

## MATTEO DE ANGELIS

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## CURRENT POSITION

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Nov. 2020– **Professor of Marketing**  
Department of Business and Management  
LUISS University, Rome

## PREVIOUS ACADEMIC POSITIONS

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Apr. 2017– **Associate Professor of Marketing**  
Oct. 2020 Department of Business and Management  
LUISS University, Rome

Apr. 2015– **Assistant Professor of Marketing “Tipo B” (with eligibility as Associate Professor)**  
March 2017 Department of Business and Management  
LUISS University, Rome

Nov. 2013– **Assistant Professor of Marketing “Tipo A” (with eligibility as Associate Professor)**  
March 2015 Department of Business and Management  
LUISS University, Rome

August 2009– **Visiting Assistant Professor of Management**  
Feb. 2012 Sheldon Lubar School of Business  
University of Wisconsin-Milwaukee, Milwaukee, WI, US

2008–2011 **Research Fellow in Marketing**  
Faculty of Economics  
LUISS University, Rome

2009 **Adjunct Professor of Marketing**  
Faculty of Economics  
LUISS University, Rome, Italy

2008 **Visiting Scholar**  
Department of Marketing, Kellogg School of Management  
Northwestern University, Evanston, IL, US

2007 **Visiting Ph.D. Candidate**  
Department of Marketing, Kellogg School of Management  
Northwestern University, Evanston, IL, US

## PREVIOUS NON-ACADEMIC EMPLOYMENT

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March 2012– **Trainee at the Selective Training for Public Administration Managers Organized by**  
October 2013 **the Italian National School of Administration**  
I attended a 11-month full-time course held in Caserta as winner of the National Contest to Become Public Administration Manager (Dirigente della Pubblica Amministrazione). At the end of the course I had a 6-month full-time internship experience at the Ministry of Economics and Finance.

## EDUCATION

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- 2005–2008     **Ph.D. in Management**  
 Thesis (in English): *The Effect of Adding Features on Product Attractiveness: The Role of Product Perceived Congruity* (Advisor: Prof. Gregory Carpenter).  
 Department of Business Management, University of Bologna, Italy.
- 2000–2004     **Master’s degree (*Laurea magistralis*) summa cum laude in Business Administration**  
 Thesis (in Italian): *The Customer Relationship Management in Banks: The BNL Case Study* (Supervisor: Prof. F. Fontana).  
 Faculty of Economics, LUISS University, Rome

## POSTGRADUATE AWARDS, HONORS, GRANTS AND SCHOLARSHIPS

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- 2024           Teaching Excellence Award for the Digital Marketing course at the MSc in Marketing, academic year 2022/2023, Luiss University
- 2023           Funding of the PRIN project titled “Made in Italy and sustainable development: A multidisciplinary project for showing the determining role of luxury and aesthetics” (Head of Luiss’ research unit)
- 2020           Teaching Excellence Award for the Marketing course at the BA in Economia e Management, academic year 2019/2020, Luiss University
- 2018           *Micro & Macro Marketing* 2017 Best Article Award for the article “Piattaforme digitali e rischio sociale nella condivisione di opinioni estreme”.
- 2013           The article “Stuck in the Middle: The Psychophysics of Goal Pursuit,” *Psychological Science*, 22 (5), 607-12 (co-authors: Bonezzi, A. and Brendl, C.M.) has been included in the Top 15 Kellogg Insight Articles of 2012.
- 2012           The article “On Braggarts and Gossips: A Self-Enhancement Account of Word-of-Mouth Generation and Transmission,” *Journal of Marketing Research*, 49 (4), 551-63 (co-authors: Bonezzi, A., Peluso, A.M., Rucker, D.D., and Costabile, M.) has been reported by the newspaper “CorriereEconomia,” on November 5<sup>th</sup>
- 2008           2<sup>nd</sup> Best Paper Award at EMAC Conference, Brighton, 27-30 May, 2008 for the paper “The Effect of Adding Features on Product Attractiveness: The Role of Product Perceived Congruity” (coauthored by Carpenter, G.S.)
- 2007           Best Paper Award at 2007 Quis (Quality in Services) Conference, Orlando, Florida, 14-17 June 2007 for the paper “A Meta-Analysis of the Empirical Evidence of Satisfaction with Complaint Handling (co-authors: Orsingher C., and Valentini S.)
- 2007           Marco Polo scholarship at the University of Bologna
- 2005-2007     Ph.D. scholarship at the University of Bologna

