

2021-10-15


XVIII SIM Conference Presentation - Social Media Influencers (SMIs) in Context: a literature review

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Recommended Citation

Alves de Castro, Charles Mr; O'Reilly, Isobel Dr; and Carthy, Aiden Dr, "XVIII SIM Conference Presentation - Social Media Influencers (SMIs) in Context: a literature review" (2021). *Other Resources*. 19.
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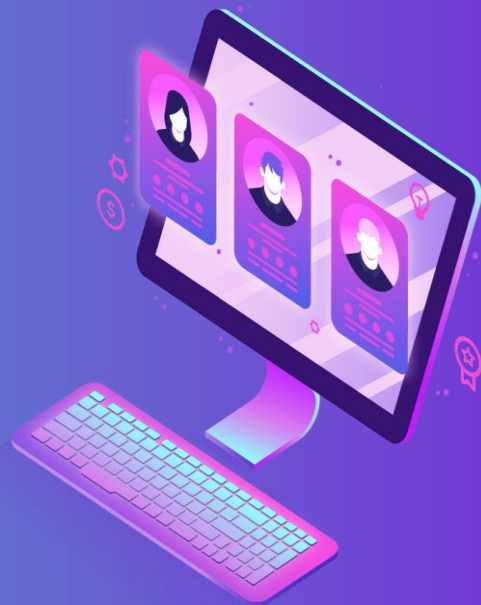
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Funder: Irish Research Council



Social Media Influencers (SMIs) in Context: a literature review

Authors: Charles Alves de Castro¹, Dr Isobel O'Reilly², Dr Aiden Carthy³

Presenter: Charles Alves de Castro
PhD. Student at the Technological University Dublin



XVIII SIM Conference, Ancona, 14th - 15th October 2021
Sessione Parallele - Technology & Innovation Marketing

Aula A2 - 09.00 am
Duration: 10 min - Q&A: 05 min

Agenda

- ❑ Motivation
- ❑ Objectives
- ❑ Social Media Influencers (SMIs) in Context
- ❑ The Impact of SMIs on Adolescents (1)
- ❑ The Impact of SMIs on Adolescents (2)
- ❑ Consumer Behaviour in a Digital Era – Generation Z in Perspective
- ❑ Methodology
- ❑ Conclusion
- ❑ Q&A

WHAT MOTIVATED US?

“The Role of Social Media Influencers in the Lives of Children and Adolescents” (Frontiers in Psychology, 2020)

SIMs may influence adolescents in both positive and negative ways, for example, motivating them to behave pro-socially or adopt healthier lifestyle choices as opposed to encouraging smoking, drinking, or even criminal and violent behaviour.

Should we be concerned about the influence of SIMs on young people? Should this be a concern for the government? Should SIMs be regulated, registered, and policed? Should brands responsible for any perceived undue content be sanctioned in any way, and should such findings be made public?

3

Objectives

- ❑ Raise awareness within the marketing field about the influence of social media influencers on adolescents
- ❑ Discuss ethical issues about the topic covered and bring the benefits, challenges, positive and negative impact of social media influencers in adolescents' lives
- ❑ Acknowledge the reader on how brands are promoting their products and content through social media influencers

Social Media Influencers (SMIs) in Context

The Impact of SMIs on Adolescents

Consumer Behaviour in a Digital Era – Generation Z in Perspective

Social Media Influencers (SMIs) in Context

Who are they and how to recognise them?

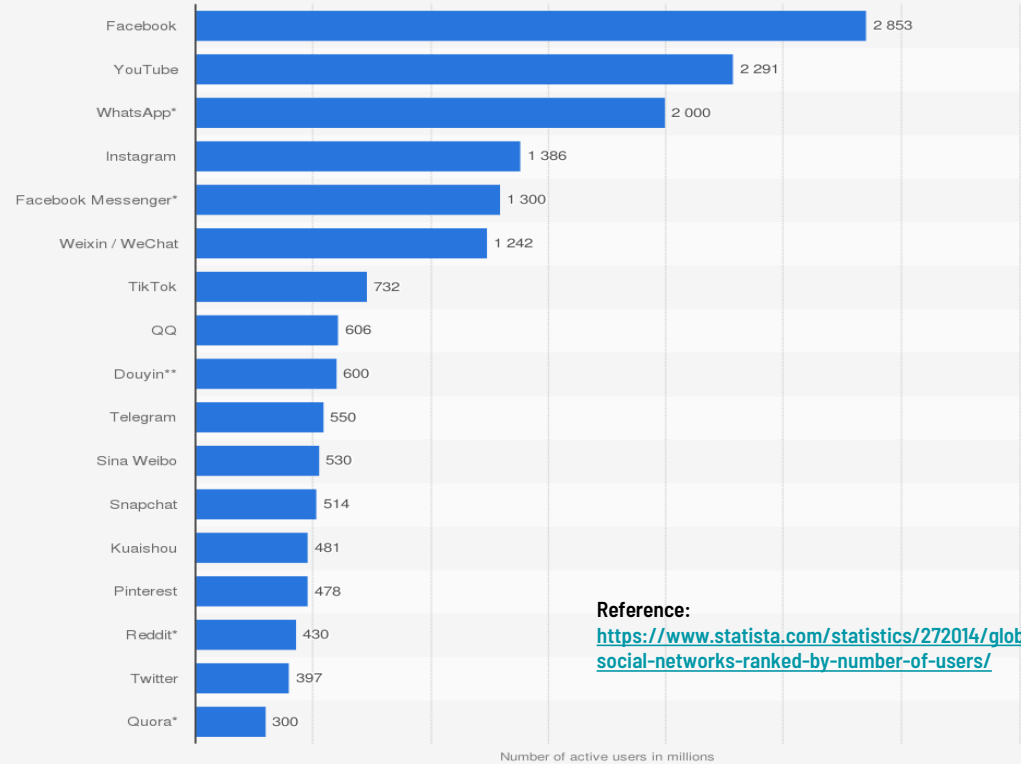
- Ryan (2014), states that SMIs are the online opinion leaders. They harness the power of the web to extol the virtues of products and brands that they like, and equally to denigrate those they find unsatisfactory. It can happen through blogs, podcasts, forums, and social media channels. Therefore, they have the virtual ear of the online masses' (Ryan, 2014).

