

# GABRIELE PIZZI

## ACADEMIC CURRICULUM VITAE

Updated October 2025

Born in Bologna (ITALY) on 10/4/1982  
Citizenship: Italian

### Current Position

Associate Professor of Marketing  
University of Bologna  
Department of Management  
Via Capo di Lucca 34  
40136 Bologna  
Phone. +39 051 2098087  
Email: gabriele.pizzi@unibo.it

## REASERCH AND TEACHING INTERESTS

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### *Research Topics*

- Digital Technologies in Retailing
- Consumer perceptions of Gen-AI
- Branding
- Customer Satisfaction Measurement
- Intertemporal Choices

### *Teaching Areas*

- Data Analysis for Market Research
- Consumer Behavior
- Retailing

## EDUCATION

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| May 2010           | <b>Ph.D. in Management</b><br>University of Bologna<br><br>Dissertation Title: <i>"The temporal pattern of Customer Satisfaction: a Construal Level Approach"</i><br>Ph.D. Committee: Prof. Gian Luca Marzocchi (chair), Prof. Chiara Orsingher, Prof. Alessandra Zammit |
| January - May 2009 | <b>Visiting Scholar</b> at the Robert. H. Smith School of Business,<br>University of Maryland, College Park (MD), USA<br>Tutor: Prof. Janet Wagner                                                                                                                       |
| July 2006          | <b>Master Degree in Statistics and Economics</b><br>Grade 110/110 with honors at the School of Statistics, University of Bologna<br><br>Thesis Title: <i>"Time Perceptions and Compromise Effect: Is Time Like Money?"</i><br>Supervisor: Prof. Gian Luca Marzocchi      |

July 2004      **Bachelor Degree in Statistics and Management**  
 Grade 110/110 with honors at the School of Statistics, University of Bologna

Thesis Title: *“Geomarketing: a case study from Caleffi S.p.a.”*  
 Supervisor: Prof. Gian Luca Marzocchi

## ACADEMIC ACTIVITIES

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### *Academic Experience*

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|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2019 - Present         | <b>Associate Professor of Marketing</b> - Department of Management, University of Bologna                                                                                                                                                                            |
| 2016 - 2019            | <b>Senior Assistant Professor of Marketing</b> - Department of Management, University of Bologna                                                                                                                                                                     |
| 2013 – 2016            | <b>Junior Assistant Professor of Marketing</b> - Department of Management, University of Bologna                                                                                                                                                                     |
| 2010 - 2012            | <b>Research Fellow</b> - Department of Management, University of Bologna, working on the project <i>“Recent evolutions in marketing and consumer behavior: advances in customer satisfaction measurement models”</i> .<br>Tutor: Prof. Fabio Guido Ulderico Ancarani |
| 2007- 2010             | <b>Ph.D. Student in Management</b><br>University of Bologna                                                                                                                                                                                                          |
| January – October 2009 | <b>Visiting Scholar</b> at the Robert. H. Smith School of Business, University of Maryland, College Park (MD), USA<br>Tutor: Prof. Janet Wagner                                                                                                                      |

### *Other Academic Experiences*

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| 2023 - Present | <b>Invited Visiting Professor</b> - WFI - Ingolstadt School of Management - Catholic University of Eichstätt-Ingolstadt<br>Teacher of the Course (18 hours) “Retail Innovation” within the Summer School “Responsible Innovation in Firms and Society: Digitalization, Sustainability, and More” |
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## TEACHING ACTIVITIES

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### *Current Teaching Activities:*

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|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Undergraduate Level | <b>Innovative Retailing</b> (60 hours, in English) – Bachelor Degree in Business and Economics – University of Bologna<br><br><b>Consumer Behavior</b> (30 hours, in English) – Bachelor Degree in Business and Economics – University of Bologna                                                                                                                                 |
| Master Degree Level | <b>Customer Value Management</b> (30 hours, in English) – Master Degree in International Management – University of Bologna<br><br><b>Retail Innovation</b> (18 hours, in English) – Summer School in “Responsible Innovation in Firms and Society: Digitalization, Sustainability, and More” - WFI Ingolstadt School of Management - Catholic University of Eichstätt-Ingolstadt |