## FORMAL ROLES AND RESPONSIBILITIES

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- 2023-           Coordinator of the PhD in Management at Luiss University, Rome.
- 2022-           Rector’s Advisor for Luiss marketing strategy and planning definition and implementation

2020-2023	Director of the BA in Economia & Management at the Department of Business Management, Luiss University, Rome
2020-	Director of the Academic Research Unit of the Luiss X.ite Research Center, Luiss University, Rome
2020	Teaching Area Leader in Marketing at the Department of Management, Luiss University, Rome
2019-	Co-Director of the Executive Program in Horeca Business, Luiss Business School, Milan and Rome campuses.
2018-	Director of the Master in Marketing Management, Luiss Business School, Rome.
2018-2021	President of the Internationalization Committee at the Italian Marketing Association (SIM). The task consisted in organizing the SIM Doctoral & Research Colloquium.
2016-2020	Senior member of at the X-ite Research Center at Luiss University.
2014-	Member of the Faculty Committee of the PhD in Management at Luiss University, Rome

### Reviewing activity

Member of the Editorial Review Board of Journal of Business Research (ABS 3)

Member of the Editorial Review Board of Psychology & Marketing (ABS 3)

### *Reviewer for the following journals and international conferences:*

- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research
- International Journal of Research in Marketing
- Journal of Retailing
- Journal of the Academy of Marketing Science
- Journal of Interactive Marketing
- European Journal of Marketing
- Psychology & Marketing
- Transactions on Engineering Management
- Tourism Management
- Journal of Business Ethics
- Journal of Advertising
- Marketing Letters
- International Marketing Review
- Journal of Cleaner Production
- European Marketing Academy Conference (EMAC)
- Association for Consumer Research North American Conference (ACR)

### Supervision of doctoral theses

2015-2020	Ada Maria Barone, Ph.D. in Management Thesis: <i>Food waste in the eye of the consumer: antecedents and consequences of consumer-generated food waste</i> Department of Business and Management, Luiss University, Rome, Italy
2015-2020	PhD Candidate: Antonella Buonomo Department of Business and Management, Luiss University, Rome, Italy

2014-2018	Vito Tassiello, Ph.D. in Management Thesis: <i>Word of Mouth and Forms of Conversations: What People Share</i> Department of Business and Management, Luiss University, Rome, Italy
2019-	PhD Candidate: Anna Stoppani Oddone, Ph.D. in Management Department of Business and Management, Luiss University, Rome, Italy
2018 -	PhD Candidate: Alba D'Aniello Department of Business and Management, Luiss University, Rome, Italy
2020-	PhD Candidate: Giovanni Luca Cascio Rizzo Department of Business and Management, Luiss University, Rome, Italy
2020-	PhD Candidate: Fizzah Aziz Department of Business and Management, Luiss University, Rome, Italy
2023-	PhD Student: Martina Di Cioccio Department of Business and Management, Luiss University, Rome, Italy

## PUBLICATIONS

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### ABS 4\*

- [1] Cascio Rizzo, G.L., Villarroel, F.O., Pozharliev, R., **De Angelis, M.**, and Costabile, M. (2024), "How Aroused Language Shapes Micro Versus Macro Influencers' Impact", *Journal of Marketing*, forthcoming.
- [2] Cascio Rizzo, G.L., Berger, J., **De Angelis, M.**, and Pozharliev, R. (2023), "How Sensory Language Affects Consumer Responses to Influencer-Sponsored Content", at *Journal of Consumer Research*, online first, DOI: <https://doi.org/10.1093/jcr/ucad017>.
- [3] Rullani, F. Beukel, K., and **De Angelis, M.** (2021), "Anti-Counterfeiting Strategy Unfolded: A Closer Look to the Case of a Large Multinational Manufacturer", *Strategic Management Journal*, 42, pp. 2084-2103.
- [4] Consiglio, I., **De Angelis, M.**, and Costabile, M. (2018), "The Effect of Social Density on Word of Mouth," *Journal of Consumer Research*, 45 (3), 511–528.
- [5] Dubois, D., Bonezzi, A., and **De Angelis, M.** (2016), "Sharing with Friends versus Strangers: How Interpersonal Closeness Influences Word-of-Mouth Valence," *Journal of Marketing Research*, 53 (5), 712-727.
- [6] **De Angelis, M.**, Bonezzi, A, Peluso, A.M., Rucker, D.D., and Costabile, M. (2012), "On Braggarts and Gossips: A Self-Enhancement Account of Word-of-Mouth Generation and Transmission," *Journal of Marketing Research*, 49 (4), 551-563.
- [7] Bonezzi, A. Brendl, C.M., and **De Angelis, M.** (2011), "Stuck in the Middle: The Psychophysics of Goal Pursuit," *Psychological Science*, 2011, 22 (5), 607-612.
- [8] Orsingher, C., Valentini, S., and **De Angelis M.** (2010), "A Meta-Analysis of Satisfaction with Complaint Handling in Services," *Journal of the Academy of Marketing Science*, 2010, 38 (2), 169-186.

