



Società Italiana di
MANAGEMENT



Società Italiana
Marketing

SIMA-SIM SCHOOL OF RESEARCH METHODS

Summer Edition: *Introduction to research methods*

18-20 July 2022, *Imperia Campus*



Full immersion on
research methods

Discussion with scholars

... and fun 😊

PROFESSORS

EPISTEMOLOGY

Giovanni Battista Dagnino is Chair of Management and Professor of Digital Strategy at the University of Rome LUMSA, Palermo Campus, where he is the Founding Director of the MSc Program in Economics and Management, Chair of the Scientific Committee of LUMSA Digital Hub, and Chair of the Departmental Committee on Sustainability. He is known for pioneering inquiry on coepetition strategy, as well as the scrutiny of temporary competitive advantage. He is currently conducting investigation on digital transformation strategy, phygital transition, digital mindset, and big data analytics.



INTRODUCTION TO QUANTITATIVE METHODS

Matteo Corciolani is an Associate Professor at the Department of Economics and Management, University of Pisa, Italy. He has a PhD in Business Administration from the University of Pisa. He teaches Marketing and Marketing Communications and his research interests focus mainly on Consumer Behavior and Marketing Communications. His projects include the consumption and production of authentic items, food consumption, and corporate social responsibility communication.



INTRODUCTION TO QUALITATIVE METHODS

Rebecca Pera is Associate Professor at the Department of Management - University of Turin where she teaches Strategic Marketing, Digital Marketing and Consumer Behavior. Her research interests focus on issues related to creative consumer behaviors, consumer well-being, co-creation and consumer storytelling.



DEALING WITH THE REVIEW PROCESS

Antonella Zucchella is professor of Marketing and of Circular entrepreneurship at the University of Pavia in Italy. She has been visiting professor in various universities in Europe and the US and visiting researcher at Harvard Business School in 2019. Her research interests are in international entrepreneurship, international business, sustainability and circular entrepreneurship. She published several articles in international journals and is also author of books on entrepreneurship.



TARGET

- Junior Researchers (rtd a)
- PhD students
- Post-doctoral researchers
- Research assistants
- Master students

Number of participants: 29
First booked, first served

HOW

Each candidate needs to submit a 1 page, single spaced, Times New Roman pt 12, research proposal consisting of the following points:

- Research question
- Theoretical underpinnings
- Research method(s) to be used



WHEN & WHERE
From 18th to 20th July 2022
Polo Universitario di Imperia
(Università di Genova)
Via Nizza 8, Imperia

FEES

Include School, lunches and dinners, hotel, transfer from hotel to Imperia Campus

Double room (SIMA-SIM member):	390 euro
Single room (SIMA-SIM member):	480 euro
Double room (non SIMA-SIM member):	490 euro
Single room (non SIMA-SIM member):	580 euro

ACCOMODATION

(included in the FEES)

Hotel Rossini al Teatro - Piazza Rossini, 14 - 18100 Imperia

Tel. +39 (0)183 74 000 - Fax. +39 (0)183 74 001

Web: www.hotel-rossini.it

email: info@hotel-rossini.it

SCIENTIFIC COMMITTEE

Prof. Giovanni Battista Dagnino, *LUMSA*

Prof.ssa Rossella Chiara Gambetti, *Università Cattolica del Sacro Cuore*

Dott.ssa Elena Casprini, *Università di Siena*



Follow these indications!

How to reach the campus from
the train station



SCAN ME

How to reach the campus from
the hotel



SCAN ME

CONTACTS

scuola.sima.sim@gmail.com