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| Post-Graduate Level | <p><b>Data Analysis for Market Research</b> (30 hours, in English) – Professional Master in Marketing Management – Bologna Business School</p> <p><b>Principles of Channel and Retail Management</b> (30 hours, in English) – Professional Master in Marketing Management – Bologna Business School</p> <p><b>Laboratory of Customer Value Management</b> (10 hours, in English) – Professional Master in Digital Marketing and Communication – Bologna Business School</p> <p><b>Services Marketing module</b> (8 hours, in Italian) – Executive Master in Sales &amp; Marketing – Bologna Business School</p> |
| Ph.D. Level         | <p><b>Quantitative Research Methods</b> (15 hours, in English) – Ph.D. Programme in Management – Department of Management – University of Bologna</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

*Past teaching activities:*

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|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A.Y. 2020/21-2023/2024 | <p><b>Marketing</b> (30 hours, in English) – Bachelor Degree in Business and Economics – University of Bologna</p>                                                                            |
| A.Y. 2014/15-2016/2017 | <p><b>Laboratory of Service Value Management: Value Pricing Laboratory</b> (30 hours, in English) – Master Degree in Service Management – University of Bologna, Rimini Campus</p>            |
| A.Y. 2014/15-2016/2017 | <p><b>Customer Relationship Management: Managing Satisfaction and Dissatisfaction</b> (30 hours, in English) – Master Degree in Service Management – University of Bologna, Rimini Campus</p> |
| A.Y. 2014/15           | <p><b>Marketing</b> (30 hours, in Italian) – Master Degree in Business Administration – University of Bologna, Rimini Campus</p>                                                              |
| A.Y. 2012/13           | <p><b>Marketing</b> (30 hours, in Italian) – Bachelor Degree in Management and Marketing – University of Bologna</p>                                                                          |

*Coordination Roles:*

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|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2023 - Present | <p><b>Director of Studies</b> – Master Degree in International Management – University of Bologna. I am also managing the EFMD Accreditation Procedure for the programme.</p> |
| 2019 – Present | <p><b>Director of Studies</b> – Professional Master in Marketing Management – Bologna Business School</p>                                                                     |
| 2016 – Present | <p><b>Member of the Ph.D. Programme Board</b> – Ph.D. Programme in Management – Department of Management – University of Bologna</p>                                          |

*Supervision of Ph.D. Students:*

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| 2025 | <p><b>Mahafuz Mannan</b> - (Victoria University of Wellington – New Zealand) – Overseas Examiner<br/>Dissertation Title “Predictors of advice compliance intention in AI</p> |
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chatbot-based mobile mental wellness apps: The role of customer engagement and attachment”

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| 2021 - 2025 | <b>Novin Hashemi</b> – (University of Bologna)– Main Advisor<br>Dissertation Title “Enhancing AI Conversational Agents for Effective Advice-Giving: Exploring Factors Affecting User-Agent Interactions”                      |
| 2021 - 2025 | <b>Murtuza Soofi Mohammed</b> – (University of Bologna)– Main Advisor<br>Dissertation Title “Cross-Gender Brand Extensions: When Masculine Brands Go Feminine”                                                                |
| 2020-2024   | <b>Matilde Rapezzi</b> (University of Bologna)– Main Advisor<br>Dissertation Title “Brand Language in the Social Media Marketplace”                                                                                           |
| 2016- 2018  | <b>Virginia Vannucci</b> (University of Pisa) – External Supervisor<br>Dissertation Title “Virtual reality or real virtuality? The impact of digital retailing on consumer perceptions between virtual and physical channels” |

*Supervision of Master Degree Theses per Academic Year:*

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|-------------------------------|------------------------------------------------------------|
| A.Y. 2024/25<br>(in progress) | 5 (M.D. International Management – University of Bologna)  |
| A.Y. 2023/24                  | 4 (M.D. International Management – University of Bologna)  |
| A.Y. 2022/23                  | 13 (M.D. International Management – University of Bologna) |
| A.Y. 2021/22                  | 9 (M.D. International Management – University of Bologna)  |
| A.Y. 2020/21                  | 7 (M.D. International Management – University of Bologna)  |
| A.Y. 2019/20                  | 12 (M.D. International Management – University of Bologna) |
| A.Y. 2018/19                  | 8 (M.D. International Management – University of Bologna)  |
| A.Y. 2017/18                  | 14 (M.D. International Management – University of Bologna) |
| A.Y. 2016/17                  | 3 (M.D. Service Management – University of Bologna)        |
| A.Y. 2015/16                  | 8 (M.D. Service Management – University of Bologna)        |
| A.Y. 2014/15                  | 14 (M.D. Service Management – University of Bologna)       |