### ABS 4

- [9] Pozharliev, R., **De Angelis, M.**, Rossi, D., Bagozzi, R., and Amatulli, C. (2023), "I Might Try It: Marketing Actions to Reduce Consumer Disgust toward Insect-Based Food", *Journal of Retailing*, 99 (1), 149-167.
- [10] Amatulli, C., **De Angelis, M.**, and Stoppani, A. (2021), "The Appeal of Sustainability in Luxury Hospitality: An Investigation on the Role of Perceived Integrity", *Tourism Management*, 83, 1-12.
- [11] Amatulli, C., **De Angelis, M.**, Pino, Giovanni, and Guido, G. (2020), "An Investigation of Unsustainable Luxury: How Guilt Drives Negative Word-of-Mouth", *International Journal of Research in Marketing*, 37(4), 821-836.
- [12] Peluso, A.M., Bonezzi, A., **De Angelis, M.**, and Rucker, D.D. (2017), "Compensatory Word of Mouth: Advice as a Device to Restore Control," *International Journal of Research in Marketing*, 34 (2), 499-515.

### ABS 3

- [13] Di Cioccio, M., Pozharliev, R., and **De Angelis, M.** (2024), "Pawsitively Powerful: Why and When Pet Influencers Boost Social Media Effectiveness", *Psychology & Marketing*, forthcoming.
- [14] Pozharliev, R., Rossi, D., and **De Angelis, M.** (2022), "Consumers' Self-Reported and Brain Responses to Advertising Posts on Instagram: The Effect of Number of Followers and Argument Quality", *European Journal of Marketing*, 56 (3), 922-948.
- [15] Pozharliev, R., Rossi, D., and **De Angelis, M.** (2022), "A Picture Says More Than A Thousand Words: Using Consumer Neuroscience to Study Instagram Users' Responses to Influencer Advertising", *Psychology & Marketing*, 39, 1336-1349.
- [16] Pozharliev, R., **De Angelis, M.**, and Rossi, D. (2022), "The Effect of Augmented Reality Versus Traditional Advertising: A Comparison Between Neurophysiological and Self-Reported Measures", *Marketing Letters*, 33, 113-128.
- [17] Amatulli, C., **De Angelis, M.** and Donato, C. (2021), "The Atypicality of Sustainable Luxury", *Psychology & Marketing*, 38, 1990-2005.
- [18] Pozharliev, R., **De Angelis, M.**, Rossi, D., Romani, S., Verbeke, W., and Cherubino, P. (2021), "Attachment Styles Moderate Customer Responses to Frontline Service Robots: Evidence from Affective, Attitudinal and Behavioral Measures", *Psychology & Marketing*, 38(5), 881-895.
- [19] Amatulli, C., **De Angelis, M.**, Pino, G., and Jain, S. (2021), "Consumer Reactions to Unsustainable Luxury: A Cross-Country Analysis", *International Marketing Review*, 38 (2), 412-452.
- [20] Amatulli, C., **De Angelis, M.** and Donato, C. (2020), "An Investigation on the Effectiveness of Hedonic versus Utilitarian Message Appeals in Luxury Product Communication", *Psychology & Marketing*, 37(4), 523-534.
- [21] Pino, G., Amatulli, C., Natarajan, R., **De Angelis, M.**, Peluso, A.M., and Guido, G. (2020), "Product touch in the real and digital world: How do consumers react?", *Journal of Business*

*Research*, 112 (May), 492-501.

