

CESARE AMATULLI

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 University of Bari “Aldo Moro”
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CURRENT ACADEMIC POSITION

Full Professor of Marketing (Professore Ordinario di Economia e Gestione delle Imprese)
 University of Bari, Italy

OTHER ACADEMIC APPOINTMENTS

- 2016-Present **Member of the Doctoral Committee**, PhD Program in “Mediterranean right economies and cultures”, University of Bari, Italy
- 2022-Present **Contract Professor of Qualitative and Quantitative Research Methods for Marketing**
 LUISS Guido Carli University, Rome, Italy
- 2025-Present **Contract Professor of Brand Strategies in Luxury Industries**
 LUISS Business School, Rome, Italy
- 2025-Present **Contract Professor of Branding**
 LUISS Business School, Rome, Italy
- 2025-Present **Contract Professor of Brand Management**
 LUISS Guido Carli University, Rome, Italy
- 2021-2024 **External Expert**
 “European Innovation Council and SMEs Executive Agency” (EISMEA)
 Research Executive Agency (European Commission)
- 2024-2024 **External Expert**
 Cyprus Research and Innovation Foundation (RIF)
- 2023-2023 **External Expert**
 Latvian Council of Science (LCS)
- 2022-2022 **External Expert**
 Sciences Israel Science Foundation
- 2020-2021 **Director of the Short Master in Luxury Fashion Marketing**
 University of Bari, Italy
- 2021-2022 **Member of the GEV (National Group of experts), Area 13 (Economic and Statistics Sciences) - VQR 2015-2019**
 ANVUR (National Agency for the Evaluation of Universities and Research Institutes)
- 2022-2022 **Contract Professor of Advanced Marketing**
 University of Milan, Italy
- 2022-2022 **Contract Professor of Marketing & Business Strategy**
 University of Milan, Italy

PREVIOUS ACADEMIC POSITIONS

- 2018-2025 **Associate Professor of Business Management**
 University of Bari, Italy

2015-2018	Assistant Professor of Business Management University of Bari, Italy
2017-2019	Contract Professor of Luxury Marketing University of Bari, Italy
2012-2019	Contract Professor LUISS Guido Carli University, Rome, Italy
2015-2019	Contract Professor EMC Business School, Paris, France
2016-Present	Member of the Doctoral Committee , PhD Program in “Mediterranean right economies and cultures”, University of Bari, Italy.
June 2015- October 2015	Visiting Researcher Hertfordshire Business School, London, UK
Spring 2014	Visiting Scholar Ross School of Business, University of Michigan, USA.
Spring 2013	Visiting Scholar Ross School of Business, University of Michigan, USA
2011-2013	Contract Professor LUM Jean Monnet University, Bari, Italy
2012-2013	Research Fellow University of Salento, Lecce, Italy
2011	Contract Professor International University of Monaco (IUM), Monte-Carlo, Principality of Monaco
2004-2010	Contract Professor University of Bari, Italy

EDUCATION

2007	PhD (Thesis in Marketing) University of Bari, Italy
2007	International Master in Fashion Experience and Design Management (MAFED) SDA Bocconi School of Management, Milan, Italy
2005	Postgraduate course of “Marketing” London School of Economics
2004	Postgraduate course of “Fashion Brand Management” London College of Fashion
2002	Undergraduate degree in Business and Economics University of Bari, Italy

GRANTS

PRIN 2022

- Title of the project: *Made in Italy and sustainable development: A multidisciplinary project for showing the determining role of luxury and aesthetics*
- Type of grant: “PRIN 2022” (Research Projects of National Relevance)

- Principal Investigator: Prof. Cesare Amatulli
- Grant received: 173.792 euro
- Financed by: co-financed by the MIUR (Italian Ministry of University and Research)
- Institution: University of Bari and LUISS University
- Duration: 24 months

SIM (Società Italiana Marketing) 2017

- Title of the project: *“How to Improve Social Media Marketing Strategies of Luxury Companies: Images or Text?”*
- Type of grant: “Grant Società Italiana Marketing 2017” (Research Grant of the Italian Society of Marketing)
- Principal Investigators: Prof. C. Amatulli and Prof. L. Petruzzellis
- Grant received: 12.000 euro
- Financed by: Italian Society of Marketing
- Institution: University of Bari
- Duration: 12 months

PRIN 2009

- Title of the project: *Il comportamento di consumo degli anziani: Effetti per le strategie di marketing delle imprese*
- Type of grant: “PRIN 2009” (Research Projects of National Relevance)
- Principal Investigator: Prof. G. Guido (University of Salento)
- Grant received: 28.982 euro
- Financed by: co-financed by the MIUR (Italian Ministry of University and Research)
- Institution: University of Salento and University of Padua
- Duration: 24 months

5x1000

- Title of the project: *Il comportamento di consumo degli anziani: Una ricerca sperimentale sul ruolo dell'età cognitiva nei processi di scelta e d'acquisto delle marche di lusso*
- Type of grant: “5 per Mille per la Ricerca 2012”
- Principal Investigator: Prof. A.M. Peluso (University of Salento)
- Grant received: 17.570 euro
- Financed by: MIUR (Italian Ministry of University and Research)
- Institution: University of Salento
- Duration: 12 months

CUIS

- Title of the project: *L'implementazione di un modello di marketing territoriale per l'identificazione, la creazione e la gestione di un meta-distretto produttivo pugliese*
- Type of grant: CUIS (Consorzio Universitario Interprovinciale Salentino) 2013
- Principal Investigator: Prof. G. Guido (University of Salento)
- Grant received: 20.000 euro
- Financed by: CUIS, Comune di Galatina (Lecce), Consorzio ASI (Area di Sviluppo Industriale)
- Institution: University of Salento
- Duration: 18 months

RESEARCH PRIZES

Award (1st place) for the scientific research activity carried out in 2016. Award established by the Ionian Department in “Legal and Economic Systems of the Mediterranean: society, environment, cultures”, University of Bari with a specific announcement.