- They consider themselves expert in certain areas (such as their work, hobbies, or interests).
- People often ask their advice about purchases in areas where they are knowledgeable.
- When they encounter a new product they like, they tend to recommend it to friends and followers.
- They have a large social network circle and often refer people to one another based on their interests.
- They are active online, using social networking channels, websites, etc, to connect with their peers. (Double Click, 2006)

The Impact of SMIs on Adolescents (1)

- ❑ In 2020, the influencer “industry” is deemed to be worth 5-10 billion USD (\$) (Brooks, 2019).
- ❑ Gartner (2019) found that an estimated 84% of millennials are likely to be impacted by social media influencers content leading them to make a purchase or be more susceptible to doing so.
- ❑ The most impacted and susceptible to be influenced by SMIs is Generation Z, made up of those born from 1995 to 2010 (Francis and Hoefel, 2018).

Most popular social networks worldwide as of July 2021, ranked by number of active users (in millions)



Reference:

<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Sources

We Are Social; Various sources (Company data); Hootsuite; DataReportal © Statista 2021

Additional Information:

Worldwide; Various sources (Company data); DataReportal; July 2021; social networks and messenger/chat app/voip include Douyin

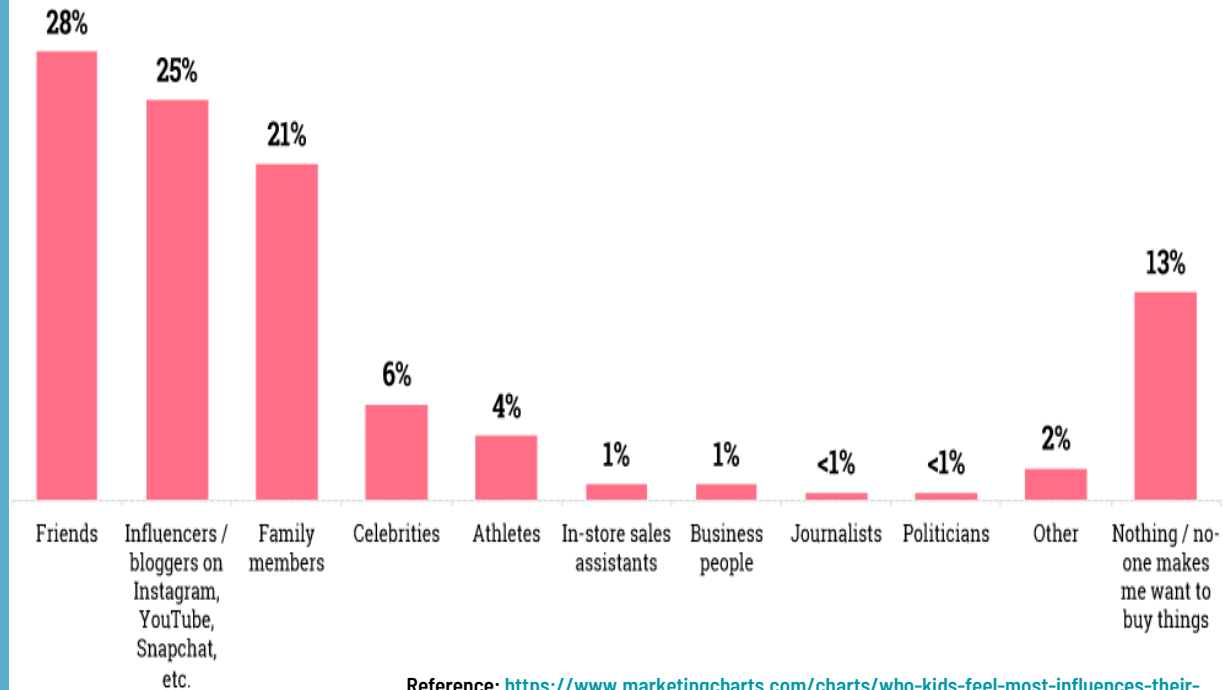
The Impact of SMIs on Adolescents (2)

