



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO

Department  
of Management

## Research Seminars Series A.Y. 2025-2026 2<sup>nd</sup> Term

February 3, 2026 –12.30 p.m. (CET)

In room 23, via dei Caniana 2 and online on Microsoft [Teams](#)

**Presenter: Prof. Alessandro Biraglia**  
*University of Leeds*

*TITLE – From Posthumous Books to Second-hand Luxury: The Value of Experimental Research in Consumer Behaviour*

**ABSTRACT –**

*Experimental designs constitute a powerful tool for consumer researchers to gather insights into individuals' behaviours and decision making. Through examples taken from two different ongoing projects in the fields of creative industries and luxury brand management, the talk will unravel the extreme versatility of experimental designs. The seminar will highlight specific ways to implement experimental scenarios that are relevant for marketing practice without jeopardizing methodological rigour, making the session valuable for both an academic and a managerial audience.*

**TYPE OF RESEARCH –***Empirical; STAGE OF RESEARCH – R&R*

*For further information please refer to: [seminars.dipsa@unibg.it](mailto:seminars.dipsa@unibg.it)*

*This initiative is implemented within the framework and under the coordination of the TRANSET project of the Department of Management, department of excellence for the period 2023-2027, as per L.232/2016*