Award (1st place) for the scientific research activity carried out in 2017. Award established by the Ionian Department in “Legal and Economic Systems of the Mediterranean: society, environment, cultures”, University of Bari with a specific announcement.

"Best paper" award at the SIM 2017 national conference (National Conference of the Italian Marketing Society). The paper entitled "A linguistic approach for the luxury advertising: Effects on consumer perceptions" (co-authors Mauro Capestro and Giovanni Pino), accepted and presented at the "XIV SIM Conference" (Bergamo, 26-27 October 2017). The paper was evaluated as the best paper in the "Marketing Communication & Branding" section.

Award for best article published on *Micro&Macro Marketing* in 2017 (“Micro & Macro Marketing Award”). Article entitled “Digital platforms and social risk in sharing extreme opinions”, published on *Micro & Macro Marketing* (ISSN: 1121-4228), Year XXVI, No. 3, December 2017, pp. 392-410, Il Mulino (ISBN: 978-88-15-26911-9).

Obtaining the Fund for the financing of basic research activities (FFABR) 2017, equal to 3000 euros. Fund established by paragraph 295 of the Budget Law 2017 (Law 232/2016).

Award (3rd place) for scientific research activity carried out in 2018. Award established by the Ionian Department in “Legal and Economic Systems of the Mediterranean: society, environment, cultures”, University of Bari with a specific announcement.

Award (3rd place) for scientific research activity carried out in 2020. Award established by the Ionian Department in “Legal and Economic Systems of the Mediterranean: society, environment, cultures”, University of Bari with a specific announcement.

RESEARCH

Main Research Interests

My research deals with consumer behavior and is based on both qualitative and quantitative methods. In particular, most of my studies include experiments with the aim to underline cause-effect relationships between communication stimuli and consumers’ behaviors/attitudes. Most of my ongoing research investigates when, how and why marketing stimuli may lead to more sustainable (pro-social, pro-environmental) behavior. More specifically, many current studies I am working on focuses on luxury and sustainability, with the aim to understand how luxury brands may leverage on sustainability to increase consumers’ positive attitudes towards their products. Other studies investigate sustainability in the tourism sector. One of my main research topics is fashion and luxury consumption with a focus on the psychological mechanisms underlying consumers’ purchases. Other current research projects regard the role of (positive and negative) emotions and the antecedents of WOM and eWOM. I have already published several academic papers on older consumers, more specifically on the role of their feel age and the related effects on their self-esteem and their consumption interests. I am currently working on other projects on the same topic but extended to the role of psychological age in sustainable development among older people. Other studies are related to print advertising, luxury branding, destination branding personality, retailing and customer experience, social media and online reviews, the role of the Country-of-Origin, the use of the type of language (abstract vs. concrete) in communication and Corporate Social Responsibility from the consumers’ point of view. New research projects are going to investigate the role of beauty in sustainable development and are going to involve neuroscience methodologies.

PUBLICATIONS:

Scientific Papers

1. “aiWOM: Artificial Intelligence Word-of-Mouth. Conceptualizing Consumer-to-AI Communication” (Co-authors: V. Tassiello, J.S. Tillotson, B. Laker), *International Journal of Human-Computer Interaction*, 2024, pp. 1-13 (13 May 2024) (ISSN: 1073-0516) (DOI: <https://doi.org/10.1080/10447318.2024.2349362>)

