

BIT Conference: Augmented Relationships in Social Mobile Business

July 4, 5 2013

The BIT team at USI - University of Lugano

(IMCA - Institute for Marketing and Communication Management),

In collaboration with

The BIT teams, Anderson School of Management, UCLA Los Angeles,  
and SDA Bocconi, Milan

Organizes the

International BIT Conference, 2013

**Thursday** (*Auditorium, 1<sup>st</sup> floor Main Building*)

*Open conference*

8.30 – 9.00 Registration

9.00 – 9.30 Welcome (USI Faculty and U. Karmarkar)

9.30 - 10.00 Augmented Relationships in Social Mobile Business: a research and management agenda  
(Andreina Mandelli, USI Lugano and SDA Bocconi, Milan and Mumbai)

10.00 – 10.45 Gamification in social mobile branding (Pepe Moder, Director Digital, Pirelli Tyres, Milan)

10.45 – 11.15 Coffee Break

11.15 -12.00 Social intelligence for Reputation Management in Social Business (Dirk De Muyinck,  
Reputation and social intelligence, Volvo Group, Gothenburg Sweden)

12.00 – 12.45 CRM and Performance Marketing: a case (Valentina Leva, Enerpoint Italy)

12.45 – 13.45 Lunch

13.45 – 14.30 Searching Consumer Behavior Online (Hagemann Jacob, Hoosh Technology SA)

14.30 – 15.15 How an Italian SME can E-commerce to the World? (Bianchi Gianni, MonnaLisa, Italy)

15.15 – 15.45 Coffee Break

15.45 – 16.45 Applying Ethnography to Researching the Internet and Social Media – *Videoconference*  
(Robert Kozinets, York University)

16.45 - 17.45 BIT conversations (BIT researchers, in a panel, answer Questions about Opportunities and  
Challenges in Business Technologies Research Today)

19.00 BIT Social dinner

**Friday** (*Room A11, Red Building*)

9.00 – 9.45 Content pressure in augmented reality (Andrea Barath - Brand Manager Digital, Fabric & Home Care CEEMEA P&G; Alex Mari - Assistant Brand Manager, Home Care CEEMEA P&G)

*Open conference, sharing BIT research Findings*

9.45 – 10.30 Uday Karmarkar (Anderson School of Management, UCLA, Los Angeles)

10.30 – 11.15 Sergio Godoy (Catholica University of Chile, Santiago)

11.15 – 11.30 Coffee Break

11.30 – 12.15 Hosun Rhim (Korea University Business School, Seoul)

12.15 – 13.00 Paolo Neirotti and Emilio Paolucci (Politecnico of Turin, Turin)

13.30 - 14.30 Lunch

14.30 – 15.15 Ananth Srinivasan (Center for Digital Enterprise - University of Auckland)

15.15 – 16.00 Morana Fuduric, Ana Javornik (University of Zagreb and USI Lugano)

16.00 – 16.30 Andreina Mandelli, Antonella La Rocca (SDA Bocconi Milan and USI Lugano)

*Closed conference*

16.45 – 18.30 BIT business meeting

**Saturday** BIT social activities: trip to St. Moritz (about Euro 120. It will be organized accordingly to the definitive number of participants)