

**Program**  
**The 6<sup>th</sup> SIM Doctoral & Research**  
**Colloquium**  
**18 May, 2020**

<b>Monday, May 18</b>		
Session 1 Session chair Matteo De Angelis		Proposal Title
8:30-8:45	<b>Welcome</b>	
8:45-9:30	<b>Presenter:</b> Generoso Branca <b>Peer discussant:</b> Gioele Zamparo <b>Faculty discussant:</b> Simona Botti	<i>Sustainable packaging and consumer engagement. An empirical evaluation through new technological tools</i>
9:30-10:15	<b>Presenter:</b> Anastasia Nanni <b>Peer discussant:</b> Maria Anna Pagnanelli <b>Faculty discussant:</b> Tammo Bijmolt	<i>New Technologies in Service Systems: when Providing Service Convenience Makes Customers Less Happy</i>
10:15-10:30	Coffee Break	
Session 2 Session chair Gaia Rubera		
10:30-11:15	<b>Presenter:</b> Luigi Monsurrò <b>Peer discussant:</b> Generoso Branca <b>Faculty discussant:</b> Stefano Puntoni	<i>Why can't an assistant be a servant? An empirical investigation of the effects of the servant role in the smart object realm</i>
11:15-12:00	<b>Presenter:</b> Massimiliano Fissore <b>Peer discussant:</b> Giandomenico Di Domenico <b>Faculty discussant:</b> Stefano Puntoni	<i>Framing a smart mentality in new generations. From Smart Mobility to Smart Living</i>
12:00-12:45	<b>Presenter:</b> Anastasia Gravina <b>Peer discussant:</b> Massimiliano Fissore <b>Faculty discussant:</b> Tammo Bijmolt	<i>Online reviews Credibility and Helpfulness</i>
12:45-13:45	LUNCH	
Session 3 Session chair Sara Valentini		
13:45-14.30	<b>Presenter:</b> Giandomenico Di Domenico <b>Peer discussant:</b> Martina Pocchiari <b>Faculty discussant:</b> Simona Botti	<i>Free but fake speech: the roles of information presentation, perceived legitimacy and poster status in consumer responses to fake news on social media</i>

14:30-15:15	<b>Presenter:</b> Rossella Sagliocco <b>Peer discussant:</b> Anastasia Gravina <b>Faculty discussant:</b> Stefano Puntoni	<i>An approach to measure destination brand personality</i>
15:15-15:30	<i>Coffee Break</i>	
Session 4 Session chair Matteo De Angelis		
15:30-16:15	<b>Presenter:</b> Martina Pocchiari <b>Peer discussant:</b> Rossella Sagliocco <b>Faculty discussant:</b> Tammo Bijmolt	<i>The Effects of Prominent Brand Orientation and Digitization of Community Activities on Participation Intentions: Evidence from Meetup.com</i>
16:15-17:00	<b>Presenter:</b> Maria Anna Pagnanelli <b>Peer discussant:</b> Anastasia Nanni <b>Faculty discussant:</b> Tammo Bijmolt	<i>Exploring Dynamic Capabilities in Italian Retail industry</i>
17:00-17.45	<b>Presenter:</b> Gioele Zamparo <b>Peer discussant:</b> Luigi Monsurrò <b>Faculty discussant:</b> Simona Botti	<i>Consumer's attitude toward farmed fish fed with insect-based flours</i>
17:45-18:00	<b>Closing remarks</b>	