



MARKETING, TECHNOLOGY, AND CUSTOMER INSIGHTS (MTCI) RESEARCH CENTER

19th of JUNE 2026 - RESEARCH DAY ON
«Research at the edge of the digital world»

9H30 | WELCOME COFFEE

📍 La Table - Institut Lyfe (emlyon)

10H30 | PRESENTATIONS Room C1-114



Arvin MOAZEMI
PhD, Bocconi University
Milan, Italy
Brand Echo Chambers



Olesia Nikulina
Assistant Professor, ESCP Business
School Madrid, Spain
Visual Texture as a Driver of Consumer
Responses in Digital Media

12H00 | LUNCH 📍 La Table - Institut Lyfe (Emlyon)

14H00 | PRESENTATIONS Room C1-114



Alex Bleier
Associate Professor, Frankfurt
School of Finance & Management,
Germany
Optionality in Consumer Privacy
Decisions



Armin Granulo
Postdoctoral Researcher, LMU
Munich School of Management,
Germany
Public Perceptions of AI and
Democracy

15H30 | COFFEE BREAK 📍 Coeur Battant (garden level)

16H00 | PRESENTATION Room C1-114



Isabelle Engeler
Associate Professor, HEC Lausanne,
Switzerland
Next Frontiers in Synthetic Market
Research

16H45 | CLOSING APERO 📍 Coeur Battant (garden level)

Registration