## SCIENTIFIC PUBLICATIONS

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*Research articles published in International Peer-reviewed journals:*

1. Rapezzi, M., Pizzi, G., & Marzocchi, G. L. (2024). What you see is what you get: the impact of blockchain technology transparency on consumers. *Marketing Letters*, 1-14.
2. Pizzi, G., Vannucci, V., Mazzoli, V., & Donvito, R. (2023). I, chatbot! the impact of anthropomorphism and gaze direction on willingness to disclose personal information and behavioral intentions. *Psychology & Marketing*, 40(7), 1372-1387.
3. Vannucci, V., Dasmi, C., Nechaeva, O., Pizzi, G., & Aiello, G. (2023). WHY do YOU care about me? The impact of retailers' customer care activities on customer orientation perceptions and store patronage intentions. *Journal of Retailing and Consumer Services*, 73, 103305.
4. Pizzi, G., Vannucci, V., Shukla, Y., & Aiello, G. (2022). Privacy concerns and justice perceptions with the disclosure of biometric versus behavioral data for personalized pricing tell me who you are, I'll tell you how much you pay. Consumers' fairness and privacy perceptions with personalized pricing. *Journal of Business Research*, 148, 420-432.
5. Scarpi, D., Pizzi, G., & Matta, S. (2022). Digital technologies and privacy: State of the art and research directions. *Psychology & Marketing* 39(9), 1687-1697.
6. Pantano, E., Pizzi, G., Bilotta, E., & Pantano, P. (2021). Shopping with (out) distancing: modelling the personal space to limit the spread of contagious disease among consumers in retail stores. *Journal of Marketing Management*, 37(17-18), 1764-1782.
7. Pantano, E., Pizzi, G., Bilotta, E., & Pantano, P. (2021). Enhancing store layout decision with agent-based simulations of consumers' density. *Expert Systems with Applications*, 182, 115231.
8. Pantano, E., Priporas, C. V., Devereux, L., & Pizzi, G. (2021). Tweets to escape: Intercultural differences in consumer expectations and risk behavior during the COVID-19 lockdown in three European countries. *Journal of Business Research*, 130, 59-69.
9. Pizzi, G., Scarpi, D., & Pantano, E. (2021). Artificial intelligence and the new forms of interaction: Who has the control when interacting with a chatbot?. *Journal of Business Research*, 129, 878-890.
10. Pantano, E., Pizzi, G., & Rogers, A. (2020). Who is interested in retail education? The (mis) match between the leading universities' offerings and job demand in the UK. *International Journal of Retail & Distribution Management* 49(3), 317-340.
11. Scarpi, D., Pizzi, G., & Prestini, S. (2020). Dub or sub: effects of dubbing versus subtitling on TV advertising efficacy. *Italian Journal of Marketing* 2020, 189-206
12. Pizzi, G., & Scarpi, D. (2020). Privacy threats with retail technologies: A consumer perspective. *Journal of Retailing and Consumer Services*, 56, 102160.
13. Pantano, E., & Pizzi, G. (2020). Forecasting artificial intelligence on online customer assistance: Evidence from chatbot patents analysis. *Journal of Retailing and Consumer Services*, 55, 102096.
14. Pantano, E., Pizzi, G., Scarpi, D., & Dennis, C. (2020). Competing during a pandemic? Retailers' ups and downs during the COVID-19 outbreak. *Journal of Business Research* 116, 209-213.