2. "I Might Try It: Marketing Actions to Reduce Consumer Disgust toward Insect-Based Food" (Co-authors: R. Pozharliev, M. De Angelis, D. Rossi, R. Bagozzi), *Journal of Retailing*, 2023, Vol. 99, No. 1, pp. 149-167 (ISSN: 0022-4359) (DOI: <https://doi.org/10.1016/j.jretai.2022.12.003>)
3. "The Influence of a Lockdown on Consumption: An Explorative Study on Generation Z's Consumers" (Co-authors: A. Peluso, A. Sestino, G. Guido, R. Belk), *Journal of Retailing and Consumer Services*, 2023, Vol. 73, 103358 (ISSN: 0969-6989) (DOI: <https://doi.org/10.1016/j.jretconser.2023.103358>)
4. "Integrating Internet-of-Things technologies in luxury industries: The roles of consumers' openness to technological innovations and status consumption" (Co-authors: A. Peluso, A. Sestino, G. Guido, R), *Technology Analysis & Strategic Management*, 2023 (ISSN: 1465-3990) (DOI: <https://doi.org/10.1080/09537325.2023.2216792>)
5. "Let me drive you! The effect of change seeking and behavioral control in the Artificial Intelligence-based self-driving cars" (Co-authors: A. Peluso, A. Sestino and G. Guido), *Technology in Society*, 2022, Vol. 70, 102017 (ISSN: 0160-971X) (DOI: <https://doi.org/10.1016/j.techsoc.2022.102017>)
6. "The role of consumers' individual differences and perceived product quality in sustainable luxury marketing: An experimental study in a social media context" (Co-authors: G. Colella, A. Sestino), *International Journal of Marketing Studies*, 2022, Vol. 14, No. 1), pp. 34-45 (DOI: <https://doi.org/10.5539/ijms.v14n1p34>).
7. "L'integrazione delle tecnologie di realtà virtuale nell'esperienza turistica. Il ruolo del flusso psicologico, delle emozioni positive, dell'intrusività e dell'utilità percepita" (Co-authors: A. Sestino e C. Mantini), *Micro & Macro Marketing*, 2022 (ISSN: 1121-4228) (DOI: <https://doi.org/10.1431/104634>).
8. "Retail e nuove tecnologie nel fashion. Effetti sulla shopping experience e brand luxuryfication" (Co-authors: A. Sestino and M. De Angelis), *Micro & Macro Marketing*, 2022, Vol. 31, No. 2, pp. 215-244 (ISSN: 1121-4228) (DOI: <https://doi.org/10.1431/103223>).
9. "Digital Luxury Retailing and the Covid-19 Pandemic: A Qualitative Study" (Co-author: G. Colella), *International Journal of Electronic Marketing and Retailing*, 2022, Vol. 13, No. 2, pp. 157-189 (ISSN: 1741-1025) (DOI: <https://doi.org/10.1504/IJEMR.2021.10036028>).
10. "The Atypicality of Sustainable Luxury: Evidence on the Positive Consumer Responses to Sustainability in Luxury Branding" (Co-authors: M. De Angelis, C. Donato). *Psychology & Marketing*. 2021, Vol. 38 N. 11, pp. 1990-2005 (ISSN:1520-6793) (DOI: <https://doi.org/10.1002/mar.21500>).

<http://doi.org/10.1002/mar.21559>)

11. "The Appeal of Sustainability in Luxury Hospitality: An Investigation on the Role of Perceived Integrity" (Co-authors: M. De Angelis, A. Stoppani), *Tourism Management*, 2021, Vol. 83, pp. 104-228 (ISSN: 0261-5177) (DOI: <https://doi.org/10.1016/j.tourman.2020.104228>)
12. "Social media interactions and brand luxuriousness: the role of materialism" (Co-authors: G. Colella and M. P. Martinez-Ruiz). *Journal of Consumer Marketing*, 2021, Vol. 38 No. 4, pp. 434-444 (ISSN: 0736-3761) (DOI: <https://doi.org/10.1108/JCM-02-2020-3650>)
13. "The role of psychological flow in adventure tourism: Sociodemographic antecedents and consequences on word-of-mouth and life satisfaction" (Co-authors: A. Peluso, A. Sestino, L. Petruzzellis, G. Guido), *Journal of Sport & Tourism*, 2021, Vol. 5, No. 4, pp. 353-369 (DOI: <https://doi.org/10.1080/14775085.2021.1994448>).
14. "Luxury and sustainability: How consumer-related characteristics may influence the effectiveness of different sustainability dimensions" (Co-authors: M. De Angelis, V. Spataro), *Micro & Macro Marketing*, 2021, No. 1, pp. 89-112 (1121-4228) (DOI: <https://doi.org/10.1431/100338>).
15. "Consumer Reactions to Unsustainable Luxury: A Cross-Country Analysis" (Co-authors: M. De Angelis, G. Pino, J. Sheetal), *International Marketing Review*, Vol. 38, No. 2, 2020, pp. 412-452 (ISSN: 0265-1335) (DOI: <https://doi.org/10.1108/IMR-05-2019-0126>)
16. "An Investigation of Unsustainable Luxury: How Guilt Drives Negative Word-of-Mouth" (Co-authors: M. De Angelis, G. Pino, G. Guido), *International Journal of Research in Marketing*, 2020, Vol. 37, N. 4, pp. 821-836 (ISSN: 0167-8116) (DOI: <https://doi.org/10.1016/j.ijresmar.2020.03.005>)
17. "An Investigation on the Effectiveness of Hedonic versus Utilitarian Message Appeals in Luxury Product Communication", (Co-authors: M. De Angelis, C. Donato), *Psychology & Marketing*, 2020, Vol. 37, No. 4, pp. 523-534 (ISSN: 0742-6046) (DOI: <https://doi.org/10.1002/mar.21320>)
18. "Scale Development for Measuring Internalized versus Externalized Luxury Consumption Motivations and Consumers' Segmentation" (Co-authors: G. Guido, A. Peluso, C. De Matteis, L. Piper, G. Pino), *Italian Journal of Marketing*, 2020, No. 1, pp. 25-47 (ISSN: 2662-3323) (DOI: <https://doi.org/10.1007/s43039-020-00002-9>).
19. "Product Touch in the Real and Digital World: How Do Consumers React?" (Co-authors: G. Pino, R. Nataraajan, M. De Angelis, A. Peluso, G. Guido), *Journal of Business Research*, 2020, Vol. 112, pp. 492-501 (ISSN: 0148-2963) (DOI: <https://doi.org/10.1016/j.jbusres.2019.10.002>).

