

Technological Innovations and Consumer Research

The introduction of the information technologies and the digitalization of organizations have quickly changed the business environment (Scuotto et al. 2017). Both marketing academics and practitioners are interested in the technological innovations stimulated by the advent of digital technologies, social media and mobile marketing (Kim and McMillan 2008). From the company's perspective, technological innovations could represent a significant moment to discuss and renew its organizational processes, acting on its performance level and using them to gain a competitive advantage (Ozuem et al. 2019). The adoption of technological innovations into businesses provides to them more efficient and / or alternative ways to operate, relate, involve and produce value with stakeholders (Yadav and Pavlou 2014). Technological innovations also include new business models able to share new products or services to the market or to satisfy unanswered consumer needs (Teece 2010). In particular, this aspect becomes very interesting as the adoption of such technologies improves the relationship of companies with consumers, as technologies allow managers to identify, collect, analyze and influence consumer's behaviour in order to establish a relationship and gain his loyalty.

From the consumer's perspective, his relationship with technological innovations is often more problematic than what theorized in the academic literature (Holak and Lehmann 1990). This depends on the fact that the innovation degree perceived by customers is related to their expertise, so it is extremely subjective (Saaksjarvi 2003). Moving from the highest to the lowest level of consumer's adoption propensity, Rogers (1962) recognized several segments (innovators, early adopters, early majority, late majority, laggards). For Robertson (1971) innovations can be categorized through their impact on behavior and social structure (continuous, dynamically continuous, and discontinuous). Moreau et al. (2001) classifies adopter consumers using knowledge, divided in core and supplemental, and it impacts on the kind of innovation (continuous or discontinuous). Moreover, companies must face the consumer resistance in the adoption of innovation (Lee and O'Connor, 2003; Srinivasan et al., 2002), which could be categorized in functional and psychological barriers (Porter and Donthu, 2006). The former takes into consideration the concerns related to the utilization, value and risk connected to the adoption of innovation; instead, the latter refers to the concerns that consumers meet due to their beliefs.

All these aspects highlight the significance for scholars to understand the relationship between technological innovations and consumers, as it assumes particular significance due to the characteristics of both (Saaksjarvi, 2003). In fact, the limited lifecycle of technological products and services and their obsolescence, together with the customers' perceived risk to adopt little-known but new products and services, facing several levels of uncertainty in his decision (Antioco and Kleijnen, 2010; van Heerde et al., 2004), underlines the importance of consumer learning in managing the complexity of technological innovations (Hall 2004).

Track main topics

This track accepts abstracts, research-in-progress papers and full papers. Moreover, this track accepts all types of contributions (conceptual, methodological and empirical) and methodologies applied by empirical studies (qualitative, quantitative or mixed methods).

Exemplary topics within the intended scope of this conference track include, but are not limited to, the following:

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- Artificial Intelligence and consumer experience
- Technological innovations and consumer emotions
- Robotics and consumer behavior
- The use of technology and its impact on consumer service quality
- Technological anthropomorphism and consumer research
- Technological innovations, data privacy and consumer behavior
- Technological innovations and consumer health
- Conversational Interfaces (i.e., chatbots) and consumer behavior
- Technological innovations and consumer trust
- Mobile marketing and consumer research
- Digital marketing and social media
- Programmatic advertising
- Data analytics and consumer research
- How brands connect with consumers and customers in new and innovative ways
- Voice Agents and consumer experience
- The use of Augmented Reality or Virtual Reality and consumer research

Track Co-Chairs

Name – Surname	Michael Christofi
(primary contact)	christofi.mi@unic.ac.cy
Title	Senior Research Fellow
E-mail	christofi.mi@unic.ac.cy
Affiliation	University of Nicosia

Name – Surname	Lea Iaia
(primary contact)	lea.iaia@unich.it
Title	Assistant Professor
E-mail	lea.iaia@unich.it
Affiliation	University of Chieti-Pescara

Bios of track Co-Chairs

Dr. Michael Christofi is Senior Research Fellow in Innovation, management and marketing at the Institute for the Future, School of Business at the University of Nicosia. Previously, he held various senior marketing and product development roles at various industries. His research spans across the fields of innovation, cause-related marketing, consumer psychology, prosocial behavior and consumer well-being. Michael has published over 25 articles in premier publication outlets, such as in British Journal of Management, International Business Review, Journal of Business Research, Technological Forecasting & Social Change, and International Marketing Review. He has authored several book chapters and won various awards for his research work and academic service. Dr. Christofi has also served as a guest-editor for special issues at leading journals such as International Marketing Review, Journal of Social Entrepreneurship, Journal of Hospitality

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and Tourism Research, Business Perspectives and Research Journal, Journal of Customer Behavior, Journal for Global Business Advancement and Journal of Research in Marketing and Entrepreneurship.

Dr. Lea Iaia is Assistant Professor of Management at the Department of Business Administration, University of Chieti-Pescara. Her research interests include the marketing and communication processes through the use of digital means and social media. She has authored several publications at leading journals, such as Annals of Tourism Research, Business Process Management Journal, and British Food Journal.

Track programme committee members

Aspasia Simillidou	E-mail: ASimillidou@uclan.ac.uk	UCLan Cyprus
Loukas Glyptis	E-mail: LGlyptis@uclan.ac.uk	UCLan Cyprus
Olga Kvasova	E-mail: OKvasova@uclan.ac.uk	UCLan Cyprus
Eleni Trichina	E-mail: trichina.e@unic.ac.cy	University of Nicosia
Anna Makrides	E-mail: annamacrides@gmail.com	University of Nicosia
Gabriele Santoro	E-mail: gabriele.santoro@unito.it	University of Turin
Alberto Ferraris	E-mail: alberto.ferraris@unito.it	University of Turin
Alberto Baima	E-mail: gabriele.baima@unito.it	University of Turin
Enrico Battisti	E-mail: enrico.battisti@unito.it	University of Turin