- ❑ A study using 256 ($N=256$) adults and adolescents found that adolescents are more susceptible to be negative influenced on the internet than adults (Kraut et al., 1998). Also, it shows large rises of depression and loneliness amongst the adolescent group (Kraut et al., 1998).
- ❑ Curtis et al., research shows “a statistically significant relationship and moderate effect sizes between alcohol-related social media engagement and both alcohol consumption” as well as “a greater alcohol-related social media engagement was correlated with both greater self-reported drinking and alcohol-related problems” (Curtis et al., 2018).
- ❑ Released in November 2018, a research carried out by scientists from the Department of Psychology at the University of Pennsylvania (USA), with 143 students ($N=143$), found that decreasing the time spent using social networks leads to considerable reductions in depression and loneliness (Hunt, Marx and Lipson, 2018).
- ❑ A study investigating the effect on children's ad libitum snack intake of social media marketing of snack foods via influencer Instagram profiles, found that influencer marketing of unhealthy foods led to the immediate food consumption of these foods by adolescents and children, while there was no such effect on influencers promoting healthy foods (E. Coates et al., 2019).

Consumer Behaviour in a Digital Era – Generation Z in Perspective

- Although there are both positive and negative influences that SMI's can spread, perhaps one of the issues that can skew towards negative influences is that being an influencer is a new job, within a consumption market and society that expects influencers to work for their sponsor brands.

Who Kids Feel Most Influences Their Purchase Decisions



Reference: <https://www.marketingcharts.com/charts/who-kids-feel-most-influences-their-purchase-decisions/attachment/wunderman-who-influences-kids-purchases-oct2019>

Published on MarketingCharts.com in October 2019 | Data Source: Wunderman Thompson Commerce

8

Based on a survey of more than 4,000 kids ages 6-16, half in the UK and half in the US

- ❑ Literature review method aiming to create a foundation for advancing knowledge, contrasting concepts, outlining insights, fundamentally reviewing the topics, and producing insights about the main themes (Webster and Watson, 2002).
- ❑ The literature review comprised a deep search using electronic journal databases such as: ScienceDirect, Elsevier, JSTOR, Emerald, Springer, Sage, and Pubmed.
- ❑ Articles were chosen according to the following criteria: 1. Must be peer-reviewed; 2. The number of citations; 3. Relationship of the keywords and abstract with the topic covered in this paper; 4. The reliability and validation of research methods.
- ❑ Collection of secondary data through surveys, reports and reliable research projects were employed.

METHODOLOGY

Sources	Number	Extracted	Total of Sources
Reports Cited	12		
Journal Articles Analysed	74	(23)	
Journal Articles Selected	51		63

- ❑ Due to many elements causing a negative influence on adolescents by SMIs, researchers find that more should be done to protect the rights of kids and adolescents. The government should regulate and create policies to supervise how those undue influences have been generated and how would be possible to avoid them.
- ❑ A gap in the literature shows that research is needed to unravel the impact of SMIs on adolescents that may have both desirable and undesirable consequences. While some previous studies have investigated the tendency of some people, especially students, to become SMIs, none to date have focused on the susceptibility of young people to undue influence by SMIs.

CONCLUSION



QUESTIONS?





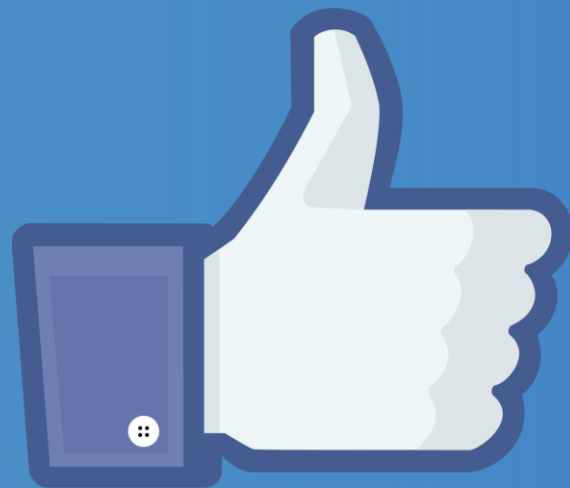
THANK YOU!

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- ❑ *Frontiers in Psychology*, W. (2020) 'https://www.frontiersin.org/'. Available at: <https://www.frontiersin.org/research-topics/9295/the-role-of-social-media-influencers-in-the-lives-of-children-and-adolescents#articles>.
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1 SESSIONE INTERNATIONAL MARKETING
PROF.SSA MARIA CHIARVESIO - PROF.SSA MICHELA MATARAZZO
AULA T30

ORE 9.00 International Business Projects Gone Virtual – The Influence of Multiple Intelligences on Conflict Occurrence and Performance in Global Virtual Teams.