20. "Elderly consumers and financial choices: A literature review for marketing strategies" (Co-authors: G. Guido and A. Sestino), *Journal of Financial Marketing Services*, 2020, Vol. 25, pp. 76-85 (DOI: <https://doi.org/10.1057/s41264-020-00077-7>).
21. "Temporal Dynamism in Country-of-Origin Effect: The Malleability of Italians' Perceptions Regarding the British Sixties" (Co-authors: M. De Angelis, S. Halliday, J. Morris, F. Mulazzi), *International Marketing Review*, Vol. 36, No. 6, 2019, pp. 955-978 (ISSN: 0265-1335) (DOI: <https://doi.org/10.1108/IMR-08-2016-0165>)
22. "Analyzing Online Reviews in Hospitality: Data-Driven Opportunities for Predicting the Sharing of Negative Emotional Content" (Co-authors: M. De Angelis, A. Stoppani), *Current Issues in Tourism*, Vol. 22, No. 15, 2019, pp. 1904-1917 (ISSN: 1368-3500) (DOI: <https://doi.org/10.1080/13683500.2019.1594723>)
23. "Social Media Marketing and Luxury Consumption: A Literature Review" (Co-authors: G. Colella, M.P Martinez-Ruiz), *International Journal of Marketing Studies*, Vol. 11, No. 4; 2019, pp. 30-52 (ISSN: 1918-719X) (DOI: <https://doi.org/10.5539/ijms.v11n4p30>).
24. "Brand prominence and social status in luxury consumption: A comparison of emerging and mature markets" (Co-authors: G. Pino, A. Peluso, R. Natarajan, G. Guido), *Journal of Retailing and Consumer Services*, Vol. 46, 2019, pp. 163-172 (ISSN: 0969-6989) (DOI: <https://doi.org/10.1016/j.jretconser.2017.11.006>)
25. "The Effect of Negative Message Framing on Green Consumption: An Investigation of the Role of Shame" (Co-authors: A. Peluso, M. De Angelis, I. Soscia, G. Guido), *Journal of Business Ethics*, Vol. 157, No. 4, 2019, pp. 1111-1132 (ISSN: 0167-4544) (DOI: <https://doi.org/10.1016/j.jbusres.2015.01.004>)
26. "Communicating the Luxury Dream: The Moderating Role of Brand Prominence on the Effect of Abstract Versus Concrete Language on Consumer Responses" (Co-authors: M. De Angelis, C. Donato), *Mercati & Competitività*, 2019, Vol. 4, pp. 91-108 (ISSN 1826-7386) (DOI: <https://doi.org/10.3280/mc4-2019oa9059>).
27. "When Feeling Younger Depends on Others: The Effects of Social Cues on Older Consumers" (Co-authors: A. Peluso, C. Yoon, G. Guido), *Journal of Consumer Research*, Vol. 45, No. 4, 2018, pp. 691-709 (ISSN: 0093-5301) (DOI: <https://doi.org/10.1093/jcr/ucy034>).
28. "Understanding purchase determinants of luxury vintage products" (Co-authors: G. Pino, M. De Angelis, R. Cascio), *Psychology & Marketing*, Vol., 35, No. 8, 2018, pp. 616-624 (ISSN: 0742-6046) (DOI: <https://doi.org/10.1002/mar.21110>).

29. "Consumers' perceptions of luxury brands' CSR initiatives: An investigation of the role of status and conspicuous consumption" (Co-authors: M. De Angelis, D. Korschun, S. Romani), *Journal of Cleaner Production*, Vol. 194, 2018, pp. 277-287 (ISSN: 0959-6526) (DOI: <https://doi.org/10.1016/j.jclepro.2018.05.111>)
30. "The Importance of Dream in Advertising: Luxury Versus Mass Market" (Co-authors: M. De Angelis, M. Pichierri, G. Guido.) *International Journal of Marketing Studies*, Vol. 10, No. 1, 2018, pp. 71-81 (ISSN 1918-719X) (DOI: <https://doi.org/10.5539/ijms.v10n1p71>).
31. "Efficacia delle raccomandazioni online relative ai servizi: il ruolo del tipo di linguaggio del mittente e della conoscenza previa del destinatario" (co-authors: V. Tassiello, M. De Angelis) in "Micro & Macro Marketing", 27, n. 1, 2018, "Il Mulino" (ISSN: 1121-4228) (DOI: <https://doi.org/10.1431/89483>).
32. "Determinants of Southern Italian Households' Intention to Adopt Energy Efficiency Measures in Residential Buildings" (Co-authors: M. I. Prete, L. Piper, C. Rizzo, G. Pino, M. Capestro, A. Mileti, M. Pichierri, A. Peluso, G. Guido), *Journal of Cleaner Production*, 2017, Vol. 153, pp. 83-91 (ISSN: 0959-6526) (DOI: <https://doi.org/10.1016/j.jclepro.2017.03.157>)
33. "Service in Luxury Retailing in the 21st Century: An Exploratory Look at the Pleasure Boating Sector" (Co-authors: R. Natarajan, M. Capestro, M. Carvignese, G. Guido), *Psychology & Marketing*, 2017, Vol. 25, No. 5, pp. 569-579 (ISSN: 0742-6046) (DOI: <https://doi.org/10.1002/mar.21006>)
34. "Luxury advertising and recognizable artworks: New insights on the 'art infusion' effect" (Co-authors: G. Pino, A. Peluso, G. Guido), *European Journal of Marketing*, 2017, Vol. 51, No. 11/12, pp. 2192-2206 (ISSN: 0309-0566) (DOI: <https://doi.org/10.1108/EJM-09-2016-0496>)
35. "The role of design similarity in consumers' evaluation of new green products: An investigation of luxury fashion brands" (Co-authors: M. De Angelis, F. Adiguzel), *Journal of Cleaner Production*, 2017, Vol. 141 (January), pp. 1515-1527 (ISSN: 0959-6526) (DOI: <https://doi.org/10.1016/j.jclepro.2016.09.230>)
36. "Condividere opinioni estreme: il ruolo moderatore delle piattaforme digitali e del rischio sociale" (co-authors: V. Tassiello, M. De Angelis) in "Micro & Macro Marketing", n. 3, 2017, pp. 391-410, "Il Mulino" (ISSN: 1121-4228) (DOI: <https://doi.org/10.1431/88002>).
37. "Modern and Ancient Migrants' Narratives Through ELF. An Experiential-Linguistic project in Responsible Tourism" (Co-authors: M. G. Guido, L. Errico, P. Iaia), *Lingue e Linguaggi*, 2017, Vol. 17, pp. 87-124 (ISSN: 2239-0367) (DOI: <https://doi.org/10.1285/i22390359v24p87>).
38. "ELF Narratives of Ancient and Modern 'Odysseys' across the Mediterranean Sea: An