- [22] Amatulli, C., **De Angelis, M.**, Peluso, A.M., Soscia, I and Guido, G. (2019), “The Effect of Negative Message Framing on Green Consumption: An Investigation of the Role of Shame,” *Journal of Business Ethics*, 157 (4), 1111-1132.
- [23] Amatulli, C., **De Angelis, M.**, Halliday, S.V., Morris, J., and Mulazzi, F. (2019), “Temporal Dynamism in Country-of-Origin Effect: The Malleability of Italians’ Perceptions Regarding the British Sixties,” *International Marketing Review*, 36 (6), 955-978.
- [24] Amatulli, C., Pino, G., **De Angelis, M.** and Cascio, R. (2018), “Understanding purchasing determinants of luxury vintage products,” *Psychology & Marketing*, 35 (8), 616-624.
- [25] **De Angelis, M.**, Tassiello, V., Amatulli, C. and Costabile, M. (2017), “How language abstractness affects service referral persuasiveness,” *Journal of Business Research*, 72, 119-126.

## ABS 2

- [26] Pozharliev, R., **De Angelis, M.**, Donato, C., and Rossi, D. (2023), “Don’t Put the Blame on Me: Asymmetric Responses to Service Outcome with Autonomous Vehicles vs. Human Agents”, *Journal of Consumer Behavior*, 22, 455-467.
- [27] Ahmad, F., Oriani, R., and **De Angelis, M.** (2021), “Investor's intrinsic motives and the valence of word-of-mouth in sequential decision-making”, *Journal of Behavioral Finance*, 22 (2), pp. 170-188.
- [28] Amatulli, C., **De Angelis, M.**, and Stoppani, A. (2019), “Analyzing Online Reviews in Hospitality: Data-Driven Opportunities for Predicting the Sharing of Negative Emotional Content,” *Current Issues in Tourism*, 22 (15), 1904-1917.
- [29] Amatulli, C., **De Angelis, M.**, Korschun, D., and Romani, S. (2018), “Consumers' Perceptions of Luxury Brands' CSR Initiatives: An Investigation of the Role of Status and Conspicuous Consumption,” *Journal of Cleaner Production*, 194, 277-287.
- [30] **De Angelis, M.**, Adigüzel, F., and Amatulli, C. (2017), “The role of design similarity in consumers' evaluation of new green products: an investigation of luxury fashion brands,” *Journal of Cleaner Production*, 141 (January), 1515-1527.
- [31] Pino, G., Amatulli, C., **De Angelis, M.**, and Peluso, A.M (2016), “The influence of corporate social responsibility on consumers’ attitudes and intentions toward genetically modified foods: evidence from Italy,” *Journal of Cleaner Production*, 112 (4), 2861-2869.

## Other (peer-reviewed) journal publications

- [32] Sestino, A., Amatulli, C., and **De Angelis, M.** (2022), “Retail e nuove tecnologie nel fashion: Effetti su shopping experience e brand «luxuryfication», forthcoming at *Micro & Macro Marketing*, n. 2, p. 215.244.
- [33] Pozharliev, R., Werbeke, W., **De Angelis, M.**, Van Den Bos, R., and Peverini, P. (2021), “Consumer self-reported and testosterone responses to advertising of luxury goods in social context”, *Italian Journal of Marketing*, 1-2, 103-127.

