FRANCISCO VILLARROEL ORDENES (PhD.) – February 2026

Full Professor of Marketing

Alma Mater Studiorum – University of Bologna, Italy – francisco.villarroel@unibo.it

Appointments

- 2024-Present, Alma Mater Studiorum – University of Bologna, Full Professor of Marketing
- 2024, LUISS Guido Carli, Associate Professor of Marketing and Director of the MSc. in Marketing
- 2020-2023, LUISS Guido Carli, Assistant Professor of Marketing and Director of the MSc. in Marketing (Tenure Track)
- 2016-2020, University of Massachusetts Amherst, Assistant Professor of Marketing (Tenure Track)

Education

- 2012-2016, Maastricht University, PhD. in Marketing
- 2010-2011, University of Manchester, MSc. in Marketing
- 2002-2006, University of Chile, Bachelor in Commercial Engineering

Industry Experience

- 2011-2012, Brand Manager, Country Brand Agency (Fundación Image de Chile)
- 2009-2011, Nation Brand Manager, Chilean Development Agency (CORFO)
- 2007-2011, Brand Manager, Export Promotion Bureau of Chile (ProChile)
- 2006-2007, Trainee Middle Office, JP Morgan Chile

Journal Publications

- Lefkeli, D., Gürdamar Okutur, N., Villarroel Ordenes, F., (2026), "Mentally Paid, Psychologically Owned: The Connection Between Payment Option Salience and Purchase Likelihood," *Journal of Retailing*, forthcoming.

- Cascio Rizzo, L., Villarroel Ordenes, F., (2026) "How Micro vs. Macro Influencers Should Communicate," Management and Business Review," Management Business Review (MBR), forthcoming.

- Grewal, D., Ludwig, S., Herhausen, D., Grewal, L., Villarroel Ordenes, F., Bohling, T. Kopalle, P., (2026), "Understanding Language Dynamics in Employee-Customer Text-based Interactions," *Production and Operations Management,* forthcoming.

- Pikal, K., Villarroel Ordenes, F., Herhausen, D. (2025), "EXPRESS: From Insight to Impact: Closing the Marketing Science Value Chain with Interactive, Research-Driven Apps," *Journal of Interactive Marketing*, forthcoming

- Farace, S., Villarroel Ordenes, F., Herhausen, D., Grewal, D., and De Ruyter, K. (2025), "Images and Overlays in Social Media Brand Posts: How to Strike the Right Balance in Multimodal Compositions," *Journal of Marketing*, forthcoming

- Villarroel Ordenes, F., Packard, G., Hartmann, J. (2025), Proserpio, D., "Using Traditional Text Analysis and Large Language Models in Service Failure and Recovery," *Journal of Service Research*, forthcoming

- Cascio Rizzo, L., Villarroel Ordenes, F., de Angelis, M., Pozharliev, R., and Costabile, M., "Too Good to Be True! How Micro and Macro Influencers Should Use Aroused Content on Social Media" (2024), *Journal of Marketing*, 88(4), pp.107-128.
    - Media Impact: Fast Company, Phys.Org, Swift Telecast, Mydroll

- Herhaussen, D., Grewal, L., Hill, K., Roggeveen A., Villarroel Ordenes, F., Grewal, D., (2023), "Deescalating Arousal in Social Media Complaints: Using Active Listening and Empathy to Enhance Customer Gratitude," *Journal of Marketing*, 87(2), 210-231
    - Media Impact: News Wise, Phys.org, Science Magazine, Science News, Eureka Alert

- Nazifi, A., Roschk, H., Villarroel Ordenes, F. and Marder, B. (2022), "Bad intentions: Tourists' Negative Reactions to Intentional Failures and Mitigating Conditions," *Journal of Travel Research*, 61(8), 1808-1827

- Grewal, D., Herhausen, D., Ludwig, S., Villarroel Ordenes, F. (2021), "Research on Digital Multimedia Data: Understanding the roles of multimodality and dynamics," *Journal of Retailing*, 98 (2), 224-240

- Villarroel Ordenes, F., and Silipo R. (2021), "Machine Learning for Marketing on the KNIME Hub: The Development of a Live Repository for Marketing Applications," *Journal of Business Research*, 137, 393-410

    - This paper was a direct collaboration with KNIME Analytics. A repository for marketing analytics and machine learning projects was developed and it is available at this link for practitioners and researchers.

