MATILDE RAPEZZI

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ACADEMIC POSITION

Department of Management, University of Bologna, Bologna, Italy
Research Fellow, 2024 – Present

Department of Management, University of Bologna, Bologna, Italy
PhD student in Marketing, 2019 – Present

Department of Marketing, Vrije Universiteit Amsterdam, Amsterdam, The Netherlands
Visiting Researcher, March 2023 – January 2024

EDUCATION

University of Essex, Essex, England
Essex Summer School in Social Science Data Analysis, "Web Scraping and Data Management for Social Scientists," 2022

Sant'Anna School of Advanced Studies, Pisa, Italy
Seasonal School "The Responsible Data Society," 2021

University of Bologna, Bologna, Italy
MS, Statistics, Economics, and Business, 2019

University of Bologna, Bologna, Italy
BS, Statistical Sciences, 2016

RESEARCH INTERESTS

Impression Management and Identity Signaling
Language
Branding

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.

SELECTED RESEARCH IN PROGRESS

"Brands, Don't Try *Too* Hard," with Gabriele Pizzi, Gian Luca Marzocchi, and Peeter Verlegh.
"Snowclones in Marketing Messages," with Peeter Verlegh, and Grant Packard.
"Quiet Luxury," with Selin Göksel, and Ovul Sezer.
"Privacy Reclaim," with Gabriele Pizzi, and Carla Freitas.

AWARDS AND RECOGNITION

- AMA-Sheth Foundation Doctoral Consortium Fellow, 2023
- SIM Conference, Best Selected paper award, University of Salerno, Italy, 2022
- SIM Conference, Best Selected paper award, LIUC Cattaneo University, Italy, 2020
- SIM Conference, Best Conference paper award, LIUC Cattaneo University, Italy, 2020

CONFERENCE PRESENTATIONS

Rapezzi, Pizzi, Verlegh, Marzocchi, and Scarpi (2023, October). "Brands, Don't Try Too Hard: Social Media Slang and Persuasion Knowledge," ACR, Seattle, Washington, USA.

Silveira Netto, Pizzi, **Rapezzi**, and Caboni (2020, October). "Creepiness and Privacy Concerns: What Makes Consumers Want to Switch Their Privacy Settings?," SIM Conference, University of Florence, Italy.

Rapezzi, Pizzi, Marzocchi, and Scarpi (2023, May). "Brands, Don't Try Too Hard: Aiming for Relevance Backfires As a Consequence of Effort in Identity-Signaling," Global Brand Conference, University of Bergamo, Italy.

Rapezzi, Pizzi, Marzocchi, and Scarpi (2022, October). "Brands, Don't Try Too Hard: Investigating Brands' Failed Impression Management As a Consequence of Effort in Self-presentation," SIM Conference, University of Salerno, Italy.

Pizzi, **Rapezzi**, and Marzocchi (2020, October). "What You See Is What You Get: The Impact of Blockchain Technology on Retail Consumers' Perceptions," SIM Conference, LIUC Cattaneo University, Italy.

TEACHING ACTIVITY

- MGI/BM Teaching Assistant of Marketing Research, Bologna Business School, Italy, 2022 – Present
- CLABE 8965 Teaching Assistant of Innovative Retailing, University of Bologna, Italy, 2021 – Present
- CLABE 8965 Teaching Assistant of Marketing, University of Bologna, Italy, 2021 – Present
- CLABE 8965 Teaching Assistant of Consumer Behavior, University of Bologna, Italy, 2020
- CLAMDA 0897 Teaching Assistant of Marketing di Prodotto e di Servizi (C.I.), University of Bologna, Italy, 2020