

3RD MEDITERRANEAN CONSUMER RESEARCH SYMPOSIUM

4 DECEMBER 2017

9:45AM

Bocconi University
Room AS03
via Röntgen, 1 Milano

FOR INFORMATION

Bocconi University
Department of Marketing
Tel. +39 02 5836.3704

9:45AM

WELCOME AND INTRODUCTION

GÜLEN SARIAL ABI Bocconi University

10:00AM

**WHEN DOING THE RIGHT THING IS
SOCIALY AWKWARD**

GERT CORNELISSEN Universitat Pompeu
Fabra

**THE EFFECT OF GRATITUDE ON
CONSUMER PERCEPTIONS, VALUES, AND
CONSUMPTION DECISIONS**

CRYSTAL HYUNJUNG LEE Universidad Carlos
III de Madrid

11:20AM

COFFEE BREAK

11:40AM

**PERSONAL INFORMATION SHARING:
EXPLORING THE RELATIONSHIP WITH THE
SOURCE**

GAIA GIAMBASTIANI Bocconi University
**PRICE MODERATES THE DENOMINATION
EFFECT**

JEREMIAH IYAMABO IESE Business School

1:00PM

LUNCH BREAK

2:40PM

**EFFECT OF BRAND PLACEMENT ON AD
EFFECTIVENESS**

CÁTIA ALVES Nova School of Business and
Economics

**BUYING IMMORTALITY: HOW MORTALITY
SALIENCE INFLUENCES CONSUMERS'
PREFERENCE FOR BRANDS**

POLINA LANDGRAF IE Business School

4:00PM

COFFEE BREAK

4:20PM

**PHOW TO BE A CREATIVE GIVER: FOREIGN
FRIENDS INCREASE CREATIVITY AND
STATE MINDFULNESS INCREASES GIVING
(EXCEPT WHEN GUILT-RELATED)**

ANDREW HAFENBRACK Católica Lisbon
School of Business & Economics