- [34] Pozharliev, R., Rossi, D., and **De Angelis, M.** (2021), “Anxious Attachment Styles and Customers’ Physiological Emotional Responses to Human-Robot Service Interaction in Hospitality”, *Journal of Neuroscience, Psychology and Economics*, 14(2), 59-70.
- [35] Amatulli, C., **De Angelis, M.** and Spataro, V. (2021), “Luxury and sustainability: How consumer-related characteristics may influence the effectiveness of different sustainability dimensions”, *Micro & Macro Marketing*, 1/2021, 85-108, doi: 10.1431/100338.
- [36] Amatulli, C., **De Angelis, M.** and Donato, C. (2019), “Communicating the Luxury Dream: The Moderating Role of Brand Prominence on the Effect of Abstract Versus Concrete Language on Consumer Responses”, *Mercati & Competitività*, 4/2019.
- [37] Amatulli, C., **De Angelis, M.**, Pichierri, M., and Guido, G. (2018), “The Importance of Dream in Advertising: Luxury Versus Mass Market,” *International Journal of Marketing Studies*, 10 (1), March 2018.
- [38] Amatulli, C., **De Angelis, M.**, and Tassiello, V. (2018), “Efficacia delle raccomandazioni online relative ai servizi” *Micro & Macro Marketing*, 1/2018, pp. 39-56.
- [39] Tassiello, V., **De Angelis, M.** and Amatulli, C. (2017), “Piattaforme digitali e rischio sociale nella condivisione di opinioni estreme”, *Micro & Macro Marketing*, 3/2017, pp. 391-410.
- [40] **De Angelis, M.** (2017), “Contesti di scelta e social communication”, *Micro & Macro Marketing*, 3/2017, pp. 435-453.
- [41] Boccardelli, P. and **De Angelis, M.** (2008), “Il CRM nelle Imprese Italiane: Uno Studio Empirico,” *Finanza, Marketing & Produzione*, 26 (2), pp. 95-122.
- [42] Boccardelli, P. and **De Angelis, M.** (2008), “Temporal Effects of Advertising Media On Sales: Evidence from an Italian Study,” *Economia e Politica Industriale*, n. 4, pp. 65-92.

## Books

- [1] **De Angelis, M.** and Amatulli, C. (2018). *Il luxury marketing: Vendere il lusso nell’epoca della sostenibilità*. Luiss University Press, Rome.
- [2] Amatulli, C., **De Angelis, M.**, Costabile, M, and Guido, G. (2017), *Sustainable Luxury Brands: Evidence from Research and Implications for Managers*, Palgrave Advances in Luxury Series, Palgrave Macmillan, London.
- [3] **De Angelis, M.** (2012), *Bolle Reputazionali: Analisi e Gestione della Comunicazione Sociale e del Passaparola su Prodotti e Marche*, EGEA, Milan.

## Book chapters

- [1] Sestino, A., Amatulli, C., and **De Angelis, M.** (2022), “Consumers’ attitudes toward sustainable luxury products: The role of perceived uniqueness and conspicuous consumption orientation”, in *Handloom, Sustainability and Culture*, Springer, pp. 267-279.
- [2] **De Angelis, M.**, Amatulli, C. and Petralito, S. (2021), “Luxury and sustainability: an

