

TENTATIVE PROGRAMME - CIMaR 2025

Day	Time	
19/05/2025	10:00 - 13:00	PhD Professional Development Workshop
		Convenors: Ayşegül Özsoy, Koç University, Turkey & Daniele Dalli, University of Pisa, Italy
	13:00 - 14:00	PhD Development Workshop: Light Lunch
	15:00 - 18:30	Opening Ceremony of CIMaR 2025
		Keynote: Alessandro La Volpe, CEO IBM Italy, on AI and marketing
		Panel: AI in business and marketing
18:30 - 20:00	Welcome Cocktail & Get-Together	
20/05/2025	09:00 - 12:00	Keynote: Tamer S. Cavusgil, Georgia State University, US & CIBER, on dynamic capabilities and their transformative potential in IB
		Industry Panel on transformative marketing
	12:30 - 13:30	Lunch
	13:30 - 15:00	Parallel Session I
	15:00 -15:30	Coffee Break
	15:30 -17:00	Parallel Session II
18:00 - 19:30	Social Activity: City and University Tour	
21/05/2025	09:00 - 10:30	Parallel Session III
	10:30 - 11:00	Coffee Break
	11:00-13:00	Keynote: Richard D. Phillips, Dean and Professor of Risk Management and Insurance, Georgia State University, US, on the future of business education
		Speed Dating with Editors
	13:00 - 14:00	Lunch
	14:00 -15:30	Parallel Session IV
	15:45 - 16:30	Closing
20:00 - 23:00	Gala Dinner /Award Ceremony/Next Cimar Presentation	
22/05/2025	09:00 - 13:00	Company Visit: Kartell SPA