15. Pizzi, G., & Marzocchi, G. L. (2020). Consumer-defined assortments: application of card-sorting to category management. *Italian Journal of Marketing*, 1(1), 67-84.
16. Pizzi, G., Vannucci, V., & Aiello, G. (2019). Branding in the time of virtual reality: Are virtual store brand perceptions real? *Journal of Business Research* 119, 502-510.
17. Scarpi, D., Pizzi, G., & Raggiotto, F. (2019). The extraordinary attraction of being ordinary: A moderated mediation model of purchase for prototypical products. *Journal of Retailing and Consumer Services*, 49, 267-278.
18. Pizzi, G., Scarpi, D., Pichierri, M., & Vannucci, V. (2019). Virtual reality, real reactions?: Comparing consumers' perceptions and shopping orientation across physical and virtual-reality retail stores. *Computers in Human Behavior*, 96, 1-12.
19. Pizzi, G., & Scarpi, D. (2019). The year of establishment effect on brand heritage and attitudes. *Journal of Consumer Marketing*, 36(6), 827-834.
20. Visentin, M., Pizzi, G., & Pichierri, M. (2019). Fake News, Real Problems for Brands: The Impact of Content Truthfulness and Source Credibility on consumers' Behavioral Intentions toward the Advertised Brands. *Journal of Interactive Marketing*, 45, 99-112.
21. Scarpi, D., Pizzi, G., & Pichierri, M. (2019). Eating With Your Eyes: How Packaging Visual Cues Affect Content Estimation and Self-control in Virtue and Vice Food. *Journal of International Food & Agribusiness Marketing*, 31(2), 107-127.
22. Scarpi, D., Pizzi, G., Raggiotto, F., Mason, M. (2018), A Qualitative Comparative Analysis (QCA) of Satisfaction Toward Extreme Sporting Events, *Australasian Marketing Journal* 26(4), 358-368, DOI: <https://doi.org/10.1016/j.ausmj.2018.09.003>
23. Visentin M., Scarpi D., Pizzi G. (2016), From Assessment to Purchase: A Three-Stage Model of the Marketing Funnel in Sponsorship Activities, *Journal of Sport Management*, 30(6), 615-628. DOI: <http://dx.doi.org/10.1123/jsm.2015-0358>
24. Pizzi, G., Scarpi, D. (2016). The effect of shelf layout on satisfaction and perceived assortment size: An empirical assessment. *Journal of Retailing and Consumer Services*, 28, 67-77.
25. Pizzi, G., Marzocchi, G.L., Orsingher, C., Zammit, A. (2015) – “The Temporal Construal of Customer Satisfaction” *Journal of Service Research* 18 (4), pp. 484-497, DOI: 10.1177/1094670515584752
26. Marzocchi, G.L., Pizzi, G., Scarpi, D. (2015) – “When A Picture Paints A Thousand Words: The Effects Of Visual Construal Priming On Information Acquisition And Choice” *Marketing Letters* 27 (1), pp. 1-12; DOI: 10.1007/s11002-015-9365-y
27. Scarpi, D., Pizzi, G., Visentin, M. (2014)- “Shopping for fun or shopping to buy: is it different online and offline?” *Journal of Retailing and Consumer Services* 21(3), pp. 258-267, DOI: 10.1016/j.jretconser.2014.02.007
28. Pizzi G., Scarpi D., Marzocchi G.L. (2013)- “Showing a tree to sell a forest: the impact of attribute- and alternative-based information acquisition on choice”; *Journal of Economic Psychology*; DOI: <http://dx.doi.org/10.1016/j.joep.2013.12.001>
29. Pizzi G., Scarpi D. (2013) “When out-of-stock products backfire. Managing disclosure time and justification wording”; *Journal of Retailing*, DOI: 10.1016/j.jretai.2012.12.003.
30. Scarpi D., Pizzi G. (2012) “The Impact of Phantom Decoys on Choices and Perceptions”; *Journal of Behavioral Decision Making*, DOI: 10.1002/bdm.1778.

*Other publications:*

1. Pizzi, G. (2020) “Row and Order: a consumer-oriented approach to define retailers shelf layouts ’, Aracne Editrice, Roma (ITALY), ISBN: 978-88-255-3546-4

2. Pizzi, G. (2015) *"Branding per non branders: Università e alleanze di marca"* Ed. Bononia University Press, Bologna (ITALY), ISBN: 978-88-6923-068-4
3. Acuti, D., Vannucci, V., & Pizzi, G. (2020). "The sensory dimension of sustainable retailing: analysing in-store green atmospherics". In *Emotional, Sensory, and Social Dimensions of Consumer Buying Behavior* (pp. 50-83). IGI Global. ISBN: 9781799822202
4. Pizzi, G., Scarpi, D., Pichierri, M., Vannucci, V. (2018), "La VR per il punto vendita e come canale alternativo". In: Montagna, L., *Realtà virtuale e realtà aumentata*, Hoepli, Milano (ITALY), ISBN: 978-88-203-8317-6
5. Marzocchi G.L., Pizzi G., (2017) "Uno, nessuno e centomila: verso una prospettiva orientata al cliente nel category management". In: Mattiacci, A., Ceccotti, F., *Non c'è più il marketing di una volta. Scritti in ricordo di Gennaro Cuomo*, Wolters Kluwer Italia, Milano (ITALY), ISBN: 978-88-813-362-201.
6. Marzocchi G.L., Pizzi G., (2014) "Evoluzione Temporale della Soddisfazione del Cliente". In: Dalli, D. & Fornari D. (eds.), *Le discontinuità d'impresa*, Egea, Milano (ITALY), ISBN: 978-88-238-4439
7. Marzocchi G.L., Pizzi G., (2012) "Lotterie e Teoria dei Livelli di Rappresentazione". In: Monari, P. (ed.), *Giochi d'azzardo e probabilità*, Editori Riuniti University Press, Roma (ITALY), ISBN: 978-88-647-31124