- experimental investigation concerning the diamond industry”, in *Sustainable Luxury and Jewelry*, Springer, pp. 178-198.
- [3] Amatulli, C., **De Angelis, M.**, Sestino, A. and Guido, G. (2021), “Omnichannel Shopping Experiences for Fast fashion and Luxury Brands. An Exploratory Study”, in *Developing Successful Global Strategies for Marketing Luxury Brands*, IGI Global, pp. 22-43.
- [4] Gallo, L., **De Angelis, M.**, and Amatulli, C. (2020), “Self-Construals Theory Applications for an Effective Communication of Sustainable Luxury”, in *Circular Economy and Re-Commerce in the Fashion Industry*, IGI Global, pp. 99-116.
- [5] **De Angelis, M.**, Amatulli, C. and Zaretti, M. (2020), “The Artification of Luxury: How Art can affect Perceived Durability and Purchase Intention of Luxury Products”, in *Sustainable Luxury and Craftmanship*, Springer, pp. 61-84.
- [6] **De Angelis, M.**, Amatulli, C. and Pinato, G. (2020), “Sustainability in the Apparel Industry. The Role of Consumers’ Fashion Consciousness”, in *Sustainability in the Textile and Apparel Industries: Consumerism and Fashion Sustainability*, Springer, pp. 19-33.
- [7] Donato, C., Buonomo, A. and **De Angelis, M.** (2020), “Environmental and Social Sustainability in Fashion: A Case Study Analysis of Luxury and Mass-Market Brands”, in *Sustainability in the Textile and Apparel Industries: Consumerism and Fashion Sustainability*, Springer, pp. 71-89.
- [8] **De Angelis, M.**, Amatulli, C., and Bucciarelli, V. (2020), “Ethical Consumption: The Role of Emotions in the Purchase of Fair Trade Apparel Products”, in *Handbook of Research on Contemporary Consumerism*, IGI Global, pp. 1-20.
- [9] **De Angelis, M.**, Florio, R., and Amatulli, C. (2020), “Electronic Word-of-Mouth in the Service Industry: An Empirical Analysis on Sharing Economy Services,” in *Exploring the Power of Electronic Word-of-Mouth in the Service Industry*, IGI Global, Chapter 11, pp. 179-197.
- [10] Donato, C., **De Angelis, M.**, and Amatulli, C. (2020), “Sustainable Luxury: The Effect of Corporate Social Responsibility Strategy and Luxury Consumption Motivations,” in *Understanding Luxury Fashion – From Emotions to Brand Building*, Palgrave Advances in Luxury, Palgrave Macmillan, forthcoming.
- [11] Donato, C., Amatulli, C., and **De Angelis, M.** (2019), “Responsible Luxury Development: A Study on Luxury Companies’ CSR, Circular Economy and Entrepreneurship,” in *Sustainable Luxury -Cases on Circular Economy and Entrepreneurship*, Springer Singapore, 21-38.
- [12] Adiguzel, F., **De Angelis, M.**, and Amatulli, C. (2018), “Design similarity as a tool for sustainable new luxury product adoption: The role of luxury brand knowledge and product ephemerality,” in *Handbook on Sustainable Luxury, Entrepreneurship, and Innovation*, Springer Hong Kong, 167-184.
- [13] D’Anolfo, M., Amatulli, C., **De Angelis, M.**, and Pino, G. (2017), “Luxury, Sustainability, and Corporate Social Responsibility: Insights from Fashion Luxury Case Studies and Consumers’ Perceptions,” in *Sustainable Management of Luxury* (editor: M.A. Gardetti), Springer Singapore, pp. 427-448.
- [14] Amatulli, C., **De Angelis, M.**, Bugakova, I., Stagno, E., and Guido, G. (2016), “The Luxury Fashion Market in Russia: Evolution and Future Opportunities,” in *Handbook of Research on Global Fashion Management and Merchandising* (Editors: Vecchi, A. and Buckley, C.), IGI Global, pp. 670-692.



- [15] **De Angelis, M.** (2016), “Analisi dei mercati e value proposition: le politiche di prodotto e prezzo,” capitolo 13 in *Gestione delle imprese internazionali*, Caroli, M.G. (a cura di), McGraw-Hill, pp. 273-300.
- [16] **De Angelis, M.** (2016), “I processi di value delivery: le politiche di comunicazione e distribuzione”, capitolo 14 in *Gestione delle imprese internazionali*, Caroli, M.G. (a cura di), McGraw-Hill, pp. 301-319.

**Proceedings of the North American Association for Consumer Research (ACR) Conference (*Advances in Consumer Research*)**