- Experiential-Linguistic Approach to the Marketing of Responsible Tourism” (Co-authors: M. G. Guido, L. Errico, and P. L. Iaia), *Cultus: the Journal of Intercultural Mediation and Communication*, 2016, Vol. 1, No. 9, pp. 90– 116 (ISSN 2035-3111; ISSN 2035-2948) (https://www.cultusjournal.com/files/Archives/Cultus9_2016_1/Cultus9_2016_Vol%201.pdf).
39. “How language abstractness affects service referral persuasiveness” (Co-authors: M. De Angelis, M. Costabile, and V. Tassiello), *Journal of Business Research*, 2016, Vol. 72, pp. 119-126 (ISSN: 0148-2963) (DOI: <https://doi.org/10.1016/j.jbusres.2016.10.006>)
 40. “The Influence of Corporate Social Responsibility on Consumers' Attitudes and Intentions Toward Genetically Modified Foods: Evidence from Italy” (Co-authors: G. Pino, M. De Angelis and A. Peluso), *Journal of Cleaner Production*, 2016, Vol. 112, No. 4, pp. 2861–2869 (ISSN: 0959-6526) (DOI: <https://doi.org/10.1016/j.jclepro.2015.10.008>)
 41. “Linguistic and Symbolic Elements in Luxury Fashion Advertising: A Qualitative Analysis” (Co-authors: G. Pino, M. Iodice and R. Cascio), *International Journal of Business and Management*, 2016, Vol. 11, No. 9, pp. 265-271 (ISSN: 1833-3850) (DOI: <http://dx.doi.org/10.5539/ijbm.v11n9p265>).
 42. “Luxury Purchasing among Older Consumers: Exploring inference of Cognitive Age from Status, and Style Motivations” (Co-author: G. Guido and R. Natarajan), *Journal of Business Research*, 2015, Vol. 68, No. 9, pp. 1945-1952 (ISSN: 0148-2963) (DOI: <https://doi.org/10.1016/j.jbusres.2015.01.004>)
 43. “Mix-and-Match Fashion Trend and Luxury Brand Recognition: An Empirical Test Using Eye-Tracking” (Co-authors: G. Guido, C. Tomacelli, A. Mileti, I. Prete and A. Longo), *Fashion Theory*, 2015, Vol. 20, No. 3, pp. 341-362 (ISSN: 1362-704X) (DOI: <https://doi.org/10.1080/1362704X.2015.1082294>).
 44. “Il Linguaggio del Silenzio nella Comunicazione Pubblicitaria della Moda e del Lusso: Un’indagine Semiotica” (Co-authors: G. Guido, P. Iaia and S. Aquaro), *Lingue e Linguaggi*, 2015, Vol. 13, pp. 7-22 (ISSN: 2239-0367) (DOI: <https://doi.org/10.1285/i22390359v13p7>).
 45. “Context Effects on Older Consumers’ Cognitive Age: The Role of Hedonic vs. Utilitarian Goals” (Co-authors: G. Guido and A. Peluso), *Psychology & Marketing*, 2014, Vol. 31, No. 2, pp. 103-114 (ISSN: 0742-6046) (DOI: <https://doi.org/10.1002/mar.20679>)
 46. “Does Popularity in Social Networks Influence Purchasing and Lifestyle Decisions? The Meaning of Online Friendship” (Co-author: G. Guido), *Journal of Media Business Studies*, 2014, Vol. 11, No. 3, pp. 1-21 (ISSN: 1652-2354) (DOI: <https://doi.org/10.1080/16522354.2014.11073582>).
 47. “Externalized vs. Internalized Consumption of Luxury Goods: Propositions and Implications for

