



ANR | Association for
Netnographic Research

SIMA-SIM-BAM
SCHOOL OF RESEARCH METHODS
In collaboration with the Association for
Netnographic Research

Summer Edition
*Netnography: Qualitative Digital Research
in an Age of AI*

Hotel Hilton Garden Inn Firenze Novoli
Via Sandro Pertini 2/9
50127 Firenze

June 8-10, 2026



Professor Robert V. Kozinets holds the Jayne and Hans Hufschmid Chair of Strategic Public Relations and Business Communication at both the Annenberg School for Communication and Journalism and the Marshall School of Business at the University of Southern California. A globally recognized leader of social media research and theory, Kozinets is the inventor of the netnography research method, which he introduced into academic networks for qualitative consumer and marketing research in 1996. He was one of the first marketing researchers to theorize and explore online consumer communities, influencers, social media marketing, fans and fandom, technoculture, networks of desire, and digital platforms. Serving as Associate Editor of the *Journal of Marketing* and the *Journal of Interactive Marketing*, his prolific research includes over 150 written works, with publications in top-tier academic journals and ten books, most recently *Fandom as Subculture*. From Italy and Australia to Brazil and Norway, he has taught and conducted research at some of the world's leading universities.



Dr. Ulrike Gretzel is a Senior Fellow at the Center for Public Relations, University of Southern California, and Director of Research at Netnografica. She also teaches a course on influencer marketing at the IMC Krems University of Applied Sciences, Austria. She previously held appointments as Professor of Tourism, University of Queensland, Associate Professor of Marketing, University of Wollongong, and Associate Professor of Tourism, Texas A&M University. She has over 30 years of experience conducting academic and practice-focused research looking at the impact of technologies on consumer behavior and marketing strategies. She is best known for her early research on online travel reviews in collaboration with TripAdvisor and her seminal paper on smart tourism. Dr. Gretzel has published over 100 peer-reviewed journal articles and twelve books. With an h-index of 95 and almost 45,000 citations, Google Scholar lists her as one of the most-cited tourism researchers in the world.



Rossella C. Gambetti, PhD., is Professor of Branding and Consumer Culture at the Università Cattolica del Sacro Cuore in Milan (Italy), where she is Director of Labcom (Research Laboratory on Corporate & Brand Communication). Rossella is a Research Fellow of the Jayne and Hans Hufschmid Chair of Strategic Public Relations and Business Communication at the University of Southern California. She serves as the secretary of the Association for Netnographic Research (ANR) and as co-chair of NetnoCon, the global netnography conference. Rossella is an interpretive scholar whose research is focused on the interplays between consumer culture, technology and marketplace dynamics. She is specialized in netnography and has conducted several netnographic investigations in the social media worlds of influencer culture and fandom, evolving consumer collectives, technocultural consumption and marketplace mythologies. Rossella is author and co-author of about 100 academic publications.

TARGET

- Junior Researchers (rtd a) and Senior Researchers (rtd b, rtt)
- PhD students
- Post-doctoral researchers
- Research assistants
- Master students

Number of participants: 35

First booked, first served

HOW

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

- Research question
- Theoretical framework
- Research method(s) to be used
- Motivation for their interest in netnography

WHERE

Hotel Hilton Garden Inn Firenze Novoli
Florence

FEE

Includes School, 2 lunches, a social dinner and 5 coffee breaks.
Fee does NOT include accommodation.

We highly recommend participants to arrange for their accommodation as soon as possible as Florence is very busy during the Spring and Summer seasons.

	Early bird, no later than May 8, 2026 (fees in €)	Regular, from May 9 to June 1, 2026 (fees in €)
SIMA-SIM-BAM Member	480	580
Non-SIMA-SIM- BAM Member	580	680

SCHOOL VENUE

Hotel Hilton Garden Inn Firenze Novoli

Via Sandro Pertini, 2/9

50127 - Florence (Italy)

T. +39 055 65 30 279

Email: flrnv_fo@hilton.com

Website: www.hilton.com/en/hotels/flrnvgi-hilton-garden-inn-florence-novoli/?SEO_id=GMB-EMEA-GI-FLRNVGI



How to reach Hotel Hilton Garden Inn Firenze Novoli

The hotel is very conveniently located at 7 minutes by car/taxi or 16 minutes by public transportation (tram line T2) from the Florence Airport “Amerigo Vespucci”. It is also conveniently located at 20 minutes by public transportation (tram line T2 or bus line 23) or 10 minutes by car/taxi from Florence Railway Station “Santa Maria Novella”.

SCIENTIFIC COMMITTEE

Rossella C. Gambetti, *Università Cattolica del Sacro Cuore*

Maurizio La Rocca, *Università della Calabria*

Matilde Milanese, *Università di Firenze*

CONTACTS

scuola.sima.sim@gmail.com

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