- Ciuchita, R., Holmlund-Rytkönen, M., Ravald, A., Sarantopoulos, P., Van Vaerenbergh, Y., Villarroel Ordenes, F., and Zaki, M. (2020)., "Customer Experience Management in The Age of Big Data Analytics: A Strategic Framework", *Journal of Business Research*, 116, 356-365

- Farace, S., Roggeveen A., Villarroel Ordenes, F., De Ruyter, K., Wetzels M., and Grewal, D. (2020), "Patterns in Motion: How the Visual Pattern Shown in the Ad Impacts Product Evaluations," *Journal of Advertising*, 49(1), 3-17

- Villarroel Ordenes, F. and Zhang, S., (2019), "From Words to Pixels: Text and Visual Mining Methods for Service Research", *Journal of Service Management*, 30 (5), 593-620
  - Media Impact: [Huffington Post](#)

- Milne, G., Villarroel Ordenes, F., and Oz, B. (2020), "Mindful Consumption: A Grounded Consumer Perspective," *Australasian Marketing Journal*, 28(1), 3-10

- Villarroel Ordenes, F., Grewal, D., Ludwig, S., de Ruyter, K., Mahr, D., and Wetzels, M. (2019), "Cutting through Content Clutter: How Speech and Image Acts Drive Consumer Sharing of Social Media Brand Messages," *Journal of Consumer Research*, 45(5), 988-1012

- Aksoy, L., Kunz, W., Bart, Y., Heinonen, K., Kabaday, S., Villarroel Ordenes, F., Sigala, M., Theodoulidis, B. (2017), "Customer Engagement in a Big Data World," *Journal of Services Marketing*, 31(2), 161-171

- Villarroel Ordenes, F., Ludwig, S., de Ruyter, K., Grewal, D., and Wetzels, M. (2017), "Unveiling What is Written in the Stars, Analyzing Explicit, Implicit and Discourse Patterns of Sentiment in Social Media," *Journal of Consumer Research*, 43(6), 875-894

- Villarroel Ordenes, F., Theodoulidis, B., Burton, J., Gruber, T., and Zaki, M. (2014), "Analyzing Customer Experience Feedback Using Text Mining: A Linguistics-Based Approach," *Journal of Service Research*, 17(3), 278-295

Books

- Villarroel Ordenes, F., Bessa, A., (2023), "Meet your Customers, The Marketing Analytics Collection." Second Edition. KNIME Press. ISBN: 978-3-9523926-3-8
- Villarroel Ordenes, F., Cadili, R., (2023), "Meet your Customers, The Marketing Analytics Collection." KNIME Press. ISBN: 978-3-9523926-3-8

Book Chapters

- Villarroel Ordenes, F., Diaz D., and Herhausen, D., (2022), "Customer Experience Measurement and Loyalty," The Handbook of Research in Customer Loyalty, Editors: Ko de Ruyter, Debbie Keeling and David Cox. Edward Elgar Publishing

- Villarroel Ordenes, Francisco, Mohamed Zaki, Babis Theodoulidis, and Jamie Burton (2012), "Service Modeling of Compliments and Complaints and its implications for value co-creation." In Advances in the Human Side of Service Engineering (First Edition). Editors: James C. Spohrer, Louis E. Freund. CRC Press

Manuscripts Under Revision

- De Jong, D., Teller, C., Herhausen, D., Ludwig, S., Villarroel Ordenes, F., and Grewal, D. (2026), "Reversing the Retail Apocalypse: Mining, Tracking, and Comparing Retail Mix Sentiments for Retail Agglomeration Success." (Conditionally Accepted at the *Journal of Retailing*).