Mahboobeh Davaei, Marjaana Gunkel, Valerio Veglio, Vas Taras

ORE 9.15 The role of corporate governance in the growth process of born globals.

Maria Chiarvesio, Rubina Romanello

ORE 9.30 The impact of Industry 4.0 on SMEs' export.

Monica Cugno, Rebecca Castagnoli, Giacomo Büchi, Marco Pini

ORE 9.45 Business model innovation: exploring the dual role of internationalization.

Melanie Krenn

2 SESSIONE CONSUMER BEHAVIOUR
PROF. MATTEO CORCIOLANI - PROF. DANIELE SCARPI
AULA T27

ORE 9.00 Locavorism: an overview of the literature and future research opportunities.

Marco Balzano, Donata Vianelli

ORE 9.15 Head or heart? A comparative study of the factors influencing sustainable consumption intention in two generational cohorts.

Mario D'Arco, Generoso Branca, Letizia Lo Presti, Giada Mainolfi, Giulio Maggiore, Vittoria Marino, Riccardo Resciniti

ORE 9.30 Product authenticity in pandemic time: the mediating role of trust.

Veronica Marozzo, Augusto D'Amico

ORE 9.45 Blockchain Adoption in The Dairy Sector: enabling Trust Formation Toward Purchase Intention.

Marco Francesco Mazzù, Angelo Baccelloni, Ludovico Lavini, Andrea Giambarresi

ORE 10.00 The emergence and rise of luxury streetwear.

Gabriele Murtas, Giuseppe Pedeliento, Daniela Andreini

ORE 10.15 Consumer confusion in front of national Brands and their copycats.

Martina Gurioli, Chiara Mauri, Fausto Pacicco

ORE 10.30 Dal produttore al consumatore: un'analisi neuroscientifica degli attributi associati alla sicurezza alimentare del prodotto.

Marco Cioppi, Ilaria Curina, Barbara Francioni, Elisabetta Savelli

ORE 10.45 Subjective Understanding and Liking: the impact on consumers of different type of bundles of Front-of-Pack labels.

Marco Francesco Mazzù, Veronica Marozzo, Andrea Giambarresi, Ludovico Lavini, Angelo Baccelloni

ORE 11.00 The role of contamination in second-hand fashion consumption: a conceptual model in a post-COVID-19 scenario.

Andrea Runfola, Marina Gigliotti, Giulia Monteverde

ORE 11.15 La segmentazione di genere nella moda: reazioni Instagram alle collezioni genderless.

Barbara Kulaga, Elena Cedrola

ORE 11.30 Art-based stimuli for consumer research emotion expression.

Laura Grazzini, Rebecca Pera, Andrea Lombardi

ORE 11.45 Can you feel its e-taste? An analysis of Italian consumers' olive oil online purchasing choices through the lens of multisensory marketing.

Annunziata Tarulli, Domenico Morrone, Francesco Manta, Pierluigi Toma

3 SESSIONE MARKETING COMMUNICATION & BRANDING
PROF.SSA FEDERICA CECCOTTI - PROF.SSA ROSSELLA GAMBETTI
AULA T7

ORE 9.00 "Festina Lente" as a motto and "a dolphin twisted around an anchor" as a symbol: Brand meaning, materiality of book and the printing revolution (1494-1515).

Francesco Crisci

ORE 9.15 Exploring the academic debate on consumer confusion and product imitation: a Systematic Literature Network Analysis.

Martina Gurioli, Jessica Bosisio, Chiara Mauri, Luca Petruzzellis, Marco Pichierrì

ORE 9.30 The Industry 4.0, the corporate social responsibility and the impacts of Brand in the digital transformation.

Genni Perlangeli, Andrea Rea

ORE 9.45 Odi et amo: exploring consumers' polarized reactions to Brand-generated Social Media content.

Federico Mangiò, Giuseppe Pedeliento, Daniela Andreini

ORE 10.00 Consumer response to brand activism: a multiple case study analysis.

Antonella Cammarota, Vittoria Marino, Riccardo Resciniti

ORE 10.15 Analyzing the role of green consumption values to sustain consumer-Brand relationships in the automotive industry.

Marcello Risitano, Rosaria Romano, Giuseppe La Ragione, Michele Quintano

ORE 10.30 A network perspective on co-Branding campaigns: evidence from the fashion industry.

Cinzia Pinello, Michele Tumminello, Arabella Mocchiari Li Destri

ORE 10.45 Celebrity endorsement e percezione di autenticità nella comunicazione del Brand: alcune prospettive di studio.

Silvia Ranfagni, Claudio Becagli, Lamberto Zollo, Riccardo Rialti

ORE 11.00 Exploring the loss of Brand control: an analogy-based approach.

Alfonso Siano, Alessandra Bertolini, Agostino Vollero

ORE 11.15 Deriving perceived Brand personality traits of thriving cities: empirical investigation of city-related subreddits.