- Luxury Retail Marketing” (Co-author: G. Guido), *The International Review of Retail, Distribution and Consumer Research*, 2012, Vol. 22, No. 2, pp. 189-207 (ISSN: 0959-3969) (DOI: <https://doi.org/10.1080/09593969.2011.652647>).
48. “Determinants of Purchasing Intention for Fashion Luxury Goods in the Italian Market: A Laddering Approach” (Co-author: G. Guido), *Journal of Fashion Marketing and Management*, 2011, Vol. 15, No. 1, pp. 123-136 (ISSN: 1361-2026) (DOI: <https://doi.org/10.1108/13612021111112386>).
49. “Strategic Analysis through the General Electric/McKinsey Matrix: An Application to the Italian Fashion Industry” (Co-authors: G. Guido and T. Caputo), *International Journal of Business and Management*, 2011, Vol. 6, No. 5, pp. 61-75 (ISSN: 1833-3850) (DOI: <https://doi.org/10.5539/ijbm.v6n5p61>).
50. “Tourist Destinations and Luxury Commerce: Business Opportunities” (Co-authors: M.P. Martínez-Ruiz and N. Martínez-Caraballo), *Journal of Place Management and Development*, 2010, Vol. 3, No. 3, pp. 205-220 (ISSN: 1753-8335) (DOI: <https://doi.org/10.1108/17538331011083943>).

Books

51. “Aesthetics and Sustainable Luxury Consumption. Insights from behavioral Research, Consumer Neuroscience and Case Studies” (Co-Authors: A. D’Aniello, A. Martinez Levy, M. De Angelis, R. Pozharliev), Palgrave MacMillan Publisher Ltd. (with a “Foreword” by Silvia Bellezza), forthcoming.
52. “Sustainable Luxury Brands: Evidence from Research and Implications for Managers” (2017) (Co-Authors: M. De Angelis, M. Costabile, G. Guido), Palgrave MacMillan Publisher Ltd. (with a “Foreword” by R. Bagozzi and an “Endorsement” by P. Kotler) (ISBN: 978-1-137-60158-2). Hardcover ISBN: 978-1-137-60158-2; Softcover ISBN: 978-1-349-95626-5; eBook ISBN:978-1-137-60159-9) (DOI: <https://doi.org/10.1057/978-1-137-60159-9>).
53. “Luxury Marketing: Vendere il lusso nell’epoca della sostenibilità” (2018) (Co-author: M. De Angelis), LUISS University Press (ISBN: 9788861052963).
54. Amatulli C. (2009), *Il lusso esteriorizzato e il lusso interiorizzato. Una ricerca empirica sui motivi d’acquisto e le strategie di marketing dei luxury goods*, Bari: Cacucci (ISBN: 978-88-8422-824-6).
55. Amatulli C. (2005), *Moda: Marketing Linguaggi Segni*, Bari: Cacucci (ISBN: 88-8422-410-1).

Book Chapters

56. “The paradoxes and opportunities of sustainable luxury: Principles, cases and key challenges” (co-authors: A. D’Aniello, M. De Angelis, R. Pozharliev) in *The Routledge Companion in*

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145. “Vocation vs. perceived image of cultural districts in heritage marketing”, 1st International Tourist Forum on Tourism as an Opportunity for Recreation and a Chance for the Development of Regions, Międzyzdroje, Poland, 2009.
146. “The Meanings of Fashion Luxury Goods: Externalized vs Internalized Consumption”, International Conference on Global Fashion Marketing, Florence, Italy, 2009.
147. “Determinanti latenti nell’intenzione d’acquisto dei fashion luxury goods: un’indagine qualitativa di tipo laddering”, VI Convegno Annuale della Società Italiana Marketing, Fashion Marketing, Florence, Italy, 2009.
148. “Brand and Knowledge for Excellence in Fashion Marketing”, 3rd International Conference on Business, Economics, Management and Marketing, Athens, Greece, 2005.
149. “Strategic Management of Technology for Fashion Marketing”, 14th International Conference on Management of Technology, IAMOT 2005, Vienna, Austria, 2005.

Othe rpublications

150. *Fashion Marketing*, Wiley Encyclopedia of Management, Marketing, Vol. 9, edited by Cary L. Cooper (3rd edition, 2015) (DOI: <https://doi.org/10.1002/9781118785317.weom090107>)

Invited Academic Seminars

- “Marketing and Consumer Behavior”, University of Bari, October 10, 2023.
- “Segmentation Targeting and Positioning”, University of Bari, November 7, 2023.
- “Branding and Value Creation”, University of Bari, December 20, 2024.

“Sustainability and Made in Italy: The Role of Consumer-Based Durability” as part of the conference “Sustainability and Circular Economy: The Role of Innovation”, University of Bari, March 20, 2024.

“Marketing and Social Sustainability for the Development of the Territory” as part of the conference “Albergo Etico”, University of Bari, April 9, 2024.

“Sport and Territorial Marketing: The Role of Consumer Behavior” as part of the conference “Sport Tourism”, University of Bari, July 12, 2024.

“For a Science-Based Marketing. A new support for Marketing Managers” (webinar), Confindustria Bari and BAT Study Center, February 28, 2022.

“Luxury retailing: distribution models and retail formats”, seminar series within the master in Alta Direzione, University of Bari, 2020.