*Articles presented at peer-reviewed conferences:*

1. Rapezzi, M., C. Silveira Netto, G. Pizzi (2024); Don't Be Creepy: Investigating Consumer Intentions to Switch Privacy Settings, ***Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)***, IULM University, Milan 17-19 October 2024, ISBN 978-88-947829-1-2
2. Rapezzi, M., G. Pizzi, P. Verlegh, G.L. Marzocchi (2024); Internet Slang in Brand Messages" *EMAC 2024*, Bucharest, 28-31 May 2024
3. Rapezzi, M., G. Pizzi, P. Verlegh, G.L. Marzocchi D. Scarpi (2023); Brands, Don't Try Too Hard: Social Media Slang and Persuasion Knowledge, *ACR 2023*, Seattle, 26-28 October 2023
4. Mohammed, M.S., and Pizzi, G. (2023); To be or Not to Be Sarcastic! Gender-Stereotypes about Brand's Humour, *ACR 2023*, Seattle, 26-28 October 2023
5. Rapezzi, M., C. Silveira Netto, G. Pizzi, F. Caboni (2023) Creepiness and Privacy Concerns: What Makes Consumers Want to Switch Their Privacy Settings", *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, University of Florence, 20-21 October 2023, ISBN 978-88-947829-0-5
6. Pizzi, G., Vannucci, V., (2022) "NFT For NFTs? Consumers' Willingness To Pay For Non-Fungible Tokens", presented at the *Colloquium on European Research in Retailing (CERR)*, Zagreb (HR) September 8-9, 2022
7. Pizzi, G., Vannucci, V., Mazzoli, V., Donvito, R. (2022) "I, Chatbot! The Impact Of Anthropomorphism And Gaze Direction On Willingness To Disclose Personal Information And Behavioral Intentions", in *Proceedings of 2022 AMS Annual Conference in Monterey (USA)* May 25-27, 2022
8. Pizzi, G., Scarpi, D., Vannucci, V., Roggeveen, A., (2021) "Twins of Evil? Consumers reactions to 3D versus 2D product pictures", In In "Trasformazione digitale dei mercati: il Marketing nella creazione di valore per le imprese e la società", *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2021, 14-15 October, Ancona, ISBN 978-88-943918-6-2
9. Vannucci, V., Pizzi, G., Shukla, Y., Aiello, G. (2021) "Consumers' fairness and privacy perceptions with personalized pricing" In "Trasformazione digitale dei mercati: il Marketing nella creazione di valore per le imprese e la società", *Proceedings del*

*Convegno Annuale della Società Italiana di Marketing (SIM)*, 2021, 14-15 October, Ancona, ISBN 978-88-943918-6-2