Vincenzo Formisano, Maria Fedele, I Rudko, A. Bashirpour Bonab

4 SESSIONE B2B MARKETING
PROF.SSA ROBERTA BOCCONCELLI - PROF.SSA CHIARA CANTÙ
AULA T33

ORE 9.00 INVITED TALK - "Developing a collective terroir brand for premium agricultural products."
Daniel Schepis - UWA Business School

ORE 9.30 SMEs' accelerated adoption of Social Media in B2B markets during COVID-19.

Lala Hu, Mirko Olivieri, Riccardo Rialti

ORE 9.45 Are industrial customers ready for digital services? A preliminary analysis in the wood-furniture sector.

Serena Galvani

ORE 10.00 Il ruolo dell'intelligenza artificiale nella gestione del customer journey: evidenze dalle imprese industriali servitizzate.

Maria Vincenza Ciasullo, Raffaella Montera

ORE 10.15 Global and local actors coping with pandemic effects: the case of the luxury fashion Supply Chain.

Simone Guercini, Andrea Runfola, Matilde Milanese

ORE 10.30 Digital Servitization in the fashion industry: opportunity and drivers for SMEs with particular focus to COVID-19 period.

Daniela Corsaro, Valerio D'Amico, Isabella Maggioni

ORE 10.45 INVITED TALK - "Small change, wide impact: challenges of introducing bioplastics to existing food packaging networks."
Tuula Lehtimäki - University of Oulu

ORE 11.15 New evolutionary trajectories in business landscape: a Delphi study.

Alessia Anzivino, Silvia Biraghi, Chiara Cantù, Renato Fiocca, Elisa Martina Martinelli, Alessandra Tzannis

ORE 11.30 Variability in the scope of key account management.

Antonella La Rocca, Ivan Snehota

ORE 11.45 Tendering processes in public procurement projects: a case study.

Elisa Carloni, Roberta Bocconcelli, Alessandro Pagano

ORE 12.00 Trasformazione dei canali di Marketing nelle PMI italiane del Made in Italy.

Chiara Cantù, Elisa Martina Martinelli, Annalisa Tunisini

ORE 12.15 Launching Innovation Units in B2B firms. Empirical evidence from Italy.

Arianna Chiarabilli, Serena Galvani, Alessandro Pagano, Roberta Bocconcelli

5 SESSIONE RETAILING & CHANNEL MANAGEMENT
PROF.SSA MARIA GRAZIA CARDINALI - PROF. EDOARDO FORNARI
AULA S1

ORE 9.00 Artificial Intelligence, data analytics and retail management: opportunities and recommendations.

Pier Franco Luigi Fraboni, Andrea Sabatini, Valerio Temperini, Elisabetta Properzi, Walter Lasca, Danilo Scarponi

ORE 9.15 Consumers' fairness and privacy perceptions with personalized pricing.

Virginia Vannucci, Gabriele Pizzi, Yupal Shukla, Gaetano Aiello

ORE 9.30 Consumers' shopping in person during the risk of contagion: the beneficial effects of new technology during COVID-19 pandemic.

Eleonora Pantano, Daniele Scarpi, Luke Devereux, Virginia Vannucci

ORE 9.45 How are consumers reacting to COVID-19?

The impact on buying behavior in grocery stores.
Alessio Di Leo, Simone Bellucci

ORE 10.00 'The game wears luxury'. The use of gamification by luxury multi-Brands online retailers.
Matilde Milanesi, Simone Guercini, Andrea Runfola

ORE 10.15 Brand authenticity and omnichannel retailing: conceptual dissonance and emerging research directions.
Giada Salvietti, Silvia Ranfagni, Marco Ieva, Cristina Ziliani

ORE 10.30 The role of store Brand love in online shopping behavior. An application of the S-O-R model to the online fashion retailing.
Simona D'Amico, Giada Mainolfi, Donata Tania Vergura

ORE 10.45 Shopping behaviour inside specialized stores: how to promote impulsive purchases among heavy and light users.
Benedetta Grandi, Maria Grazia Cardinali

ORE 11.00 E-grocery as the near future of food retailing: a bibliometric study and literature review.
Alessandro Iuffmann Ghezzi

ORE 11.15 Supply Chain Resilience: il punto di vista dei carrier e dei service provider.
Francesca Faggioni, Marco Valerio Rossi

ORE 11.30 Supply Chain Resilience: risultati preliminari di una systematic literature review.
Francesca Faggioni, Marco Valerio Rossi

6 SESSIONE TOURISM CULTURE & ARTS MARKETING
PROF.SSA FABIOLA SFODERA
AULA T36

ORE 9.00 Generation Z and sustainable tourism: exploring the influence of pro-environmental tourism UGC engagement.
Mario D'Arco, Vittoria Marino, Riccardo Resciniti

ORE 9.15 Online Community Feedback and Image of Tourism Places.
Muhammad Muzamil Sattar

ORE 9.30 Tradizionalità percepita e ruolo del materialismo: uno studio sull'ospitalità di lusso.
Andrea Sestino, Giuseppe Colella, Cesare Amatulli