- [1] Amatulli, C., **De Angelis, M.** and Donato, C. (2020), “The Atypicality of Sustainable Luxury in driving Consumers’ Responses”, *Advances in Consumer Research*, vol. 48, Association for Consumer Research (ACR) North American Conference, online edition, October 1-4, 2020.
- [2] **De Angelis, M.**, Carpenter, G.S., Dubois, D., and Costabile, M (2017), “How Consumption Experience Valence and Perceived Assortment Size Interact to Shape Word-of-Mouth Sharing”, *Advances in Consumer Research*, vol. 45, Association for Consumer Research (ACR) North American Conference, San Diego, CA, October 26-29, 2017.
- [3] Amatulli, C., **De Angelis, M.**, Pino, G., and Guido, G. (2017), “Unsustainable Luxury and Negative Word-Of-Mouth: The Role of Shame and Consumers’ Cultural Orientation”, *Advances in Consumer Research*, vol. 45, Association for Consumer Research (ACR) North American Conference, San Diego, CA, October 26-29, 2017.
- [4] Tassiello, V., **De Angelis, M.**, Amatulli, C., and Costabile, M. (2016), “Topic Controversy and Word-of-Mouth: The Effect of Opinion Extremeness on Sharing,” *Advances in Consumer Research*, vol. 44, Association for Consumer Research (ACR) North American Conference, Berlin, October 27-30, 2016.
- [5] Amatulli, C., Peluso, A.M., **De Angelis, M.**, Bagozzi, R., Soscia, I, and Guido, G. (2015), “Consumers’ Pro -Environmental Behavior: The Role of Framing and Emotions,” *Advances in Consumer Research*, vol. 43, pp. 449-450, available at: [http://www.acrwebsite.org/volumes/v43/acr\\_vol43\\_1019493.pdf](http://www.acrwebsite.org/volumes/v43/acr_vol43_1019493.pdf), Association for Consumer Research (ACR), North American Conference, New Orleans, LA, October 1-4, 2015.
- [6] **De Angelis, M.**, Berger, J., and Ofir, C. (2015), “The Effect of Audience Expertise and Information Valence on WOM Transmission,” *Advances in Consumer Research*, vol. 43, pp. 451-452, available at: [http://www.acrwebsite.org/volumes/v43/acr\\_vol43\\_1019234.pdf](http://www.acrwebsite.org/volumes/v43/acr_vol43_1019234.pdf), Association for Consumer Research (ACR) North American Conference, New Orleans, LA, October 1-4, 2015.
- [7] Consiglio, I., **De Angelis, M.**, and Costabile, M. (2015), “Context Effects in Word-of-Mouth Communication: The Effect of Crowdedness on Social Transmission,” *Advances in Consumer Research*, vol. 43, pp. 453-454, available at: [http://www.acrwebsite.org/volumes/v43/acr\\_vol43\\_1019610.pdf](http://www.acrwebsite.org/volumes/v43/acr_vol43_1019610.pdf), Association for Consumer Research (ACR) North American Conference, New Orleans, LA, October 1-4, 2015.
- [8] Bonezzi, A., Dubois, D., and **De Angelis, M.** (2014), “Positive with Strangers, Negative with Friends: How Interpersonal Closeness Affects Word-of-Mouth Valence through Self-Construal,” *Advances in Consumer Research*, vol. 42, pp. 42-44, available at: [http://www.acrwebsite.org/volumes/v42/acr\\_v42\\_17193.pdf](http://www.acrwebsite.org/volumes/v42/acr_v42_17193.pdf), Association for Consumer Research (ACR) North American Conference, Baltimore, MD, October 23-26, 2014.

- [9] Peluso, A.M., Bonezzi, A., Rucker, D.D., and **De Angelis, M.** (2013), “The Selfish Side of Sharing: Effects of Need for Control on Advice Giving,” *Advances in Consumer Research*, vol. 41, pp. 174-176, available at: [http://www.acrwebsite.org/volumes/v41/acr\\_v41\\_15218.pdf](http://www.acrwebsite.org/volumes/v41/acr_v41_15218.pdf), Association for Consumer Research (ACR) North American Conference, Chicago, IL, October 3-6, 2013.
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- [2] Cascio Rizzo, L., Pozharliev, R., and **De Angelis, M.** (2022), “Too good to be true! The effects of number of followers and language intensity on consumer responses to influencers’ sponsored content”, EMAC Conference, University of Budapest, May 24-27, 2022.
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- [1] Cascio Rizzo, G.L., **De Angelis, M.**, Pozharliev, R., Villarroel Ordenes, F., and Costabile M., “Too Good to Be True! How Micro and Macro Influencers Should Use Aroused Content on Social Media”, Società Italiana Marketing Conference, Salerno, Italy 20-21 October, 2022.
- [2] Cascio Rizzo, G.L. **De Angelis, M.**, Berger, J., and Pozharliev, R. “How Sensory Language Affects Consumer Responses to Influencer-Sponsored Content”, Società Italiana Marketing Conference, Salerno, Italy 20-21 October, 2022
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- [7] Amatuli, C., **De Angelis, M.**, and Donato, C. (2019), “The Role of Luxury Consumption Motivations in Luxury Brand Communication,” 22<sup>nd</sup> Academy of Marketing Science World Marketing Congress (AMS WMC), Edinburgh, Scotland, 9-12 July, 2019.
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## **CASE STUDIES AND OTHER PUBLICATIONS**

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- [1] **De Angelis, M.** and Savino, G. (2021), “Contadinner: Knowledge sharing and social innovation in the Italian agricultural sector”, *Luiss Teaching Cases series*.
- [2] **De Angelis, M.** and Kahale, S. (2021), “Implicazioni post-pandemiche per il retail”, in *Saperi Pandemici*, Luiss University Press.
- [3] Dubois, D., Bonezzi, A., and **De Angelis, M.** (2017), “Friends vs. Strangers: How Closeness Impacts Social Sharing,” *Keller Center Research Report*, 10 (3).

