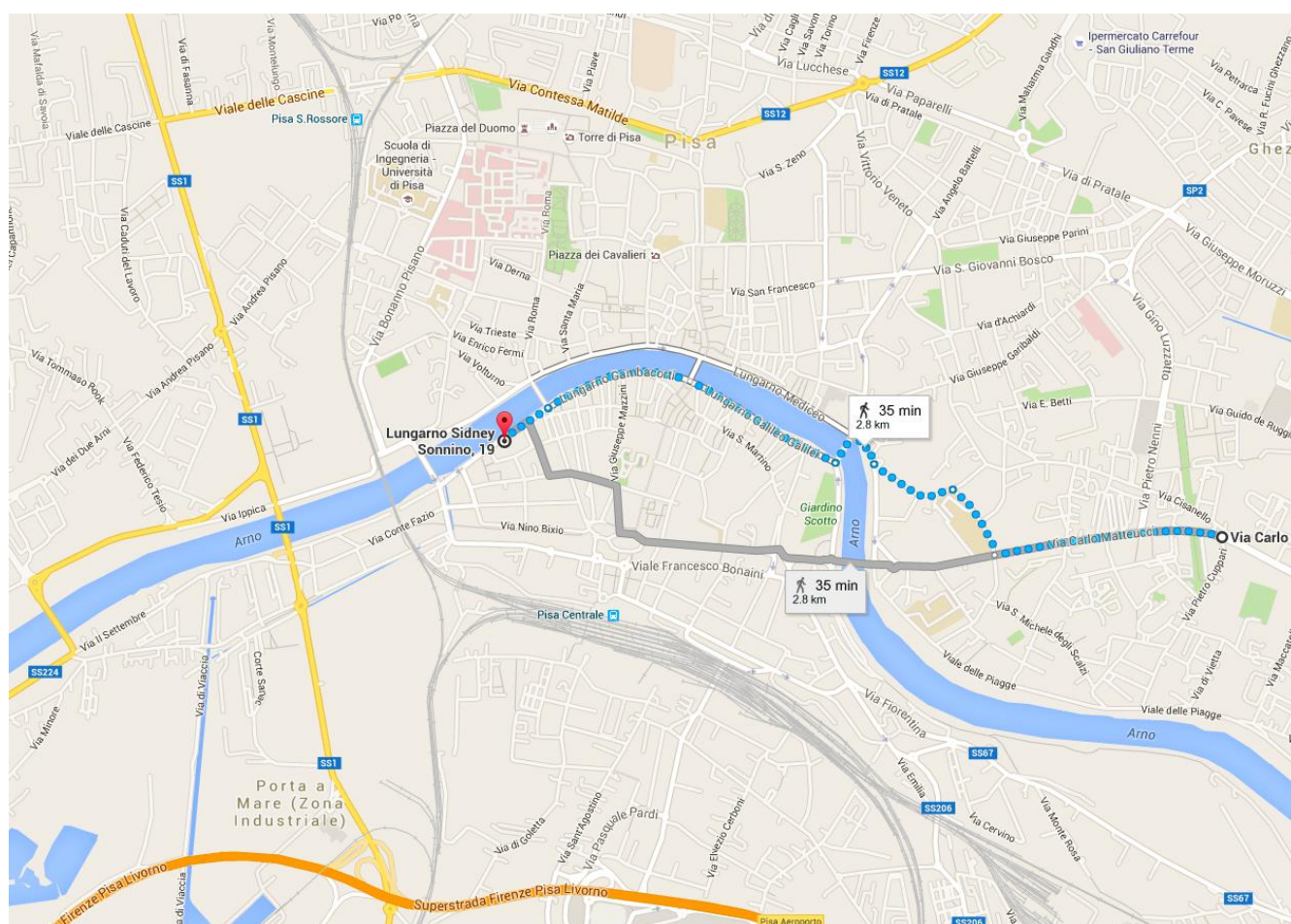
13:00 - 13.15 Closing remarks

13:15-14:15 LUNCH

PRACTICAL INFORMATION

Registration will start at 17.00 of June 5th at the hall of Hotel Repubblica Marinara, Via Matteucci, 81. Guests will be given the badge for participation to the Doctoral Colloquium and assigned the room as well as an account and password for wi-fi access.

Due to the limited number of rooms available, the Faculty and the Scientific Committee will stay at the Residence Le Benedettine, Lungarno Sidney Sonnino 19. The two locations are within walking distance.



How to get to Pisa

Airplane: **Pisa Galileo Galilei Airport** is close to the city center - it takes only a few minutes to reach the center by bus, train or taxi. The airport is also within easy walking distance of the center, which takes around 20 min. You can purchase bus tickets from the information desk in the arrivals hall. The bus has a regular service every 10-15 min and it takes about 15 min to get to the city. The bus runs to Piazza dei Miracoli and the central station. Since the ticket machine at the bus stop "speaks" only Italian, it's better to get the tickets from the information desk if you don't speak the language. Single fare is €1.20, but if you buy them from the driver on the bus, you pay €2.00. All convenience and book shops also sell the ticket. If you prefer a more convenient method of travel, a taxi to the city centre will cost around €6-8.

Train: Pisa has regular trains to and from [Florence](#) (usually three per hour). **Pisa Centrale** is the main train station of Pisa. [Rome](#) to [Genova](#) trains stop at Pisa Centrale. From Florence (Firenze), catch your train from Firenze S.M. Novella station. Depending on time, there are about 4 trains per hour. Check the schedules on the now very user friendly trenitalia site. It is much improved. When possible, catch the faster and more modern "Regionale Veloce" train - you can see this from the trenitalia schedule online. Remember the train number, as you need to match this on the departure boards at the station. The boards will not always say "Pisa" since it is not the last destination. Train tickets in Florence can be purchased from the many machines at the platform, which accept credit cards (Visa/Master/AMEX) - but they need to be chip/pin based. Even though the machine presents you a selection of train times, in which you need to select in order to purchase, **you must still validate the tickets at the many green machines on the platform** - not doing so will risk fines. Do not attempt to board without a ticket, they will check.

Car: No matter which highway you're on (A1 from [Rome](#), A11 from [Florence](#), A12 from Genova), **get off at the Pisa Nord exit** then find your way to a parking lot—most of Pisa's historic center is now ZTL ("Zona Traffico Limitato"—only residents with permits are allowed to drive into it). Google Maps helps a lot...