ORE 9.45 "Zoom photo-taking as a new trend in gastronomy e-Tourism".
Angela Beccanulli, Silvia Biraghi, Rossella Gambetti

ORE 10.00 Developing relationships to survive the COVID-19 crisis: the case of eLearning in tourism

supply chain".
Silvia Gallegati, Lucia Pizzichini, Valerio Temperini, Gian Luca Gregori

ORE 10.15 Determinants of heritage destination loyalty during the COVID-19 pandemic period.
M. Irene Prete, Luigi Piper, Lucrezia Maria de Cosmo, Gianluigi Guido

ORE 10.30 Towards an independent corporate museum? Insights from Europe and Italy.
Annamaria Esposito, Angela Besana, Chiara Fisichella

ORE 10.45 Factors influencing travel during the COVID Pandemic 2021: a qualitative approach.
Ilenia Bregoli, Marcello Atzeni

ORE 11.00 Perceived fears, stress overload and health status in travelling intention: a new framework at the time of COVID-19.
Elena Bellio, Francesca Checchinato, Debora Slanzi

ORE 11.15 Does sustainability engagement enhance tour operators' performances?
Gianluca Goffi, Tonino Pencarelli, Lorenzo Masiero

ORE 11.30 Art fostering innovation in corporate environment. A literature review.
Marco Bassan

6 SESSIONE TOURISM CULTURE & ARTS MARKETING
PROF. GIACOMO DEL CHIAPPA
AULA T37

ORE 9.00 Immersive vs Non-immersive virtual technologies in heritage setting.
Marcello Atzeni, Hai Nguyen

ORE 9.15 Innovazione nel settore alberghiero: un'analisi del contesto riminese.
Alessandro Mazza, Rodolfo Baggio, Giuseppe Cappiello, Marco Visentin

ORE 9.30 Sustainability in MNCs: the relation between subsidiaries and headquarters.
Stefano Franco, Alfredo Valentino, Matteo Caroli

ORE 9.45 Nature goes Digital: COVID-19, Instagram and Gardens in Everyday Enactment.
Serena Volo, Anna Irimias

ORE 10.00 Customer's perspective on front-line service employees with disabilities: The role of interaction and emotions.
Musa Essa

ORE 10.15 Global risk, local attachment: investigating tourists' staycation intention during a pandemic.

Marco Pichierri, Pierluigi Passaro, Luca Petruzzellis

ORE 10.30 Does COVID-19 impact on cultural consumption? The role of digital experiences.

Elena Bonel, Eleonora Di Maria, Mauro Capestro

ORE 10.45 Digital marketing and artisanship: evidence of the conceptualisation of the craftsmanship within craft guilds' websites.

Alessandra Ricci

ORE 11.00 Digitalizzazione del turismo tra minacce e opportunità.

Loretta Battaglia, Laura Gavinelli, Elena Cedrola, Valentina Danneo

ORE 11.15 Modelling TRA and HBM theories to examine COVID-19 vaccine intention: a study of UK young people in the misinformation age.

Nigel L. Williams, Giancarlo Fedeli, T. H. Hai Nguyen, Philipp Wassler

ORE 11.30 La teoria degli stakeholder come modello di sviluppo sostenibile nel turismo.

Lorenza Gerardi

7 SESSIONE TECHNOLOGY & INNOVATION MARKETING
PROF.SSA ELEONORA DI MARIA - PROF. MICHELE SIMONI
AULA A2

ORE 9.00 Social Media Influencers (SMIs) in Context: a literature review.

Charles Alves de Castro, Isobel O'Reilly, Aiden Carthy

ORE 9.15 What is a phygital sporting event? evidence from the world alpine ski championships cortina 2021 opening ceremony.

Niccolò Piccioni, Chiara Bartoli, Costanza Nosi, Alberto Mattiacci

ORE 9.30 Reconfigurations of open supply chains.

Maria Rosaria Marcone

ORE 9.45 Valutazione della user experience nel canale digitale. Il contributo di metodi 'non invasivi'.

Luca Giraldi, Elena Cedrola, Sofia Coacci

ORE 10.00 Transitioning to advanced digital services: phased business model innovations in manufacturing.

Marco Paiola, Eleonora Di Maria

ORE 10.15 Co-Production in public-private partnerships for eHealth. La co-produzione nel partenariato pubblico-privato per l'eHealth.

Antonio Pallotti

ORE 10.30 The use of Virtual Reality in product research: a preliminary analysis of the literature.

Generoso Branca

ORE 10.45 What I like the most? Physical and Virtual tours side by side.

Francesca De Canio, Elisa Martinelli, Margherita Peruzzini, Sara Cavallaro

ORE 11.00 Innovazioni vincenti: il ruolo del tipo di contest e dei vincoli temporali sulla creatività?

Ernesto Cardamone, Veronica Marozzo, Gaetano "Nino" Miceli, Maria Antonietta Raimondo

ORE 11.15 L'impatto della trasformazione digitale sui modelli organizzativi nelle filiere del largo consumo.

