

Mafalda Pescatore

Avellino, 29/07/2001

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CURRENT POSITION

2024 - to date **PhD** student in Management at University of Bologna

EDUCATION

- 2024 - to date **PhD in Management**
Supervisors: Prof. Francisco Villarroel Ordenes, Stefania Farace, Christian Hildebrand
Department of Business and Management, University of Bologna, Bologna
- 2022 - 2024 **Master’s degree in Marketing – Market Relationship & Customer Engagement**
Thesis (in English): “Beyond words: The Influence of Congruent Emojis on Chatbot Perceived Competence and Customer Satisfaction”.
Dissertation date: **01/07/2024**
Supervisor: Prof. Francisco Villarroel | Final Grade: **110/110 cum laude**
Department of Business and Management, LUISS University, Rome
- 2019 - 2022 **Bachelor’s degree in Economics and Management**
Thesis (in Italian): “Crowdsourcing as a Future Tool for Business Management: Towards a “Crowd Economy”?”.
Supervisor: Prof. Francesco Cappa | Final Grade: **106/110**
Department of Business and Management, LUISS University, Rome
- 2019 **High School Diploma + EsaBac** | Final Grade: **100/100**
Liceo Classico Europeo P. Colletta, Avellino (AV)

PUBLICATIONS (ARTICLES)

- Pescatore, M., and Farace, S. (2026), “The effect of non-facial emojis-text congruency on user satisfaction in chatbot interactions,” *Italian Journal of Marketing*, 2026(1), 1-23.

PUBLICATIONS (BOOK CHAPTERS)

- Farace, S., Losito, C., and Pescatore M. (2025), “Il futuro della comunicazione multimodale,” in *Multimodalità nella comunicazione di marketing: Prospettive teoriche ed evidenze empiriche*, ed. Farace S., FrancoAngeli.

CONFERENCE PRESENTATIONS

- American Marketing Association Winter Conference – AMA Winter Conference (2026) – Madrid (Spain)
- SIM Conference (2025), Naples (Italy)
- International Marketing Trend Conference – IMTC (2025), Venice (Italy)
- Italian Society of Marketing Conference – SIM Conference (2024), Milan (Italy)

SERVICE

Ad-hoc Reviewing: *Journals*

- Italian Marketing Journal September 2025 - to date

Ad-hoc Reviewing: Conferences

- AMA Summer Conference 2026
- AMA Winter Conference 2026

APPLIED AND SCIENTIFIC RESEARCH ACTIVITY

- 06/2024 – 12/2024 **Research Assistant** for the applied research project to analyze the linkage between self-care and selfishness, and the social media sentiment about the topic
X.ITE Research Center on Behavior and Technologies, LUISS Guido Carli, Rome in collaboration with Procter & Gamble
- 02/2024 – 12/2024 **Research Assistant** for the applied research project titled “Ecological Transition in Business Mobility: trends, drivers, constraints, opportunities, and solutions”
X.ITE Research Center on Behavior and Technologies, LUISS Guido Carli, Rome in collaboration with Telepass
- 01/2024 - 12/2024 **X.ITE Research Center** on Behavior and Technologies directed by Professor Michele Costabile
Main activities: Administrative tasks, website updates, research calls, events
LUISS Guido Carli, Rome

TEACHING ACTIVITY

- 03/2027 – 09/2027 **Teaching Assistant** in Marketing (BSc)
Prof. Stefania Farace
University of Bologna, Rimini
- 02/2027 – 04/2027 **Teaching Assistant** in Bargaining and Negotiation (MSc)
Prof. Stephanie Heger
University of Bologna, Bologna
- 09/2026 – 10/2026 **Lecturer** in Crash Course Marketing (MSc)
University of Bologna, Bologna
- 03/2026 – 09/2026 **Teaching Assistant** in Marketing (BSc)
Prof. Stefania Farace
University of Bologna, Rimini
- 03/2026 – 04/2026 **Lecturer** in Crash Course Excel (BSc)
University of Bologna, Bologna
- 02/2026 – 04/2026 **Teaching Assistant** in Bargaining and Negotiation (MSc)
Prof. Stephanie Heger
University of Bologna, Bologna
- 09/2024 – 12/2024 **Teaching Assistant** in Retail & Service Experience Marketing (MSc)
Prof. Alba D’Aniello and Prof. Antonella Buonomo
LUISS Guido Carli, Rome

OTHER WORK EXPERIENCES

- 05/2025 – 04/2026 Assistant of the CLABE and IM course directors (Prof. Chiara Orsingher and Prof. Gabriele Pizzi) – **University of Bologna**
Administrative tasks, website updates
- 06/2023 – 08/2023 Marketing Intern – **STANHOME**
I had the opportunity to practice the following activities during a summer internship: market

research; implementing product promotion strategies; supporting the Digital Department for catalogues development; supporting the Sales Department for presenting new launches and offers to the sales force.

03/2022 – 12/2023

Marketing Consultant – **JELU Consulting**

I had the opportunity to practice the following activities during my experience within this students' association: marketing & communication plan development; website performance analysis; social media management; management of online and offline promotion campaign; project management; people management.

OTHER ACTIVITIES

05/2025

Student at the Course of Voice Analytics (Instructor: Christian Hildebrand) - **University of Bologna**

05/2025

Student at the Course of Data Collection and Experimental Design in Behavioral Research (Instructor: Gabriele Paolacci) - **LUISS Guido Carli**

07/2024

Student at the Summer School of Text Mining (Instructors: Francisco Villarroel Ordenes, Ernesto Cardamone) - **UNICAL**

06/2021 – 07/2021

Marketing Volunteer **UNICEF Italia**
Collaboration to the promotion of “Progetto Pigotta”

LANGUAGES SKILLS

Italian: Mother tongue

English: C1 – LUISS certificate

French: B2 – ESABAC

Spanish: A1 – LUISS certificate

IT SKILLS

MS Office, G-Suite, SPSS, Qualtrics, Mojo, Canva, KNIME Analytics, R, WordPress (Elementor), Google Ads, Google Analytics, Meta Business Manager

CERTIFICATES & TRAINING

Google Analytics Advanced, Google Search Ads, Google Display Ads, Excel for Finance, Basic Proficiency in KNIME Analytics Platform, Inside LVMH, LUISS ECDL