- Cascio Rizzo, L., Berger, J., Villarroel Ordenes, F. (2026) "What Drives the Impact of Virtual Influencers?"
    - Media Impact: "Why You Should Give Your Virtual Influencer a Friend," Harvard Business Review, September-October Issue 2023 (Idea Watch)

- Ruiz, D., Jimenez-Barreto, J., Romero, J., Villarroel Ordenes, F. (2025), "Leveraging dominant and submissive language in consumer interactions with artificial-intelligence-based assistants."

- Miceli, N., Serafini, L., Cardamone, E., Raimondo MA., Villarroel Ordenes, F., Scopelleti, I. (2026).

- Lefkeli, D., Gurhan-Canli, Z., Karatas, M., and Villarroel Ordenes, F., (2026), "To defer or not to defer? Exploring consumers' privacy decisions."

Manuscripts in Preparation

- Pescatore, M., Farace, S., Villarroel Ordenes, F., Orsingher, C., (2026), "Time is in the words: how direct time adverbs increase customer satisfaction in chat-based interactions," Status: in preparation for submission to *Journal of Interactive Marketing*.

- Wagner, A., Kuehl, C., Herhausen, D., and Villarroel Ordenes, F. (2026), "Measuring Customer Experience from Unstructured Data." Status: data analysis in progress. Target: *Journal of the Academy of Marketing Science.*

- Li, Y., Li X., and Villarroel Ordenes, F., "How Do AI Shopping Agents Reshape E-commerce?" Status: data analysis in progress. Target: *Journal of Interactive Marketing (Reports).*

- Pikal, K., Lefkeli, D., Villarroel Ordenes, F., Johnson, A. (2026), "The More, The Merrier: Exploring the Role of Greed in Cryptocurrency Diffusion." Status: data analysis in progress.

Awards

- Research Quality Award (2025), University of Bologna
- Best Short Paper Award (2024) at the Italian Marketing Conference
- Distinguished Educator (2024). This award is from KNIME, an analytics software enterprise, that acknowledges educators using their software
- Teaching Excellence Award (2023) for the course "Performance Marketing", M.Sc. in Marketing, LUISS Guido Carli University
- Runner Up, Marketing Science Institute, H. Paul Root Award, AMA Best Article Nomination 2023
- Outstanding Reviewer Award (ACR 2023), *Journal of Consumer Research*.
- Best paper award (Digital Marketing Track 2022) at SIM Conference
- Contributor of the Month (2020-2022) for the KNIME Analytics Platform.
- Teaching Excellence Award (2021) for the course "Business and Marketing Analytics", B.A. in Management and Computer Science, LUISS Guido Carli University
- Emerald Literati Awards (2020) for Journal of Service Management
- Highly Commended Awards (2020) for Journal of Service Management
- Highly Commended Awards (2017) for Journal of Service Marketing
- Scholarship Award 2015 - Arizona State University Center for Services Leadership
- Finalist for the Best Paper Award (2014) for Journal of Service Research
- Finalist for the Best Service Article Award (2014) for Journal of Service Research

Invited Workshops, Seminars and Keynotes

- Maastricht (March 2026)
- Swiss Marketing Academy (February 2026)
- European Quant Workshop (October 2025)
- EDHEC Marketing Symposium Lille Campus (June 2025)
- Vrij University (April 2025)
- Bilkent University FBA Research Seminar Series (December 2024)
- Customer Journeys in a Digital World, Bocconi University (June 2024)
- Emlyon Business School (May 2024)
- Fondazione ANT Italy (May 2024) (Italian healthcare organization focused on cancer)
- Stockholm School of Economics (December 2023)
- Italian Society of Mkt Conference, Unstructured Data, Promises and Perils (Oct 2023)
- Italian Society of Marketing, Webinar on Language Research with Grant Packard (2023)
- KNIME Summit, Presentation of the "Meet your Customers" Book (Berlin 2023)
- University of Surrey, Marketing Department (2022)
- UC Louvain, Marketing Department (2022)
- ESCP Madrid, Invited Presentation for Marketing Doctoral Students (2022)
- KNIME Analytics, Practitioner Oriented Webinar (+400 registrations)
- Università della Svizzera Italiana, Marketing & Communication Mngmt Institute (2022)
- Pontificia Universidad Católica de Chile. Marketing Group (2021)
- Alliance Manchester Business School (UK). Marketing Group (2021)