10. Pizzi, G., Rapezzi, M., Marzocchi, G.L. (2020) "What You See Is What You Get: The Impact Of Blockchain Technology On Retail Consumers' Perceptions", In "Il Marketing per una società migliore", *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2020, 29-30 October, Castellanza - ISBN 978-88-943918-4-8
11. Pizzi, G., Scarpi, D., Pantano, E. (2019) "Customer interaction reloaded: anthropomorphic chat- bots, activation and reactance" In Marketing 4.0: le sfide della multicanalità, *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2019, 24-25 October, Piacenza - ISBN:978-88-943918-3-1
12. Scarpi, D., Pizzi, G. (2019) "Retailers' challenges in marketing 4.0: in-store technologies and consumer privacy perceptions" In Marketing 4.0: le sfide della multicanalità, *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2019, 24-25 October, Piacenza - ISBN:978-88-943918-3-1
13. Pizzi, G., Vannucci, V., Aiello, G. (2019) "See no evil, hear no evil": inattentional blindness for retail brands between physical and virtual channels" In Marketing 4.0: le sfide della multicanalità, *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2019, 24-25 October, Piacenza - ISBN:978-88-943918-3-1
14. Visentin, M., Pizzi, G., Pantano E. (2019) "From unstructured data to consumers insights: In search of consumers' service preference in retail settings through a machine learning approach". In Marketing 4.0: le sfide della multicanalità, *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2019, 24-25 October, Piacenza - ISBN:978-88-943918-3-1
15. Acuti, D., Visentin, M., Pizzi, G. (2018), "Measuring Consumers' Perceived Morality of Retailer: Scale Development and Validation". In: "I percorsi identitari del Marketing", *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2018, 18-19 October, Bari, ISBN: 978-88-943918-2-4
16. Scarpi, D., Pizzi, G., Pichierri, M. (2017), "You can't always tell a book from its cover: effects of packaging visual cues on consumers' perceptions". In: "Il Marketing di Successo: Imprese, Enti e Persone", *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2017, 26-27 October, Bergamo, ISBN: 978-88-907662-9-9
17. Pizzi, G., Scarpi, D. (2017), "The Year-of-Establishment Effect". In: "Il Marketing di Successo: Imprese, Enti e Persone", *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2017, 26-27 October, Bergamo, ISBN: 978-88-907662-9-9
18. Marzocchi, G.L., Visentin, M., Pizzi, G. (2016), "Construal-level theory in action: time-dependent facts and artifacts in marketing research and practice". In: "Marketing & Retail nei Mercati che Cambiano", *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2016, 20-21 October, Cassino, ISBN: 978-88-907662-6-8
19. Pichierri, M., Pizzi, G., Scarpi, D. (2016), "Eyes don't lie: the influence of testimonial gaze direction and message wording on brand perception and purchase intention." In: "Marketing & Retail nei Mercati che Cambiano", *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2016, 20-21 October, Cassino, ISBN: 978-88-907662-6-8
20. Pizzi, G., Marzocchi, G.L. (2016), "Customer-oriented category management". In: "Marketing & Retail nei Mercati che Cambiano", *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2016, 20-21 October, Cassino, ISBN: 978-88-907662-6-8
21. Scarpi, D., Pizzi, G., Marzocchi, G.L. (2015), "L'Effetto del Colore sulla Categorizzazione dei Prodotti". In: "Il Marketing al servizio delle città. Beni culturali e



- rivitalizzazione urbana”, *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2015, 22-23 October, Torino, ISBN: 978-88-907662-4-4
22. Pizzi, G., Marzocchi, G.L. (2014), “Una Definizione Customer-Based Della Categoria Di Prodotto: Applicazione Della Metodologia Card-Sorting Al Category Management”. In: “Food marketing : mercati, filiere, sostenibilità e strategie di marca”, *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2014, 18-19 September, Modena, ISBN: 978-88-907662-2-0
  23. Marzocchi, G.L., Pizzi, G., Visentin, M. (2013), “Distanza temporale, livelli di rappresentazione e distorsioni metodologiche nella ricerca di marketing”. In: Smart Life: Dall’Innovazione Tecnologica al Mercato, *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2013, October 3-4, Milano, ISBN: 978-88-907662-1-3
  24. Pizzi, G., Ancarani, F., Berti, C. (2013), “L’effetto del packaging sulle percezioni di qualità del vino.”, In: Smart Life: Dall’Innovazione Tecnologica al Mercato, *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2013, October 3-4, Milano, ISBN: 978-88-907662-1-3
  25. Visentin, M., Scarpi, D., Pizzi, G., (2013) “Reputazione della marca, atteggiamenti e coerenza con le sponsorizzazioni di eventi sportivi: gli effetti sugli acquisti e sul passaparola”, In: Smart Life: Dall’Innovazione Tecnologica al Mercato, *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2013, October 3-4, Milano, ISBN: 978-88-907662-1-3
  26. Berti C., Pizzi, G., Ancarani, F. (2012) “Logo o No Logo? L’influenza della marca nell’acquisto di prodotti scarsamente differenziati”, In: Marketing Internazionale ed Effetto Country of Origin, *Proceedings del Convegno Annuale della Società Italiana di Marketing (SIM)*, 2012, September 21-22, Benevento, ISBN: 978-88-907662-0-6
  27. Berti C., Pizzi G. (2012) “Nuovi prodotti o nuove occasioni? La creazione di nuove occasioni d’uso come incentivo per rilanciare il mercato”, *Proceedings del XXXV Convegno Annuale AIDEA*, 2012, October 4-5, Salerno, ISBN: 978-88-906873-5-8
  28. Pizzi G., Marzocchi G.L., Orsingher C., Zammit A. (2010). “Why does the way you evaluate a service depends on when you evaluate it”. In: Beckmann S.C., Ringberg T., & Ritter T. (eds.). *The Six Senses – The Essentials of Marketing, Proceedings of the 39th Annual Conference of the European Marketing Academy (EMAC)*, 2010, June 1-4, Copenhagen Business School Denmark, Copenhagen, Denmark
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## HONORS AND GRANTS