Davide Pellegrini, Simone Aiolfi, Silvia Bellini

ORE 11.30 Autonomia e tranquillità: i benefit dell'utilizzo di Smart Object per consumatori anziani (e per le loro famiglie).

Luigi Monsurrò, Luca Dezi

ORE 11.45 L'importanza della fase interpretativa nelle ricerche di neuromarketing per innovare il marketing digitale e strategico.

Federica Paccagnella, Paola Signori

ORE 12.00 The e-HRM sharing platforms, their ecosystem and marketing approach: a bibliometric analysis.

Chiara Ottolenghi

ORE 12.15 Blockchain in food and beverage industry: preliminary results of a systematic literature review.

Martina Pellegrino, Sara Bartoloni, Federica Pascucci

ORE 12.30 Exploring the CRM adoption from a vendor perspective. Initial findings from an empirical study.

Alessandro Cinti, Andrea Sabatini, Andrea Perna, Gian Luca Gregori

ORE 12.45 I processi innovativi aziendali e la rivoluzione della manifattura additiva.

Vito Arcangelo Carulli

8 SESSIONE DIGITAL MARKETING
PROF. RAFFAELE DONVITO
AULA T3

ORE 9.00 The attitude – behaviour gap in eWOM: the paradoxical Generation Z.

David D'Acunto, Raffaele Filieri

ORE 9.15 Does the appearance of packaging influences consumers' expectations of dietary food in e-commerce?

*Raffaele Campo, Felipe Reinoso-Carvalho,
Modesto De Luca, Oronzo Trio*

ORE 9.30 Social Media marketing from the firm's perspective: a systematic literature review.
Chiara Ancillai, Sara Bartoloni

ORE 9.45 The effect of number of followers and argument quality on online users' automatic responses to Instagram advertising post.
*Rumen Pozharliev, Matteo De Angelis, Dario Rossi,
Piotr Gazcek*

ORE 10.00 Investigating Gen Z' boycotting behavior online and offline.
*Giandomenico di Domenico, Annamaria Tuan,
Marco Visentin*

ORE 10.15 Measuring Brand-influencer visual congruence on Instagram using deep learning and automated image recognition.
Adam Elwood, Elanor Colleoni, Alessandro Rozza

ORE 10.30 When digitalization enhances real-life relationships: early evidence from Italian small retailers during crisis time.
Chiara Civera, Cecilia Casalegno, Elena Candelo

ORE 10.45 Proximity marketing and neuromarketing: can joint use produce benefits for businesses?
*Debora Jani, Laura Bravi, Federica Murmura,
Fabio Musso*

ORE 11.00 #collabhouse #stardust #influencer #professionalizeyourself: an exploratory study on the rise of new intermediaries in Social Media.
*Augusto Bargoni, Chiara Giachino,
Bernardo Bertoldi*

ORE 11.15 Brand e trasgressioni: le principali conseguenze nella comunicazione sui Social Media.
Valentina Mazzoli, Raffaele Donvito, Lia Zarantonello

*Fabrizio Mosca, Valentina Chiaudano,
Silvia Gordano*

ORE 9.45 The evolving role of Social Media in the fashion industry: customer insights and market trends.
Anna Claudia Pellicelli, Carola Romana Garrone

ORE 10.00 Il posizionamento digitale nel mercato del tartufo: una fuzzy set/Qualitative Comparative Analysis dei retailer italiani.
Fabio Forlani, Antonio Picciotti, Mauro Dini

ORE 10.15 A comparative analysis of customer's reviews: online versus internal data.
*David D'Acunto, Graziano Abrate, Rebecca Pera,
Serena Volo*

ORE 10.30 Which needs should be addressed to create a memorable shopping experience and improve the phygital customer journey? A study across sportswear retailers.
*Angelo Bonfanti, Virginia Vannucci, Vania Vigolo,
Federico Brunetti*

ORE 10.45 Digging knowledge about consumers' emotions during a make-up virtual purchase.
*Francesca Serravalle, Milena Viassone,
Giacomo Del Chiappa*

ORE 11.00 Twins of Evil? Consumers reactions to 3D versus 2D product pictures.
*Gabriele Pizzi, Daniele Scarpi, Virginia Vannucci,
Anne Roggeveen*

9 SESSIONE SUSTAINABLE MARKETING
PROF.SSA STEFANIA ROMENTI - PROF. ALFONSO SIANO
AULA T30

ORE 10.00 Less is more in FMCG packaging? Consumer reactions on overpack elimination.
*Stefano Prestini, Gaia Giambastiani,
Anastasia Nanni*

ORE 10.15 The effectiveness of the Luxury sustainable communication on green consumption value: the role of perceived durability and consumers' materialism.
*Giuseppe Colella, Cesare Amatulli,
Matteo De Angelis*

ORE 10.30 Gen Z and sustainable tourism stay: the role of collective efficacy.
Michelle Bonera, Anna Codini, Giulia Miniero

ORE 10.45 Sustainable trend: how well-being works in shaping fashion consumption practices.
*Francesca Bergianti, Veronica Gabrielli, Ilaria Baghi,
Silvia Grappi*

8 SESSIONE DIGITAL MARKETING
PROF.SSA MILENA VIASSONE
AULA T4

ORE 9.00 Technology advancement in healthcare provision: a review of the literature.
Johana Hajdini, Lea Iaia, Michael Christofi

ORE 9.15 Market competition through firm and user generated content across multiple Social Media platforms and different message content.
*Annamaria Tuan, Daniele Dalli, Yuri Peers,
Peter S.H. Leeflang*

ORE 9.30 Social commerce and luxury market: an exploratory study.