- Edhec Business School (Lille, France). Marketing Group (2021)
- Kings College London. Marketing Group (2021)
- Webinar for Educators using KNIME for Teaching (2020)
- Workshop on Text Analytics, ENEFA 2020, Chile (2020)
- Universität Hamburg, Social Media Group, (2020)
- Marketing Science Institute (MSI), Launch Series (2020)
- Summer Language Lab (Virtual), Organized by Jonah Berger and Grant Packard (2020)
- University of Bath, UK (2020).
- Broad College of Business, Michigan State University, Michigan, USA (2018).
- HEC Montreal, Montreal, Canada (2018)
- University of Massachusetts Lowel, Lowel, Massachussetts, USA (2018)
- University of Chile, Santiago, Chile (2017)

Conference Presentations

- Winter AMA (2026), Madrid, Spain
- ACR (2025), Washington, USA.
- Italian Society of Marketing Conference (SIM 2025), Naples, Italy
- EMAC (2025), Madrid, Spain
- SCP (2025), Las Vegas, USA
- Winter AMA (2025) (Virtual)
- Italian Marketing Conference (2024), Milan
- Gen AI Workshop, Munich, Germany
- ACR (2024), Paris, France
- AMA-CB Sig (2024), Viena, Austria
- EMAC (2024), Bucharest, Romania
- ACR (2023), Seattle, USA.
- EACR (2023), Amsterdam, Netherlands
- EMAC (2023), Odense, Denmark
- Frontiers in Service (2023), Maastricht, Netherlands
- Italian Society of Marketing Conference (SIM), Salerno, Italy
- ACR 2022, Denver, USA
- EMAC 2022, Budapest, Hungary
- ACR 2021, Seattle, USA
- ACR 2020, Paris, France
- Winter AMA 2020, San Diego, California, USA
- Winter AMA 2019, San Diego, California, USA
- ACR 2019, Atlanta, GA, USA
- Marketing Science 2019, Rome, Italy
- Winter AMA 2019, Austin, TX, USA
- Frontiers in Service Conference 2018, Austin, TX, USA.
- ACR 2017, San Diego, CA, USA
- Frontiers in Service Conference 2017, New York, USA

- Academy of Marketing Science 2016, Florida, USA
- SERVSIG 2016, Maastricht, Netherlands
- Frontiers in Service Conference 2015, San Jose, USA
- Frontiers in Service Conference 2014, Miami
- Frontiers in Service Conference 2013, Taiwan
- EMAC 2013, Istanbul, Turkey
- Frontiers in Service Conference 2012, Washington, USA

Service

Associate Editor

- Journal of Interactive Marketing   September 2025-Present

Editorial Review Board (ERB) Member

- Journal of Marketing   February 2026-Present
- Journal of Consumer Research   July 2022-Present
- Journal of Service Research   September 2016-Present
- Journal of Retailing   September 2019-Present
- Journal of Business Research   December 2022-Present
- Italian Journal of Marketing   June 2024-Present

Ad-hoc Reviewing: Journals

- Journal of Marketing Research   July 2019-Present
- Journal of Marketing   June 2019-Present
- Journal of Consumer Psychology   August 2022-Present
- JAMS   July 2020-Present
- IJRM   Sept 2024-Present
- Journal of Advertising   April 2019-Present
- Journal of Interactive Marketing   Sept 2024-Present
- Marketing Letters   Sept 2024-Present
- Journal of Service Management   July 2017-Present
- Journal of Public Policy and Marketing,   July 2017-Present
- Journal of Consumer Affairs   December 2022-Present
- Journal of Service Marketing   March 2020-Present
- Journal of Consumer Marketing   May 2020-Present
- Italian Journal of Marketing   June 2023-Present