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|      |                                                                                                                                                                                                                                 |
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| 2024 | <b>Top Cited Article</b><br>Psychology & Marketing, Among work published between January 1, 2023 and December 31, 2023.                                                                                                         |
| 2022 | <b>Best Paper Award</b><br>Italian Marketing Society Conference - Consumer Behavior Track                                                                                                                                       |
| 2022 | <b>Best Conference Paper Award</b><br>Colloquium on European Research in Retailing (Zagreb, September 8-9, 2022)                                                                                                                |
| 2020 | <b>Best Conference Paper Award</b><br>Italian Marketing Society Conference - invited submission on Psychology & Marketing                                                                                                       |
| 2019 | <b>Best Paper Award</b><br>Italian Marketing Society Conference - Retailing Track                                                                                                                                               |
| 2018 | <b>Best Paper Award 2018</b><br>Australasian Marketing Journal                                                                                                                                                                  |
| 2018 | <b>Highly Commendable Paper Award,</b><br>4 <sup>th</sup> International Colloquium on Corporate Identity, Image and Reputation (COBIIR), Cetraro (ITALY)                                                                        |
| 2017 | <b>Research Grant from Italian Marketing Society,</b> winner.<br>Peer reviewed competitive project "Between Physical and Digital Retailing: a new frontier for marketing" on the impact of Virtual Reality on Retail Activities |
| 2009 | <b>First Runner-up Award,</b> winner<br>2009 Fisher IMS & American Marketing Association SERVSIG Dissertation Proposal Competition, Tampa (FL)                                                                                  |

## PARTICIPATION IN FUNDED RESEARCH PROJECTS

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|                |                                                                                                                                                                                                    |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2021 - Present | <b>PRIN 2020 "Retail Industry Demand Estimation".</b><br>Principal Investigator                                                                                                                    |
| 2020- Present  | Observatory on Retailing in collaboration with Retail Institute Italy<br>Scientific Coordinator.                                                                                                   |
| 2017- 2018     | Virtual Reality in Retailing funded by the Italian Marketing Society<br><br>Scientific Coordinator.<br>Analyzing the impact of shopping in a VR environment on consumer perceptions and behaviors. |
| 2013-14        | Cognitive Category Project in collaboration with Bahlsen Italia and Coop Italia                                                                                                                    |

Scientific Coordinator.

Setting up and implementation of an innovative methodology aimed to analyzing product categories in retailing by adopting a consumer-based perspective.

2013

Adriair Project financed by the European Commission

Member of the research team coordinated by prof. Ancarani.

Responsible of the data collection and analysis phase aimed to estimate the potential demand for an air-taxi service connecting the two Adriatic Sea borders.

2012

University Brand project financed by the University Brand Committee of the University of Bologna

Member of the Research team coordinated by prof. Marzocchi.

Responsible of the setting up of the project, the data collection and analysis aimed at quantifying the value of the University Brand and its application to consumer goods.

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## EDITORIAL SERVICE

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### *Membership in Editorial Boards:*

2025 – Present: Member, Editorial Review Board, *Psychology & Marketing*;

2023 – Guest Editor, Special Issue on “The rise of new scenarios in psychology and marketing: the role of immersive and generative technologies”, *Psychology & Marketing*

2020 – Guest Editor, Special Issue on “Psychology, Marketing, Digital Technologies and Privacy”, *Psychology & Marketing*

### *Ad-Hoc Reviewer:*

*Computers in Human Behavior*

*Information Technology and People*

*Journal of Business Research*

*Journal of Economic Psychology*

*Journal of Retailing and Consumer Services*

*Journal of Service Research*

### *Service as Conference Track Chair:*

2022 – Present: Track Chair; Retailing, Sales & Trade Marketing Track - Italian Marketing Society (SIM)