## **RESEARCH IN PROGRESS (MOST RELEVANT PROJECTS)**

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- [1] Cesareo, L., Amatulli, C., Peluso, A.M., and **De Angelis, M.**, “Feeling for Sustainability: The Role of Creativity and Emotional Attachment in Product Durability”, in preparation for *Journal of Marketing*.
- [2] Di Cioccio, M., Pozharliev, R. and **De Angelis, M.**, “Pawsitively Powerful: Why and How Pet Influencers Boost Engagement and Purchase Intention”, under review at *International Journal of Research in Marketing*.
- [3] Pozharliev, R., He, J. **De Angelis, M.** and Bagozzi, R., “How and When Social and Utilitarian

Appeals Shape Aversion in Diverging Ways Toward Insect-Based Food”, under review at *International Journal of Research in Marketing*.

- [4] Deriu, V., Pozharliev, R., and **De Angelis, M.**, “Factors shaping candidates’ Job Acceptance Intentions in Asynchronous Video Interviews”, under review at *Organizational Behavior and Human Decision Processes*.
- [5] Pozharliev, R., **De Angelis, M.**, and Cascio Rizzo, G.L., “How Argument Quality and Product Type Shape Social Media User Responses to Firm-Generated Content”, under review at *Journal of Interactive Marketing*.
- [6] Mazzù, M.F., Andria, A., **De Angelis, M.**, and Baccelloni, A. (2022), “Humans or AI? The Effect of Recommendation Source on Consumer Responses to Search versus Experience Products”, under review at *Journal of Business Research*.

## **TEACHING ACTIVITY**

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### **BA and Master of Science course, Luiss University**

*Marketing Plan and Markstrat Simulations*, Department of Business Management, Luiss University (48 hr, 12 onlines)

*Digital Marketing*, Department of Business Management, Luiss University (60 hrs, 15 online)

*Marketing*, Department of Business Management, Luiss University (60 hrs, 12 online)

*Brand Management*, Department of Business Management, Luiss University (48 hrs, all online).

### **MBA courses, Luiss Business School**

*Gestione centrata sul cliente*, Executive MBA, Luiss Business School (24 hrs)

*Marketing Management*, Full Time MBA, Luiss Business School (16 hrs)

*Marketing Management*, Part Time MBA, Luiss Business School Rome (12 hrs)

*Marketing Management*, Part Time MBA, Luiss Business School Milan (12 hrs)

*Marketing Strategy*, Flex MBA, Luiss Business School (12 hours, online)

### **Specialized Master courses, Luiss Business School (2022 and 2023 only)**

*Fondamenti di Marketing*, General Management, Luiss Business School (14 hrs)

*Marketing*, General Management, Luiss Business School (14 hrs)

*Advanced Marketing Management*, Master in Marketing Management, Luiss Business School (28 hrs)

*Social Media Management*, Master in Marketing Management, Luiss Business School (14 hrs)- Rome Campus.

### **Executive Education courses, Luiss Business School (2022, 2023 and 2024 only)**

*Le tecnologie digital applicate al mondo del pharma*, Luiss Business School for Bristol Myers Squibb (8 hrs.)

*Marketing at Future Loading Program for Leonardo*, Luiss Business School (12 hrs., online)

*L'analisi dei consumatori e il piano di marketing*, Luiss Business School for ICT (8 hrs, online)

*Digital Marketing*, Luiss Business School for Postel (14 hrs, online)

*Modalità di estrazione del valore: pricing e value extraction model*, Luiss Business School for RCI Banque (12 hrs, online).

*Value Excellence Through Customer Centricity*, Luiss Business School for Alfa Romeo (8 hrs, online)

*Executive Program in Gestione e Innovazione D'Impresa – Marketing module*, Luiss Business School for Intesa San Paolo (12 hrs, online)