
Rapporto annuale 2024/2025

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1. Progetti finanziati 2024/2025

1.1. In corso

- Gibbert M. (2025) Mutatis mutandis: How do Analytical Moves to (un)silence context influence article citation and policy impact of case studies in management and organizational research?
- **Kadioglu G. (2024) Towards the roadmap of engaging with counterfactuals in qualitative research: using counterfactuals for theory building in management and entrepreneurship studies. Doc.CH Grant, Swiss National Science Foundation.**
<https://data.snf.ch/grants/grant/222635>
- Mengis J., Nicolini D. (2022) A Practice-theoretical Account of Organizational Attention
- Pellandini-Simányi L. (2021) Social patterning of economic subjectivities and the digital transformation of retail finance in Switzerland
- Pellandini-Simányi L. (2025) Investing in Meaning: How Symbolic Meanings Shape Lay Investor Stock Choices
- Pellandini-Simányi L. (2025) Investing in Meaning: How Symbolic Meanings Shape Lay Investor Stock Choices
- Silchenko K. (2022) PATHOLOGICAL RESPONSIBILITY FOR DIGITAL WELLBEING: Consumer Responsibilisation in Health(ism)-Driven Hyperdigital Marketplace.
- Zamparini A. (2023) New Ways of Making Sense of Who We Are: How Digital Transformation Challenges Organizational Identity Construction

1.2. Conclusi

- Mengis J. (2023) Socio-Cultural Approaches in Business Studies: Theoretical Foundations and Theory-Building
- Gibbert M. (2020) Does it 'pay' to be on time? Different conceptualizations of time in qualitative theorizing and the link to citation impact.
- Gibbert M. (2020) Teaching Sustainability Contextually: South-North Learning from the Best
- Seele P. (2017) Greenwashing accusations and their effect on CSR trust in B2B settings. Does it pay not to engage in greenwashing?
- Gibbert M. (2017) (How) are Outliers Used for Theory Building in Management and Organization Science? The Link Between Rigor and Impact in Deviant Case Analysis
- Pellandini-Simányi L. (2017) Driving forces of the financialization of everyday life
- Mengis J., Lurati F. (2016) The Role of Spatiotemporality in Identity Translation Work: A Processual Account
- Hofstetter R. (2015) The Benefits of Thinking Less: How Deliberation Can Harm Consumer Judgment
- Seele P. (2014) The "Credibility Gap" in CSR Reporting: Analyzing Contents and Stakeholders' Perceptions of CSR Reports from 11 European Countries
- Mendini M. (2014) Processing Style, Mood, and Regulatory Focus in Taxonomic vs. Thematic Product Choices

2. Pubblicazioni 2024/2025

Articoli in rivista e capitoli in volume

- Akmeraner-Kökat, Y., & Pellandini-Simányi, L. (2025). Creativity re-distributed: how digitalisation changes creative advertising practice. *Journal of Marketing Management*, 41(15–16), 1731–1753.
- Gualtieri, G., & Lurati, F. (2025). Seeing through a polarized world: a narrative approach to understanding stakeholders. *Journal of Communication Management*, 29 (2), 200 – 218.
- Lecerf, C., Voyer, B., & Visconti, L. M. "Compound Luxury Brand Authority: Expanding and Updating a Central Concept," in Klaus Heine, Eunju Ko, Ian Phau, Michel Phan, and Marie-Cecile Cervellon (ed.), *The Sage Handbook of Luxury Brand Management and Marketing*, London: Sage, forthcoming.
- Márcz, L., & Gibbert, M. (2024). Fear of the Wolf: Are Human-Wildlife Conflicts Actually Human-Human Feuds? *Society and Animals* 32(7-8), 86-805.
- Márcz, L., Marvin, G., & Gibbert, M. (2024) Until death do they part: Loving and killing in Swiss on-farm slaughter. *Journal of Rural Studies*, Vol. 109.
- Márcz, L., Corradini, A. F., Demartini, E., & Gibbert, M. (2025). Stress-Free Death of Cattle: Small Scale Farmers' Perspectives on On-Farm Slaughter (OFS) in Switzerland. *Food Ethics*, 10(2), 19.
- Márcz, L., Marvin, G., & Gibbert, M. (2024). Until death do they part: Loving and killing in Swiss on-farm slaughter. *Journal of Rural Studies*, 109, 103337.
- Pellandini-Simányi, L. (2024) *Consumer Credit and Debt*. Oxford Bibliographies in Sociology. Ed. Lynette Spillman. New York: Oxford University Press
- Pellandini-Simányi, L., Paradiso, C., & Musil, R. (2025). Scripting the Habitus: How Financial Devices Prefigure Class Differences. *Swiss Journal of Sociology*, 51(3), 1-20.
- Pizzetti, M., Acuti, D., & Gibbert, M. (2024) You designed that yourself for me? Vicarious pride in customized gift exchange. *Psychology and Marketing* 41 (10), pp.2170-2180.
- Regany, F., & Visconti, L. M. (2025), "Maghrebi Ethnic Shoppers in the French Context," in Camal Gallouj and Faïz Gallouj (ed.), *Elgar Encyclopedia of Retailing*, Cheltenham: Elgar, 521-524.
- Shirley, J. & Silchenko, K. (2025) Breaking gender stereotypes? Analyzing gender representations in AI-generated fashion campaigns. *Advertising Society Quarterly*, 26 (4). <https://dx.doi.org/10.1353/asr.2025.a982336>.
- Silchenko, K. (2025) Technology dualities in digital wellbeing: Analysis of discourses of digital wellbeing market offerings. *Journal of Macromarketing*, 45 (4): 550-573. <https://doi.org/10.1177/02761467251356660>.
- Silchenko, K. (2025) The impact of food marketing on consumer choices and behaviors. In: Elsevier Reference Collection in Food Science. Online first. <https://doi.org/10.1016/B978-0-443-15976-3.00009-X>
- Zamparini, A. & Pizzetti, M. "Coup de Photo: The Role of Visuals in Attracting Tourists to Wine Destinations", in C. Haller, LP. Dana, M. Dressler, V. Finotto, C. Mauracher (eds.), *For a Sustainable and Resilient Wine Tourism Industry*, Tourism, Hospitality & Event Management, Springer Nature, forthcoming.