ORE 11.00 Is it for you? Circular packaging and sustainable authenticity.

*Jessica Bosisio, Roberto Chierici,
Angelo Di Gregorio, Alice Mazzucchelli*

ORE 11.15 “To be or to appear to be sustainable”: selectivity, presentation enhancement and measurement distortion in sustainability reporting.

*Elanor Colleoni, Grazia Murtarelli, Stefania Romenti,
Francesca Campolo*

ORE 11.30 Exploring food ‘localness’: a definition from local food activists.

Alessandro Graciotti, Giacomo Gistri

ORE 11.45 Circular economy and NRBV: a multiple case study of the textile and clothing industry.

Carla Coppola, Agostino Vollero, Alfonso Siano

ORE 12.00 What should I tweet? How Social Media improve the stakeholder engagement in European controversial industries.

Antonio Iazzi, Monica Fait Lorenzo Ligorio

ORE 12.15 Sustainable marketing: a spotlight for behavioural change.

Beatrice Re, Birgit Hagen

10

SESSIONE SERVICES MARKETING
PROF. ROBERTO BRUNI - PROF. FRANCESCO IZZO
AULA B2

ORE 9.00 Digital technology as a frontline actor: roles, interactions, and impact on service experience.

*Janet R. McColl-Kennedy, Chiara Orsinger,
Teegan Green, Amy Ostrom, Marlien Varnfield,
Mohamed Zaki, David Hansen, Jane Li,
Kaley Butten, Jason Titman*

ORE 9.15 Investigating the diffusion of the Service-Dominant Logic (SDL) perspective in the sports related research: a review of the literature.

Fabio Cerroni

ORE 9.30 “A multi-method study to assess the impact of university activities on the community quality of life”.

*Angelo Riviezzo, Michela C. Mason,
Gioele Zamparo, Maria Rosaria Napolitano*

ORE 9.45 The role of digital platforms on Italian wine firms’ internationalization in China: a service ecosystems’ approach.

Lala Hu, Marta Galli, Roberta Sebastiani

ORE 10.00 Presenza sui Social Media di 344 banche italiane.

Giulia Nevi

ORE 10.15 Gli attivatori della sostenibilità nel private

label retail ecosystem e le loro relazioni.

*Marcello Sansone, Roberto Bruni,
Annarita Colamatteo, Maria Anna Pagnanelli*

11

SESSIONE MARKETING PER LE START UP
PROF. TOMMASO PUCCI - PROF. MARCO REMONDINO
PROF. LORENZO ZANNI - AULA B1

ORE 9.00 Opportunities and threats of digital marketing in Start-ups: managerial evidence from a systematic literature review.

Michela Piccarozzi, Barbara Aquilani, Irene Fulco

ORE 9.15 The effects of Brand personality appeal on consumers’ willingness to buy deep-tech startup products: a preliminary study.

Andrea Sestino, Gianluigi Guido, Ejona Shehu

ORE 9.30 Marketing e Start-up (High-Tech): una rassegna della letteratura e possibile agenda di ricerca.

Tommaso Pucci, Elena Casprini, Lorenzo Zanni

ORE 9.45 “Start-up Marketing”, ecosistemi innovativi e “market infrastructure”: una prospettiva practice-based.

Maria Rosita Cagnina, Francesco Crisci

ORE 10.00 La cultura di marketing nelle principali istituzioni che supportano le Start-up innovative tech-based.

Gianni Cozzi, Marco Remondino

ORE 10.15 Launching a small business venture as an act of eudaimonia.

Silvia Biraghi, Rossella C. Gambetti, Daniele Dalli

ORE 10.30 Deep tech Start-ups and market opportunities framing: an exploratory research.

*Nicoletta Buratti, Andrea Pagnin, Giovanni Satta,
Francesco Vitellaro*

ORE 10.45 The Role of acquisitions in the development of high-tech Start-ups: an introductory analysis of the importance of marketing.

Niccolò Fiorini, Elena Casprini

ORE 11.00 Verso la definizione di una pratica armonica di marketing per le Start-up. Il caso Entopan.

Maria Colurcio, Angela Caridà, Monia Melia

ORE 11.15 La relazione startup- incubatore: la centralità del networking.

Chiara Cantù, Maria Cristina Porta

ORE 11.30 Start-up innovative a significativo impatto sociale e marketing. Il caso Movendo Technology.

*Costanza Nosi, Chiara Bartoli, Niccolò Piccioni,
Gennaro Iasevoli, Laura Michelinì*

