



UNIVERSITÀ DEGLI STUDI DI MILANO

PROGRAMMA DELLE ATTIVITA' DIDATTICHE/FORMATIVE DEL VISITING PROFESSOR
Attività seminariale/lezioni nell'ambito del Corso di Laurea Magistrale in *Management of Innovation and Entrepreneurship* (MIE).

Studenti del Secondo Anno – Curricula: Digital Innovation, Entrepreneurship, Finance for Innovation.

• **Message Assertiveness and Price Discounts: Differences between Hedonic and Utilitarian Consumption**

This study examines how price discounts influence consumer responses to assertive prosocial messages. Discounts reduce guilt in hedonic purchases, increasing gratitude and compliance with assertive messages. However, for utilitarian purchases, both assertive and non-assertive messages are equally effective, regardless of discounts.

• **Consumer Expectations and Reactions to AI-Human Collaboration in Advertising**

This seminar examines expectations of AI-human collaboration in creativity and reactions to unmet outcomes. Consumers expect superior results due to perceived innovation and efficiency but react negatively to subpar outputs, especially those with higher expectations. The study highlights the potential and challenges of AI-human creative collaboration.

• **Hypocrisy Induction in Advertising**

The seminar explores hypocrisy induction as a way to encourage ethical behavior by highlighting moral violations in anonymous online abuse. Two studies show it is effective for individuals with interdependent (but not independent) self-construal, with guilt mediating this effect.

• **From Ugly to Attractive: Leveraging Anthropomorphism to Increase Demand for Irregular-Appearing Produce**

This research explores how anthropomorphism, like adding googly eyes or human names, makes irregular produce more appealing and boosts purchase intentions. It works best for corporate farms, where standard aesthetics are expected, but less so for local farms, where irregularity is normal. The findings suggest marketing strategies to reduce food waste by promoting imperfect produce.

N° totale di ore complessive: 16, suddivise in quattro sessioni di lezioni (ogni sessione da 4 ore di lezione).