Altre pubblicazioni

- Shove, E., Baeriswyl, M. & Orlikowski, W. (2025). An Interview with Wanda Orlikowski: Careers and Ideas in Practice. *The Journal of Practice Theory*, 1. doi:10.71936/sb57-ps06.
- Shove, E., Baeriswyl, M. & Rouse, J. (2025). An Interview with Joseph Rouse: Careers and Ideas in Practice. *The Journal of Practice Theory*, 1. doi:10.71936/d11r-5r40.
- Shove, E., Baeriswyl, M. & Turner, S. (2025). An Interview with Stephen Turner: Careers and Ideas in Practice. *The Journal of Practice Theory*, 1. doi:10.71936/ak8n-5e10.

3. Presentazioni a conferenze

- Akmeraner-Kökat, Y., Pellandini-Simányi, L., & Mengis, J. (2025) Assembling the 'data-driven organization': Messy interactions of data, data analysts and creatives, 8th Interdisciplinary Market Studies Workshop, Stockholm, SE, 16-18 June.
- Baeriswyl, M. (2025). Beyond the spotlight: Towards a practice-based metaphor of organizational attention. 5th Organization Theory Winter Workshop. Zürich, CH, 28-30 January.
- Baeriswyl, M. (2025). Talent Management as Practice: A Study of an Elite Football Youth National Talent Promotion Program. 85th Academy of Management Annual Meeting, Copenhagen, DK, 25-29 July.
- Baeriswyl, M. (2025). Talent management as practice: A study of a national talent promotion program for elite youth football. 40th EIASM (European Institute for Advanced Studies in Management) Strategic Human Resource Management Workshop, Fribourg, CH, 24-25 April.
- Baeriswyl, M., Nicolini, D., Mengis, J. & Hurst, M. (2025). Attentional triangulation as emergent byproduct: A study of tension management through a distributed talent promotion program. 41th EGOS Colloquium, Athens, GRC, 3-5 July.
- Guza, E. & Zamparini, A. (2024). Navigating organizational identity in the digital era: A sensemaking perspective on digital transformation. 40th EGOS Colloquium, SAP Pre-Colloquium, Milan, Italy.
- Guza, E. & Zamparini, A. (2025). Anthropomorphism in digitally transforming organizations: An integrative review and research agenda. Academy of Management 85th Annual Meeting, Copenhagen, Denmark.
- Guza, E. & Zamparini, A. (2025). Making sense by anthropomorphizing: Reconfiguring sociality in digitally enabled organizing. Third Workshop on Digital Data for Research in Management and Organization Studies, Bocconi University, Milan, Italy.
- Kadioglu G., Nair L. B., Hoorani B. H. H., Gibbert M., Weis M. & Hoegl M. (2025). Towards Methodological Pluralism: Bricolage Within Qualitative Methods in Management and Organization Studies. British Academy of Management. Kent, UK.
- Kadioglu G., Gibbert M. & Hoorani B. H. (2025). Using counterfactuals for temporal theorizing. 41st European Group of Organization Studies Colloquium. Athens, Greece.
- Mazzi, G. C., & Gibbert, M. (2025, August 24–27). Serendipity-driven innovation: A transdisciplinary collaboration in tourism, hospitality, and agriculture in Graubünden. 74th AIEST Conference, "Designing Tourism Systems for a Sustainable Future," Novotel Paris Centre Bercy, Paris.
- Mazzi, G. C., & Gibbert, M. (2025, May 20–24). The quest for serendipity: Transdisciplinary pedagogical synergies between hospitality and agriculture in Graubünden. Council for Hospitality Management Education (CHME) Conference 2025, "Learning, Teaching and Assessment in Hospitality Management Education," University of Essex, Essex.