“Ethics, Responsibility and Sustainability (ERS) Lab” within the Master of Fashion & Luxury management, LUISS Business School, 2020.

“Social, Environmental and Impact Lab”, seminar within the Master of Fashion & Luxury Management”, LUISS Business School, 2019.

“How to Improve European Consumers’ Life: An Overview on New Potential Research Topics”, presentation of potential research projects for European policies at the “Joint Research Centre” (JRC) of the European Commission, Brussels, 11 April 2019.

Sustainable Luxury: Made in Italy” seminar within the “Summer Program Management Made in Italy”, LUISS Guido Carli University, Rome, 19 July 2018.

“Sustainable Development and Circular Economy”, Seminars within the Summer Course, Ionian Department in “Legal and Economic Systems of the Mediterranean: society, environment, cultures” University of Bari, July 2018.

“Developing Luxury Brands”, two seminars at SKEMA Business School, Sophia Antipolis, France, 2013 and 2014.

“Youthfulness of Older Consumers and Social Context: The Compensatory Role of Stated Feel Age”, seminar for PhD students of the Department of Marketing at the Ross School of Business (University of Michigan, USA) as part of the Meeting Lab, August 20, 2013.

“Vertical Integration, Diversification, and Differentiation in Fashion and Luxury Companies” University of Salento, Lecce, Italy, 2012.

“Production Planning and Control in Fashion and Luxury Companies”, University of Salento, Lecce, 2011.

“Marketing and Territorial Marketing”, University of Salento, Lecce, 2010.

“The MecAnalyst methodology for luxury marketing research”, University of Salento, Lecce, Italy, 2009.

Organization and participation as a speaker in the international scientific conference on research topics related to Marketing and Communication entitled “Spot in tv: amore e audience” for the presentation of the academic research of Prof. Mark Ritson (invited by the undersigned), Marketing Professor at the London Business School (currently Professor of Marketing at the Melbourne Business School, Australia). Prof. Ritson presented the research conducted in England entitled “Creative Business: Talking, Reading, Tasking”. The conference was held at the University of Bari, Faculty of Economics and Commerce. The Marketing and Communication Club collaborated in the organization. The research presented, based on an ethnographic methodological approach, concerned the effectiveness of TV advertising and highlighted original findings that were then used for numerous academic research studies. The conference was attended by representatives of the

academic world, advertising agencies and several entrepreneurs. May 18, 2005.

Forum “The Art of Luxury Branding” organized by the “Louis Vuitton Moët Hennessy” Group.

Invited by the LVMH Executive Committee as a luxury marketing scholar. Forum held at the “LVMH House”, London, July 22-23, 2004.

TEACHING

- 2016-Present **Marketing**
MSc in Business Strategy & Management, University of Bari, Italy
- 2019-Present **Tourism Marketing**
MSc in Business Strategy & Management, University of Bari, Italy
- 2018-Present **Branding**
MSc in Luxury Management, LUISS Business School, Rome, Italy
- 2020-Present **Brand Strategies in Luxury Industries**
MSc in Luxury Management, LUISS Business School, Rome, Italy
- 2019-Present **Marketing**
MSc in General Management, LUISS Business School, Rome, Italy
- 2019 **Tourism Marketing**
PugliaPromozione, Bari, Italy
- 2017-2019 **Luxury Marketing**
MSc in Marketing, University of Bari, Italy
- 2018-2020 **Social Advertising**
MSc in General Management, LUISS Guido Carli University, Rome, Italy
- 2018-2019 **Advanced Marketing Management**
MSc in International Management, LUISS Business School, Rome, Italy
- 2015-2019 **Sustainable Luxury Development**
MBA in Luxury Management, EMC Business School, Paris, France
- 2013-2015 **Trade and Retail Marketing**
MSc in General Management, LUISS Guido Carli University, Rome, Italy
- 2012-2014 **Distribution and Sales**
MSc in General Management, LUISS Guido Carli University, Rome, Italy
- 2013-2014 **Retail Management**
Master in Retail Management, LUM Jean Monnet University, Bari, Italy
- 2013- 2014 **Luxury Marketing**
Master in Retail Management, LUM Jean Monnet University, Bari, Italy
- 2011-2013 **Marketing and Retail of Luxury Brands**
MSc in General Management, LUM Jean Monnet University, Bari, Italy
- 2011 **Luxury Product Development & Management**
Master in Luxury Goods and Services and MBA, International University of Monaco (IUM), Monte-Carlo, Principality of Monaco
- 2011 **Retail Marketing & Operations**
Master in Luxury Goods and Services, International University of Monaco (IUM), Monte-Carlo,

Principality of Monaco

- 2008–2010 **Retail Marketing**
MSc in Business and Economics, University of Bari, Italy
- 2004–2010 **Fashion Marketing**
MSc in Business and Economics, University of Bari, Italy

EXECUTIVE EDUCATION

- 2014-2015 **Marketing Management** (tutorship)
EMBA (Executive MBA), LUISS Business School, Rome, Italy
- 2004 **Marketing and Sales Techniques**
Sport&More, Italy

SELECTED MEDIA COVERAGE

“Age is Just a Number! The Science of Feeling Young”, *Canvas8*, April 27 2018 (URL: <https://www.canvas8.com/content/2018/04/27/science-of-feeling-young.html?error=loginRequired>).

