

Program

The 4th SIM Doctoral & Research Colloquium

Firenze, 13 - 15 May, 2018

Sunday May 13		
From 14.00	Check in for participants at the <i>Hotel Autopark</i> , Via Valdegola 1, Firenze	http://www.hotelautopark.com/
19.00	Meeting point in the lobby of the hotel	Welcome of participants, opening of the D&R Colloquium
20.00	Dinner at: Osteria del Grano, via F. Baracca,18	

Monday, May 14		
From 7.00		Breakfast at the hotel
8:15	Meeting point in the lobby of the Hotel and walk to the School of Economics, Room D6/105	
Session 1 Session chair Matteo De Angelis		Proposal Title
8:30-9:30	Presenter: Antonella Buonomo Peer Discussant: David D'Acunto Discussant: Stefano Puntoni	<i>Should charities ask monetary donations via card or cash? A Construal Level Perspective on the Effectiveness of Mode of Payment in Charitable Giving</i>
9:30-10:30	Presenter : Annamaria Tuan Peer Discussant: Letizia Lo Presti Discussant: Peter Leeftang	<i>Consumers like and follow on social media. Do they actually impact sales?</i>
10:30-11:00	Coffee Break	
Session 2 Session chair Gaia Rubera		
11:00-12:00	Presenter : Laura Grazzini Peer Discussant: Gudrun Roose	<i>Communicating sustainable benefits: effects of mental representation and</i>

	Discussant: Vicki Morwitz	<i>psychological distance perceptions</i>
12:00-13:00	Presenter : Francesca Serravalle Peer Discussant: Virginia Vannucci Discussant: Peter Leeftang	<i>Digital impact on off-line customer choices</i>
13:00-14:00	LUNCH	
Session 3 Session chair Sara Valentini		
14:00-15:00	Presenter: Virginia Vannucci Peer Discussant: Francesca Serravalle Discussant: Peter Leeftang	<i>Digital Retailing: theory and practice of digital touchpoints for management strategies</i>
15:00-16:00	Presenter: Letizia Lo Presti Peer Discussant: Annamaria Tuan Discussant : Stefano Puntoni	<i>Mobile Instant Messaging in the Business as Engagement Platform</i>
16:00-16:15	<i>Coffee Break</i>	
Session 3 Session chair Chiara Orsingher		
16:15-17:15	Presenter : Anastasia Gravina Peer Discussant: Varun Sharma Discussant: Vicki Morwitz	<i>Fake news online. How users react when they reach an anti-vaccination claim</i>
17:15-18:15	Presenter : Aulona Ulqinaku Peer Discussant: N. Alican Mecit Discussant : Stefano Puntoni	<i>Coping Brands: How Brands Help Individuals Cope with Psychological Threats</i>
18:15-20.00	Time to rest, socialize and walk in Firenze	
20:30	Dinner at: Trattoria al Trebbio, Via delle belle donne 47-49	

Tuesday, May 15		
8:25	Room D15/005 (Aule Tesi)	
Session 4 Session chair Matteo De Angelis		
8:30-9:30	Presenter : Gudrun Roose Peer Discussant: Laura Grazzini Discussant: Stefano Puntoni	<i>A match made in heaven</i>
9:30-10:30	Presenter : David D'Acunto Peer Discussant: Antonella Buonomo Discussant: Peter Leeftang	<i>Do consumers care about CSR? Analyzing online hotel review content through a big data approach</i>

10:30-11:00	Coffee Break	
Session 5 Session chair Chiara Orsingher		
11:00-12:00	Presenter : N. Alican Mecit Peer Discussant: Aulona Ulqinaku Discussant: Vicki Morwitz	<i>You run when time flies: Time metaphors affect inferences from the speed of time</i>
12:00-13:00	Presenter : Varun Sharma Peer Discussant: Anastasia Gravina Discussant: Vicki Morwitz	<i>Round It Up: Preference Exists for Rounded Totals</i>
13:00 - 13.15 Closing remarks		
13:15-14:15 LUNCH		

PRACTICAL INFORMATION

Registration will start at 18.00 of May 13th at the hall of Hotel Autopark Via Valdegola 1. Guests will be given the badge for participation to the Doctoral Colloquium and assigned the room-

How to get to the hotel:

The hotel is located just a few minutes from the Firenze Nord highway and the Florence airport A. Vespucci, The Center and the Exhibition Center are well connected by public transport (Bus number 22). The Autopark Hotel is located in the area of Novoli, in the north-west area, near the new University Pole.

By train

Those arriving at the central station of "Firenze Santa Maria Novella" can reach the hotel by taking a taxi or using urban transport.

By plane

From Florence: the "A. Vespucci" Airport of Florence is 900 meters from the Hotel Autopark a taxi ride takes about 4-6 minutes. From Pisa airport: the "G. Galilei" Airport of Pisa has a shuttle service from the Ferrovie dello Stato which connects the railway station of "Firenze Rifredi" in an hour.

By car

For those arriving in Florence along the "A1" motorway, the recommended exit is "Firenze Nord".

How to get to the School of Economics: Campus Novoli, Via delle Pandette 9, Firenze

