

Last update: July 2024

MATILDE RAPEZZI

Department of Management, University of Bologna, Via Capo di Lucca 34, 40126, Bologna

Email: matilde.rapezzi2@unibo.it

Phone: (+39) 392-6894814

Website: www.unibo.it/sitoweb/matilde.rapezzi2

ACADEMIC POSITION

Adjunct Professor of Marketing

University of Bologna

Apr 2024 – Present

Bologna, IT

Research Fellow

University of Bologna

Feb 2024 – Present

Bologna, IT

EDUCATION

PhD | *General Management (Marketing)*

University of Bologna

Nov 2019 – Jan 2024

Bologna, IT

Visiting

Vrije Universiteit Amsterdam

Mar 2023 – Feb 2024

Amsterdam, NE

Summer School | *Web Scraping and Data Management*

University of Essex

Jul 2022

Essex, UK

Seasonal School | *The Responsible Data Society*

Sant'Anna School of Advanced Studies

Mar 2021

Pisa, IT

MSc | *Statistics, Economics, and Business*

University of Bologna

Sep 2016 – Mar 2019

Bologna, IT

BSc | *Statistical Sciences*

University of Bologna

Sep 2013 – Sep 2016

Bologna, IT

RESEARCH INTERESTS

Branding

Impression Management

Language and Cultural Transmission

Retailing

PUBLICATIONS

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. doi: <https://doi.org/10.1007/s11002-024-09723-9>

SELECTED RESEARCH IN PROGRESS

Rapezzi, M., Pizzi, G., and Verlegh, P., “Internet Slang” (manuscript ready for submission)

Rapezzi, M., Verlegh, P., and Packard, G., “Language Templates” (data collection)

Rapezzi, M., Göksel, S., and Sezer, O., “Quiet Luxury” (data collection)

Freitas, C., **Rapezzi, M.**, and Pizzi, G., “Privacy Reclaim” (data collection)

AWARDS AND HONORS

AMA-Sheth Foundation Doctoral Consortium Fellowship	Jun 2023 Oslo, NO
SIM Conference Best Selected paper award	Oct 2022 Salerno, IT
SIM Conference Best Selected Paper award and Best Conference Paper award	Oct 2020 Varese, IT

CONFERENCES

SCP Boutique “Internet Slang in Brand Messages,” Presenter	Jun 2024 Leeds, UK
EMAC “Internet Slang in Brand Messages,” Presenter	May 2024 Bucharest, RO
ACR “Social Media Slang and Persuasion Knowledge,” Presenter	Oct 2023 Seattle, WA
SIM “Creepiness and Privacy Concerns”	Oct 2023 Florence, IT
GBC “Brands, Don’t Try Too Hard,” Presenter	May 2023 Bergamo, IT
SIM “Brands, Don’t Try Too Hard,” Presenter	Oct 2022 Salerno, IT
SIM “The Impact of Blockchain Technology on Retail Consumers’ Perceptions,” Presenter	Oct 2020 Varese, IT

TEACHING

Adjunct Professor Brand Management (CLAMIM 5891)	Apr 2024 – Present University of Bologna, IT
Teaching Assistant Marketing Research (MGI/MBM)	Feb 2022 – Present Bologna Business School, IT
Teaching Assistant Innovative Retailing (CLABE 8965)	Sep 2021 – Present University of Bologna, IT
Teaching Assistant Marketing (CLABE 8965)	Sep 2021 – Present University of Bologna, IT
Teaching Assistant Marketing of Products and Services (CLAMDA 0897)	Nov 2020 University of Bologna, IT
Teaching Assistant Consumer Behavior (CLABE 8965)	Sep 2020 University of Bologna, IT

AFFILIATIONS

ACR