CONSULTING/MANAGERIAL EXPERIENCE

- 2009 **Natuzzi Group**, Italy
Marketing strategy and marketing intelligence
- 2008 **Sergio Rossi (Gucci Group)**, Italy
Competitive intelligence analysis, marketing research, branding strategies, collection plans.
- 2007 **Giorgio Armani**, Italy
SDA Bocconi project, Marketing research and competitive intelligence analysis.
- 2002 **Innovazione & Sviluppo**, Italy
Market research and marketing planning

SERVICE

Scientific activities in Ph.D. programs

2022-Present: Advisor

PhD Candidate: Alessandro Giannattasio, PhD Program in *Mediterranean Right Economies and Cultures*.

Thesis: “Prevenzione e cura delle malattie croniche: applicazione del consumer behavior per l’efficacia della comunicazione digitale nell’ambito dell’obesità” (SSD: SECS P/08)

(Borse di Dottorato PNRR)

University of Bari “Aldo Moro”

2018-2021: Advisor

PhD Candidate: Giuseppe Colella, PhD Program in *Mediterranean Right Economies and Cultures*.

Thesis: *Sviluppo del Retargeting Digitale per le Aziende del Made in Italy* (SSD: SECS P/08)

(Dottorato Innovativo con Caratterizzazione Industriale – MIUR - PON Ricerca e Innovazione 2014-2020)

University of Bari “Aldo Moro”

2019-2022: Advisor

PhD Candidate: Andrea Sestino, PhD Program in *Mediterranean Right Economies and Cultures*.

Thesis: *Innovation, Digital Transformation and Business Strategies: Exploring Models and New Effects of Innovation in Human Behaviour Perception and Adoption of New Technologies* (SSD: SECS P/08)

University of Bari "Aldo Moro"

2020-2023: Co-advisor

Candidate: Ms. Thi Quynh, DBA (Doctorate in Business Administration) Program

Thesis: *The impact of different CSR dimensions on Employer Attractiveness (EA) in luxury paradox, the moderator role of Job Seeker's Social identity*.

Geneve Business School

2021-2022: Co-advisor

Candidate: Mr. Ruairi Twomey, DBA (Doctorate in Business Administration) Program

Thesis: *The Impact of Social Risk on Circular Sustainable Business Model Effectiveness in Luxury Goods: A Cross-Cultural Study*

Geneve Business School

2013: External evaluator

PhD Candidate: Christian Tirelli, Ph.D. Program in *Firm Strategy and Marketing*.

Thesis: *Assessing the Main Influences on the Food Buying Decision Process of Sojourners*.

University of Castilla-La Mancha, Spain.

2019: External evaluator

PhD Candidate: Cristian Rizzo, Ph.D. Program in *Economics, Management and Quantitative Methods*. Thesis: *Methodological Advancements in Marketing Management*.

University of Salento, Lecce, Italy.

2019: External evaluator

PhD Candidate: Annalisa Tarquini, Ph.D. Program in *Business Administration*. Thesis: *Luxury without craftsmanship? Explicating craftspeople career path decisions in the luxury industry via Social Cognitive Creer Theory*.

International University of Monaco, Monte Carlo, Principality of Monaco.

2019: External evaluator

PhD Candidate: Hector Hugo Pérez Villarreal, Ph.D. Program in *Economía y Empresa*.

Thesis: *Analysis of consumer behaviour in food consumption decision processes: Evidence found in fast food restaurants in Mexico*.

University of Castilla-La Mancha, Spain.

2021: External evaluator

PhD Candidate: Estelle Dirh, *Doctorate in Business Administration*. Thesis:

The Impact of Perceived Family Values, Brand Characteristics and Luxuriousness on High Levels Brand Strength: Evidence from Luxury Brands

International University of Monaco, Monte Carlo, Principality of Monaco.

2022: External evaluator

PhD Candidate: Verdiana Chieffi, Ph.D. Program in *Economics, Management and Quantitative Methods*. Thesis: *Advancing Art Marketing Research: An Empirical Investigation into the Psychological Antecedents of Arts Audiences' Intention to Share Art-Related Information via Word-Of-Mouth*

University of Salento, Lecce, Italy.

2022: External evaluator

PhD Candidate: Ms. Y. Anjel Raj, Ph.D. Program. Thesis: *An investigation into the impact of social media attributes and consumer engagement on behavioural intention towards apparel buying in India*

Department of Management Studies, Crescent School of Business, Tamil Nadu, India.

Ad-Hoc Reviewer

- External reviewer for grant applications, *Israel Science Foundation (ISF)*.

- External reviewer for the following journals/associations:

Journal of Business Research, Psychology & Marketing, European Journal of Marketing, Journal of Product and Brand Management, Journal of Consumer Marketing, Journal of Fashion Marketing and Management, Current Issues in Tourism, Qualitative Market Research: an International Journal, Journal of Retailing and Consumer Services, Academy of Marketing Science World Marketing Congress, Association for Consumer Research (ACR), European Association for Consumer Research Conference (EACR), European Marketing Association Conference (EMAC).

MSc and MBA Mentoring

2009–2010 International University of Monaco (IUM), Montecarlo, Principality of Monaco

LANGUAGES

Italian: mother tongue

English: fluent

Spanish: fluent