- Mazzi, G. C., & Langebraun, N. (2025, June 5). Cross-industry peer learning for sustainable innovation: A transdisciplinary pedagogical model between agriculture and hospitality. British Academy of Management (BAM) - MKE Teaching Practice Conference 2025, "Innovating Management Education for a Sustainable and Responsible Future," The Shard, London.
- Musacchio Adorisio, A.L. , Mengis, J. (2025, July) Performing Stakeholder Capitalism: A tale from Exxonmobil, EGOS Colloquium, Athens, Greece.
- Musacchio Adorisio, A.L, Rowlinson, M., Heller, M.,Chick, J., Rees, E. & Hiebert, J. (2025) Internal Communication and Organizational Memory in Historical Perspective, Association of Business Historians, Belfast (UK).
- Paradiso, & Pellandini-Simányi, L. (2025, February 13–14). 2025 AMA-Sheth Foundation Early Career Consortium [Long abstract]. AMA Conference 2025, Phoenix, AZ, United States.
- Paradiso, & Pellandini-Simányi, L. (2025, February 14–16). Consumers' pathways of resistance and appropriation in the context of digital financial choices [Working paper]. AMA Winter Conference, Phoenix, AZ, United States.
- Paradiso, & Pellandini-Simányi, L. (2025, June 24–27). Consumers' inclusion and exclusion processes in the digital financial context [Working paper]. Consumer Culture Theory Conference 2025, London, United Kingdom.
- Pellandini-Simányi, L. (2025, September 4–5). Class-based inclusion and exclusion in digital financial services [Competitive paper abstract]. Conference of the Swiss Sociological Association's Economic Sociology Network, Università della Svizzera italiana (USI), Lugano, Switzerland.
- Petani, F.J., Mengis, J., & Anesa, M. (2025) The constitutive role of moral judgments in organizational knowledge. 41th EGOS Colloquium, Athens, GRC, 3-5 July.
- Pozzan, A. (2025, July 25-29). Complexifying and plurifying context. A problematizing review. 85th Academy of Management Annual Meeting, Copenhagen, Denmark.
- Pozzan, A., Langebraun, N. & Gibbert, M. (2025, August 24-27). Through the looking glass: Navigating tourism case studies and interdisciplinary conventions. International Association of Scientific Experts in Tourism (AIENT) Annual Conference, Paris, France.
- Schönberg, S. (2025, August 27-29). 'Preferences' for 'Prime cuts' of meat as an outcome of changing practices. ESA RN05 Midterm Conference, Charles University Prague, Czech Republic.

4. Collaborazioni principali (in corso/concluse)

Academic:

- Davide Nicolini, Warwick Business School (UK)
- Elizabeth Shove, Lancaster University (UK)
- Ena Lloret Fritschi, USI
- Fabio J. Petani, Burgundy School of Business (France)
- Ileana Stigliani, Imperial College London (UK)
- Kevin Corley, Imperial College London (UK)
- Lancaster Centre for Practice Theory
- Paola Signori, Università degli studi di Verona
- Robert Flatt, ETHZ
- The Journal of Practice theory

Professional:

- Comune di Locarno
- Corriere del Ticino
- DESA Group (Chanteclair brand)
- EHL Hotel Business School, Passugg
- Football Club Lugano
- Granarolo
- IBSA
- Locarno Film Festival
- Mulino Maroggia
- Parc Ela, Savognin
- Plantahof Landquart
- Swiss Football Association
- Swisscom
- X-Channel

