



XXII SIM Conference 2025
***The Marketing-Innovation Nexus:
Past Insights for Future Challenges***

Università degli Studi di Napoli "Parthenope"
Dipartimento di Studi Aziendali e Quantitativi
10-12 settembre 2025

PROCEEDINGS

Editors: Maria Rosaria Napolitano, Michele Simoni, Paola Signori, Tindara Abbate



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Introduzione alla Conferenza

La Società Italiana Marketing (SIM) rappresenta, dal 2002, la principale comunità accademica italiana dedicata allo sviluppo e alla diffusione degli studi di marketing. La SIM promuove la collaborazione scientifica tra studiosi, istituzioni e imprese, favorendo il dialogo interdisciplinare e il trasferimento di conoscenze verso il sistema economico e sociale. Attraverso conferenze, pubblicazioni e gruppi di ricerca, la SIM contribuisce alla crescita culturale e metodologica del marketing come disciplina e come pratica manageriale.

La SIM Conference é la conferenza annuale della Società Italiana Marketing e rappresenta il più importante momento di incontro della comunità scientifica nazionale nell'area del marketing. Ogni anno, studiosi, ricercatori e professionisti si confrontano sui temi emergenti della disciplina, condividendo evidenze empiriche, prospettive teoriche e implicazioni manageriali. La conferenza offre un contesto stimolante per il dibattito accademico, la creazione di reti collaborative e lo sviluppo di progettualità di ricerca.

La XXII edizione svoltasi nel 2025 è stata dedicata al rapporto tra marketing e innovazione, un legame che ha profondamente influenzato l'evoluzione dei mercati e delle strategie aziendali. Il tema *“The Marketing-Innovation Nexus. Past Insights for Future Challenges”* ha invitato a riflettere su come le intuizioni del passato possano guidare la gestione di sfide future caratterizzate da trasformazioni tecnologiche, digitalizzazione, sostenibilità e nuovi modelli di consumo. L'obiettivo era favorire un dialogo critico capace di integrare le radici storiche della disciplina con i più recenti sviluppi concettuali e applicativi, in modo da delineare scenari di ricerca e pratiche manageriali orientate all'innovazione responsabile e al valore per la società.

Il Presidente SIM, Prof. Daniele Dalli, afferma:

“Ci siamo specializzati sia lato ricerca che lato professione nel cercare di prevedere e anticipare il futuro. Abbiamo pensato che il marketing fosse lo strumento per capire dove andare e, a volte, ci siamo dimenticati di guardare nello specchietto retrovisore. Il marketing può essere la chiave di lettura che tiene insieme queste due dimensioni: la necessità di innovare e di muoversi verso il futuro, e l'importanza della direzione da cui veniamo per non perdere autenticità, credibilità e identità.” -

Il Prof. Michele Simoni, Co-chair della XXII SIM Conference, aggiunge:

“Il nesso tra marketing e innovazione si manifesta in un interplay continuo tra tradizione e futuro. La comunità della Società Italiana Marketing si distingue per energia, rigore e spirito di collaborazione: ogni Conference è un'occasione stimolante e piacevole di confronto e crescita.”

Conclude la Prof. ssa Maria Rosaria Napolitano, Co-chair della XXII SIM Conference:

“Nell'heritage delle organizzazioni risiede la genesi del futuro. Valorizzare il passato e le radici consente di leggere il presente e progettare l'avvenire. L'edizione 2025 conferma lo slancio della comunità SIM, con ampia partecipazione di studiosi, imprese e ospiti internazionali.”

Introduction to the Conference

Founded in 2002, the Italian Marketing Society (SIM) is the leading academic community in Italy dedicated to the advancement and dissemination of marketing studies. SIM promotes scientific collaboration among scholars, institutions, and businesses, fostering interdisciplinary dialogue and the transfer of knowledge to the economic and social system. Through conferences, publications, and research groups, the Society contributes to the cultural and methodological development of marketing as both an academic discipline and a managerial practice.

The SIM Conference is the Italian Marketing Society annual gathering and represents the most important event for the national academic community in the field of marketing. Each year, scholars, researchers, and professionals come together to discuss emerging issues in the discipline, sharing empirical evidence, theoretical perspectives, and managerial implications. The conference provides a stimulating environment for academic debate, the creation of collaborative networks, and the development of research projects.

The XXII edition, held in 2025, was dedicated to the relationship between marketing and innovation, a nexus that has profoundly shaped the evolution of markets and business strategies. The theme *“The Marketing–Innovation Nexus: Past Insights for Future Challenges”* invited participants to reflect on how insights from the past can guide the management of future challenges, shaped by technological transformation, digitalization, sustainability, and new consumption models. The goal was to foster a critical dialogue that integrates the historical foundations of the discipline with its most recent conceptual and managerial developments, aiming to outline research paths and practices that promote responsible innovation and societal value.

Professor Daniele Dalli, President of the SIM, notes:

“We have specialized, both in research and in professional practice, in trying to foresee and anticipate the future. We believed that marketing was the tool to understand where to go and, at times, we forgot to look in the rear-view mirror. Marketing can be the interpretive key that holds these two dimensions together: the need to innovate and move toward the future, and the importance of the direction we come from, so as not to lose authenticity, credibility, and identity.”

Professor Michele Simoni, Co-chair of the XXII SIM Conference, adds:

“The nexus between marketing and innovation emerges in a continuous interplay between tradition and the future. The community of the Italian Marketing Society stands out for its energy, rigor, and collaborative spirit: every Conference is an inspiring and enjoyable opportunity for dialogue and growth.”

Professor Maria Rosaria Napolitano, also Co-chair of the XXII SIM Conference, concludes:

“Within the heritage of organizations lies the genesis of the future. Enhancing the past and one’s roots allows us to interpret the present and shape what is yet to come. The 2025 edition confirms the momentum of the SIM community, with broad participation from scholars, companies, and international guests

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The Impact of Privacy Communication Formats on Data Disclosure and AI App Adoption

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Abstract

This study investigates how the format of privacy communications (text, infographic, audio) affects users' willingness to provide personal information (WPPI) and intention to use an AI-based app (ITU). Drawing on Construal Level Theory, we propose that communication formats shape psychological distance and construal levels, thereby influencing data disclosure and adoption behaviour. A 3 (privacy communication format: text vs. infographic vs. audio) × 1 between subjects experiment was conducted with 396 participants and a hypothetical AI powered sport app as a scenario.

Findings show that audio messages significantly reduced WPPI compared to text, whereas infographics had no effect. The effect of communication format on ITU is mediated by willingness to share personal data. Further, subjective privacy literacy (SPL) moderated the relationship between the format and the WPPI: individuals with higher SPL were less negatively affected by audio compared to text, indicating that privacy literacy buffers against defensive reactions to certain formats. In contrast, privacy concerns did not moderate the relationship between format and WPPI.

These results demonstrate that message design shapes disclosure behaviour and indirectly affects app adoption. Rather than assuming formats are interchangeable, firms should recognize that audio messages may heighten perceived risks, particularly among less privacy-literate users, thereby reducing willingness to share data and, indirectly, adoption of AI apps.

Keywords: Privacy Communication, Construal Level Theory, Subjective Privacy Literacy, Privacy Concerns, AI-powered Apps, Data Sharing Behavior

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