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| **Musa Essa** |
| Department of Management ⬝•∙ University of BolognaMailing Address: Burgemeester Oudlaan 50 | 3062 PA Rotterdam | The NetherlandsContact: [musa.essa2@unibo.it](mailto:musa.essa2@unibo.it)  Website: [www.unibo.it/sitoweb/musa.essa2/en](http://boegershausen.net/) |

**education**

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| **Rotterdam School of Management, Erasmus University,** Rotterdam, Netherlands  Research visit; advisors: Gabriele Paolacci & Johannes Boegershausen  **University of Bologna,** Bologna, Italy  Ph.D. in Marketing; advisor: Marco Visentin | 2022-2023  2023 |
| **University of Bologna,** Bologna, Italy  M.Sc. in Business Administration; major: Service Management, *cum laude* | 2019 |
| **Lebanese University**, Beirut, Lebanon  B.Sc. in Business Administration; majors: Management & Marketing | 2017 |

**research interests**

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| Stigma; marketplace accessibility; inclusion; customer-employee interactions; labeling |

**publications & Papers under review (abstracts in appendix)**

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| Essa Musa (2022), Diversity from the customer's perspective. Good or Bad? The case of disability, *accepted, Italian Journal of Marketing*. |

**selected research in progress**

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| “Customer interaction with employees with disabilities” with Johannes Boegershausen & Gabriele Paolacci  “Adaptive products in the marketplace” with Johannes Boegershausen & Gabriele Paolacci  “The Artisan Halo”: How Craft in Food Communication Enhances Perceived Naturalness and Consumption with Antea Gambicorti |

**awards**

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| * Stefano Pace award (2022) for the best academic paper by junior researchers * Selected for the Italian Society of Marketing Doctoral Colloquium (2021) |

**conference presentations**

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| Essa Musa (2022), Customer’s perspective on front-line service employees with disabilities: The role of  interaction and emotions, *European Marketing Academy*, Budapest, Hungary. |

**teaching experience**

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| **Instructor:** *International Marketing*, University of Bologna | 2022 |
| **Teaching assistant:** *International Marketing*, University of Bologna | 2021 – 2022 |
| **Teaching assistant:** *Economics and Business Organization*, University of Bologna | 2020 – 2022 |

**references**

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| Marco Visentin Associate Professor of Marketing University of Bologna [marco.visentin@unibo.it](mailto:marco.visentin@unibo.it) | Gabriele Paolacci Associate Professor of Marketing Erasmus University [gpaolacci@rsm.nl](mailto:gpaolacci@rsm.nl) | Johannes Boegershausen Assistant Professor of Marketing Erasmus University [boegershausen@rsm.nl](mailto:boegershausen@rsm.nl) |

**appendix selected abstracts**

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| Essa Musa (2022), Diversity from the customer's perspective. Good or Bad? The case of disability, *revise-and-resubmit, Italian Journal of Marketing*.  The effect of workforce diversity on customers is an important and understudied topic in marketing. The following article reviews the published studies investigating how customers perceive and are influenced by employees with disabilities. Studies included for review examined how customers respond when served by an employee with a disability. Scopus was used as the primary database in the search for articles. A total of eight studies have been reviewed. Nearly all the studies are published recently, indicating the growing academic interest in the topic. Findings are discussed as there is no consensus on whether disability can positively or negatively affect the customer’s perception of the employee and the company. Research gaps, methodologies and limitations are addressed, and future research directions are suggested and discussed. This review indicates that there is still room for research on the topic with important gaps that could be the reason for inconsistent findings. |
| Essa Musa, Gambicorti Antea (2022), “The Artisan Halo”: How Craft in Food Communication Enhances  Perceived Naturalness and Consumption, *under review, Psychology and Marketing.*  Recently, food marketing communication field has greatly developed. Specifically, there is a significant emphasis on special production processes (e.g., Craft). Prior research has shown that craft products are more attractive than industrial/machine-made ones, but does presenting a food product as craft have any influence on eating choices? This article explores how communicating a food product (healthy and unhealthy) as “craft” (vs. industrial) affects consumers’ portion size choices and eating frequency intention. Findings show that presenting a food product as craft increases portion size selection and eating frequency intention for both healthy and unhealthy food products. Building on cue utilization theory and integrating insights from craft literature and food marketing communication, we show in a mediation model that presenting a food product as craft-made, increases the product perceived naturalness, which in turn enhances the product liking and consequently impacts eating choices. These results were documented by a 2x2 between-subject online experiment with 199 participants using visual and verbal stimuli. These findings could encourage highlighting the craft characteristics in a food product to increase product liking, but this could have a backfire effect on consumers’ health and consumption rate. Finally, we discuss implications for practitioners, policymakers, and marketing scholars. |