5. Conferenze e seminari

- Baeriswyl, M. (2025). Performing Talent: Valuation Practices in Elite Youth Football. Stockholm School of Economics Department of Management and Organization's Management Seminar Series. Stockholm, SWE, 22 October.
- Lecerf, C., Voyer, B., and Visconti L.M. (2025). Compound Luxury Brand Authority: Expanding and Updating a Central Concept", 6th Monaco Symposium on Luxury, Monaco, 1-3 April.
- Silchenko K. (2024) The market of digital wellbeing: Technology paradoxes in reverse and coping via consumer responsabilisation. XXI SIM CONFERENCE "Brands and Purpose in a changing era". XXI SIM CONFERENCE "Brands and Purpose in a changing era". Milan - IULM University. 17 - 19 October 2024. ISBN 9788894782912.
- Silchenko K. (2025) (De)normalization of Screen Consumption: Problematizations and Norm Creation in the Moralistic Market of Digital Wellbeing. Consumer Culture Theory Conference. King's College, London, UK. 24-27 June 2025.
- Silchenko K. (2025) The digital wellbeing trend. Proceedings of the 24th International Marketing Trends Conference. ed. Alberto Pastore, Julien Schmitt, Julio Jimenez, Klaus-Peter Wiedmann, Paris-Venice Marketing Trends Association. Venice, Italy. 23 - 25 January 2025.
- Zamparini, A., Stigliani, I., Corley, K. (2025) Collective Identity Brokering: The Role of Independent Consultants in the Formation of Collective Identity in the Franciacorta Winemaking Region. Swiss Management Research Group (SWIMAREG) Workshop, University of Fribourg, November 13, 2025.
- Zanette, C., Visconti, L.M., Kravets, O., Poeschel, J. and Borraz, S. (2025). Internet Meme as Brands, Brands as Internet Memes, 5th International Brand Meaning Network Workshop, Reims 3-4 April.

Keynote e relazioni invitate

- Shove, E., Bruder, I. & Baeriswyl, M. (2024). Thinking about unintended change: A conversation in red, blue and green. Practice Theory Gathering (online), Lancaster Centre for Practice Theory, 14-15 November.
- Illia, L. & Zamparini, A. Comunicare nell'era digitale: tra sfide e opportunità. Società ticinese relazioni pubbliche (STPR), 24 ottobre 2025.

6. Eventi

IMCA Research Seminars – public lecture series at USI

- Anne Smith, Haslam College of Business, University of Tennessee (2025, 15 May). Considering Innovations in Qualitative Research to Enhance Theory Development. IMCA Research Seminar.
- Pernilla Bolander, Stockholm School of Economics (2025, 10 April). The talent burden: Identity threats and threat responses in the context of an early-career program. IMCA Research Seminar.
- Reto Odermatt, University of Basel (2025, 20 March). Beware of Good Alternatives: The Negative Effect of Opportunity Cost on Post-Choice Satisfaction. IMCA Research Seminar.
- Yeşim Akmeraner Kökat, Università della Svizzera italiana (2025, 13 March). The ‘work’ of producing consumers through ‘databases’ and ‘co-creation’: How post-Fordisation of advertising work and labour shape value creation in marketing. IMCA Research Seminar.
- Benoît Heilbrunn, ESCP Business School (2024, 12 December). The cultural contradictions of branding. IMCA Research Seminar.
- Zeynep Arsel, Concordia University (2024, 12 November). Sponsored content as an epistemic market object: How platformization of brand-creator partnerships disrupts valuation, co-production, and the relationship between market actors. IMCA Research Seminar.
- Michelle Barnhart, University of Oregon (2024, 19 September). How U.S. gun & accessory advertising moralizes civilian use of assault rifles. IMCA Research Seminar.
- Søren Askegaard, University of Southern Denmark (2024, 16 September). A post-anthropocentric paradigm for marketing and consumption in the anthropocene. IMCA Research Seminar.

7. Premi e riconoscimenti

- Best Contribution Award (2025) *AIENT* Conference of Ideas attributed to Pozzan, A., Langebraun, N., Gibbert, M. for their Paper “Through the Looking Glass: Navigating Tourism Case Studies and Interdisciplinary Conventions”.
- Best Student Paper Award (2025) *AIENT* Conference of Ideas attributed to Pozzan, A., Langebraun, N., Gibbert, M. for their Paper “Through the Looking Glass: Navigating Tourism Case Studies and Interdisciplinary Conventions”.
- Best Full Paper Award (2025) British Academy of Management Conference’s Research Methodology Special Interest Group attributed to Kadioglu, G. Balachandran Nair, L., Hafeez Hoorani, B., Gibbert, M. Weiss, M. & Högl., M. for their Paper “Towards Methodological Pluralism: Bricolage within Qualitative Methods in Management and Organization Studies”.

Contatti

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