



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

RESEARCH DAY ON
« *Technology and Social Impact* »

9H30 | WELCOME COFFEE *La Table de l'Institut Lyfe, Paul Bocuse (Emlyon)*

10H30 | PRESENTATIONS *Room D0-112*



Martina Pocchiari
ESADE Business School,
Spain
Gender Representation in TV
Advertising



Johannes Boegershausen
Rotterdam School of
Management, the Netherlands
Targeting Consumers with
Disabilities

12H00 | LUNCH *La Table de l'Institut Lyfe, Paul Bocuse (Emlyon)*

14H00 | PRESENTATIONS *Room D0-112*



Melanie Clegg
Université de Lausanne,
Switzerland
Beyond the Hype: How Will AI
Change Consumers and Firms?



Lam An
University of Winnipeg,
Canada
How Emotional Tone Influences
Disinformation

15H30 | COFFEE BREAK *Cœur Battant (Emlyon)*

16H00 | THEMATIC PRESENTATION *Room D0-112*



Ana Valenzuela
Baruch College – Zicklin School of Business, USA
Technology and Societal Impact

17H30 | CLOSING APERO *Cœur Battant*

Registration



Date: June 6th, 2025

Location: Emlyon Business School – 144 Avenue Jean Jaurès, 69007, Lyon