

Workshop

Experimental Research

📅 Thursday, September 11th 2025

🕒 09:50 - 11:50

📍 Room E.311

The workshop on Experimental Research aims to show innovative ways to use Gen AI for stimuli development and pre-studies and to discuss Correlation, Causality, Randomization, Laboratory Experiments vs. field experiments, Statistical tests to analyze experimental data. The workshop will be led by Prof. Giampaolo Viglia, Senior Research Fellow at CIAS, Corvinus University of Budapest.



Giampaolo Viglia

Senior Research Fellow, CIAS, Corvinus University of Budapest, Hungary and Professor at University of Portsmouth, UK

Giampaolo is a Professor of Marketing at the University of Portsmouth's Faculty of Business and Law, where he also serves as the Research Lead for the Marketing Subject Group. He is Editor-in-Chief of Psychology & Marketing and an Associate Editor of Annals of Tourism Research and Journal of Business Research. Additionally, he serves on the Editorial Boards of several prestigious journals, including Tourism Management, Journal of Service Research, Journal of Travel Research, Journal of Advertising Research, Journal of Business Research, International Journal of Hospitality Management, and Journal of Services Marketing. Giampaolo holds two PhDs: one in Applied Statistics for Business from the University of Turin (Italy, 2012) and another in Marketing from the University Pompeu Fabra (2015). His research focuses on consumer decision-making, pricing, and services, including tourism and hospitality marketing. He has published, reviewed, and guest-edited for top journals in the Marketing field, such as the Journal of the Academy of Marketing Science, the Journal of Retailing, the International Journal of Research in Marketing, the Journal of Product Innovation Management, and the Journal of Service Research.