Conference Track Chair and Special Session

- Society for Consumer Psychology Conference 2022, MC Social Influence Track
- Winter AMA 2022, "Digital & Social Media Marketing" (with Michele Andrews)
- AMS 2018. "Augmented Reality, IoT, and Futuristic Marketing" (with Bruce Weinberg)

Doctoral Consortium Support

- Association of Consumer Research Conference (ACR) 2021, Seattle

- Frontiers in Service Conference, Temple University

Service at LUISS Guido Carli University

- Program Director (2022-2024) [MSc. in Marketing](#)
- Senior Research Fellow (2020-2024) at [X.ITE Research Center](#)

Collaboration with Other Universities

- Pontificia Universidad Catolica de Chile. External evaluator of Master in Analytics (2022)
- Universidad de Chile. Visiting Professor for International week (2018, 2024)

Doctoral Thesis Supervision and Committee Member

- University of Bologna (2025), Mohan Zhu (Expected Grad Sep 20229) – Co-Supervisor
- University of Bologna (2023), Natalia Panchieri (Expected Grad Sep 2027) – Co-Supervisor
- University of Bologna (2024), Mafalda Pescatore (Expected Grad Sep 2028) – Co-Supervisor
- KU Leuven (2024), Victor Li (Expected Grad Sept. 2025) – Guidance Committee
- Maastricht University (2024), Olesia Nikolina (Expected Grad. Sept. 2024 – Committee
- Queensland University of Tech, Yiyang Liu (Expected Grad. Sept. 2028) – Co-supervisor
- ESCP. Yaqiu Li (Expected Grad. April 2026) – Committee
- LUISS. Konstantin Pikal (Expected Grad. April 2025) – First Supervisor
- LUISS. Luca Cascio R. (2024) – Placement: USC. First Supervisor
- UMASS Amherst (2023). Alec Slepchuk. University of Louisiana – Committee
- Maastricht University (2022). Hannah Schmitt – Committee
- UMASS Amherst: Reza Rajabi (2019). Northern Illinois University – Committee
- UMASS Amherst: Begum Oz (2019). Lynn University – Committee
- Grenoble Ecole of Management (2019). Kim Legocki. Saint Mary's College

Teaching

Ph.D. and Faculty

- Text Mining for Marketing Research (October 2025), LUISS Guido Carli
- Text Mining for Business Research (July 2025), Summer School University of Calabria)
- Unstructured data for Behavioral Insight (February 2025), University of Bologna
- Text and Image Mining for Business (June 2024), Hanken School of Economics (Kataja)
- Text Mining for Business (2023), Summer School University of Calabria
- Text and Image Mining for Business (May 2023), Spanish Society of Marketing (AEMARK)
- Text Mining for Business (May 2023), Marketing Faculty at University of Birmingham
- Text Mining for Business (May 2022), Marketing Faculty at University of Leuven
- Text and Image Mining for Business (April 2022), Hanken School of Economics (Kataja)
- Text Mining for Business (July 2018, 2019, 2021), Summer School University of Calabria
- Behavioral Insights from Text (2019), UMASS Amherst
- Text Mining for Business (January 2018), University of Chile

MSc. and Executive

- Large Language Models and GenAI for Marketing Insight (January 2026), University of Chile
- Brand Management (Feb 2025), University of Bologna
- Analytics for Consumer Mindsets (2024), University of Bologna
- Text Analytics for Marketing (Jan 2024), University of Chile
- Product and Brand Management (2023), LUISS Guido Carli
- Marketing Metrics (2022), LUISS Business School
- Performance Marketing (2021, 2022, 2023), LUISS Guido Carli
- Marketing Research (2013-2016), Maastricht University

Bachelor

- Social Media Communication (2024), University of Bologna
- Business & Marketing Analytics (2020, 2021, 2022, 2023), LUISS Guido Carli
- Digital Marketing (2019), UMASS Amherst
- Text Mining for Marketing (2016, 2017, 2018, 2019), UMASS Amherst
- Brand Management (2012), Maastricht University

Grants

- KNIME Educators Grant (2024), $5,000
- UMass Amherst Mutual Mentoring Grant (2018), $1,500
- UMass Amherst MSP Grant (2017-18), $3,000