

Program

The 5th SIM Doctoral & Research Colloquium

Rome, 12 - 14 May, 2019
Luiss University, Viale Romania, 32, Room 409

Sunday May 12		
20.00	Dinner at: La Pariolina, Viale dei Parioli, 93	

Monday, May 13		
Session 1 Session chair Matteo De Angelis		Proposal Title
8:30-9:15	Presenter: Arash Talebi Peer discussant: Ada Barone Faculty discussant: Stefano Puntoni	<i>Delaying the resolution of uncertainty: The role of discomfort and excitement in consumer decision making</i>
9:15-10:00	Presenter: Anna Stoppani Peer discussant: Emanuela Stagno Faculty discussant: Simona Botti	<i>Understanding indulgence: A study on its conceptualization and its ambivalence</i>
10:00-10:45	Coffee Break	
Session 2 Session chair Gaia Rubera		
10:40-11:00	Presenter: Ilaria Querci Peer discussant: Caterina D'Assergio Faculty discussant: Peter Leeftang	<i>A multi-method examination of the barriers to the adoption of smart objects</i>
11:00-11:45	Presenter: Emanuela Stagno Peer discussant: Anna Stoppani Faculty discussant: Simona Botti	<i>In the mind of poor consumers: How and when social capital helps the poor make better decisions</i>
11:45-12:30	Presenter: Ada Barone Peer discussant: Matilde Lucheschi Faculty discussant: Stefano Puntoni	<i>Consequences of food waste: When guilt makes you compensate for food waste</i>
12:30-13:30	LUNCH at Luiss Cafeteria	
Session 3 Session chair Sara Valentini		
13:30-14.15	Presenter: Francesco Balocco Peer discussant: Ana Scekcic	<i>LemonAds: Impression quality in programmatic advertising</i>

	Faculty discussant: Peter Leeftang	
14:15-15:00	Presenter: Ana Scekcic Peer discussant: Francesco Balocco Faculty discussant: Peter Leeftang	<i>Searching for products in crowded displays: Location crowding effects</i>
15:00-15:15	<i>Coffee Break</i>	
Session 4 Session chair Matteo De Angelis		
15:15-16:00	Presenter: Cinzia Pinello Peer discussant: D'Arco Mario Faculty discussant: Simona Botti	<i>A network analysis of branding relationships in the fashion industry</i>
16:00-16:45	Presenter: Xzavier He Peer discussant: Zaichen Li Faculty discussant: Peter Leeftang	<i>How to make a robot's advice more helpful? The power of anthropomorphic and objective linguistic cues in online marketing advice</i>
16:50-18.30	Workshop 1 – Research idea generation	
18.30 - 20:30	Time to rest, socialize and walk in Rome	
20:30	Dinner at Rimessa Roscioli, Via del Conservatorio, 58 (in the city center)	

Tuesday, May 14		
Session 5 Session chair Gaia Rubera		
8:30-9:15	Presenter: Zaichen Li Peer discussant: Xzavier He Faculty discussant: Stefano Puntoni	<i>Clarifying the effects of anthropomorphism on consumer behavior: Experimental studies and meta-analysis</i>
9:15-10:00	Presenter: Mario D'Arco Peer discussant: Cinzia Pinello Faculty discussant: Simona Botti	<i>Brand response to consumer anti-branding activities: A multiple case study analysis</i>
10:00-10:15	<i>Coffee Break</i>	
Session 6 Session chair Sara Valentini		
10:15-11:00	Presenter: Matilde Lucheschi Peer discussant: Ilaria Querci Faculty discussant: Stefano Puntoni	<i>The impact of the breadth of giving on future donations</i>

11:00-11:45	Presenter: Caterina D'Assergio Peer discussant: Arash Talebi Faculty discussant: Peter Leeftang	<i>Customers privacy and willingness to disclose personal information: The value of companies data practices</i>
11:45-13:00	Workshop 2: Publication/job market process	
13:00 - 13.15 Closing remarks		
13:15-14:15 LUNCH at Luiss Cafeteria		

PRACTICAL INFORMATION

Accommodation: participants are free to book a room or an apartment of their choice in Luiss' vicinity, but they might want to consider the following list of accommodation solutions Luiss has discount agreements with, specifying they will attend a conference at LUISS:

https://www.luiss.it/studenti/convenzioni?term_node_tid_depth=2176&sconto_minimo=.

Registration will start at 18.30 of May 12th at the hall of Hotel Degli Aranci Via Barnaba Oriani, 11, Rome (walking distance from the Luiss' Viale Romania campus). Faculty and participants will get together at 18.30 for the kick-off of the D&R colloquium, which will consist of a presentation of the 5th edition of the SIM D&R colloquium by the organizing committee and a brief introduction of each participant and faculty member. After this, participants and faculty members will walk together to the restaurant La Pariolina for the welcoming dinner.