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LUISS “Guido Carli” University  
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### CURRENT POSITION

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| 2025–present | Full Professor of Business Management<br>Department of Management and Economics<br>University of Salento, Lecce   |
| 2025–present | Adjunct Professor of Sustainable Marketing (A.Y. 2025-26)<br>Department of Business and Management<br>LUISS University, Rome  |
| 2024–present | Director of the 1 <sup>st</sup> Level Master Program in Digital Tourism and Hospitality<br>Management<br>Department of Management and Economics<br>University of Salento, Lecce |
| 2022–present | Coordinator of the Degree Programs in the Tourism Area<br>Department of Management and Economics<br>University of Salento, Lecce  |

### PREVIOUS ACADEMIC POSITIONS

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| 2015–2025 | Associate Professor of Business Management<br>Department of Management and Economics<br>University of Salento, Lecce   |
| 2023-2025 | Adjunct Professor of Sustainability for Marketing (A.Y. 2023-24, 2024-25)<br>Department of Business and Management<br>LUISS University, Rome   |
| 2023–2024 | Adjunct Professor of Ethical Marketing (A.Y. 2023-24)<br>1 <sup>st</sup> Level Master Program in Digital and Business Transformation<br>LUISS Business School, Rome  |
| 2020–2025 | Adjunct Professor of Marketing Research, Customer Analytics and Big Data for<br>Marketing (A.Y. 2019-20, 2020-21, 2021-22, 2022-23, 2023-24, 2024-25)<br>1 <sup>st</sup> Level Master Program in Marketing Management<br>LUISS Business School, Rome |
| 2021–2022 | Adjunct Professor of Social Marketing (A.Y. 2021-2022)<br>Department of Business and Management<br>LUISS University, Rome  |

- 2020–2021 Adjunct Professor of Visual Marketing (A.Y. 2020-2021)  
Department of Business and Management  
LUISS University, Rome
- 2014–2015 Tenured Researcher (Assistant Professor) in Business Management  
Department of Management and Economics  
University of Salento, Lecce
- 2012–2015 Adjunct Professor in the Business Management Area  
(see the “Teaching Activity” Section for the list of courses taught)  
Department of Management and Economics  
University of Salento, Lecce
- 2011–2014 Researcher (Assistant Professor) in Business Management  
Department of Management and Economics  
University of Salento, Lecce
- 2012–2013 Adjunct Professor of Marketing Strategies (A.Y. 2012-2013)  
Department of Business and Management  
LUISS University, Rome
- 2011–2012 Adjunct Professor of Marketing (A.Y. 2011-2012)  
Department of Business and Management  
LUISS University, Rome
- 2010–2011 Adjunct Professor of Advertising (A.Y. 2010-2011)  
Faculty of Economics  
LUISS University, Rome
- 2009–2011 Research Fellow in Marketing  
Department of Business and Management  
LUISS University, Rome
- 2005–2011 Teaching and Research Assistant in Marketing  
Faculty of Economics  
University of Salento, Lecce

## **EDUCATION**

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- 2004–2007 Ph.D. in Economic and Quantitative Methods for Market Analysis  
Thesis: *Developing and Testing the Knowledge-Hope Model of Consumer Satisfaction* Faculty of Economics, University of Salento, Lecce
- 1997–2002 Master’s degree (*Laurea magistralis*) *summa cum laude* in Business Administration  
Thesis (in Italian): *The Psychological Prices with the Introduction of the Euro: An Experimental Analysis of the Effects*, Faculty of Economics, University of Salento, Lecce

### **Postgraduate specialized courses**

- 2007 Specialized School in “Management of Internationalization Processes”  
Department of Business, Law and Environmental Studies  
Faculty of Economics, University of Salento, Lecce, September 10<sup>th</sup>-16<sup>th</sup>

- 2006 Specialized School in “Structural Equation Models with LISREL”  
SDIPA School of Management  
Faculty of Economics, University of Calabria (Italy), July 24<sup>th</sup>-28<sup>th</sup>
- 2005 Specialized School in “Computational Economics”  
Department of Statistical, Mathematical, and Economic Sciences  
Faculty of Economics, University of Salento, Lecce, July 4<sup>th</sup>-9<sup>th</sup>

## **MAIN ACADEMIC AWARDS, HONORS AND SCHOLARSHIPS**

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- 2022 Winner of the Best Reviewer Award 2022 at *Psychology & Marketing*
- 2022 Winner of the Best Extended Abstract Award (Co-authors: Pino G., Garcia Nieto M., Viglia G., and R. Filieri) for the article “Understanding How Lenders’ Social Presence in Peer-to-Peer Platforms Can Boost Consumers’ Prosocial Behaviour”, AIRSI Virtual Conference on *Technologies 4.0 in Tourism, Services & Marketing*: 39-44, University of Zaragoza (Spain), July 11-13<sup>th</sup> 2022.
- 2020 Winner of the Best Paper Award (Co-author: M. Pichierri) for the article “Vacation Preferences in the COVID-19 Era: The Role of Age, Negative Affect, and Perceived Uncertainty”, presented in the Session “Consumer Experiences”, Digital Workshop of the Italian Marketing Society (*Società Italiana di Marketing*) on *Covid-19 and Marketing Research in Italy: Contributions to Theories, Methods, and Practices*, October 16<sup>th</sup> 2020
- 2018 Winner of the Best Paper Award (Co-authors: G. Pino and G. Guido) for the article “Green Marketing Strategies for Museums and Art Galleries: An Empirical Research on the Italian National Gallery of Modern and Contemporary Arts”, presented in the Session “Tourism Culture & Arts Marketing”, Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Bari (Italy), October 18-19<sup>th</sup> 2018
- 2018 Winner of the Emerald Literati Outstanding Paper Award (Co-authors: L. Innocenti and M. Pilati) for the article “Pay Is Not Everything: Differential Effects of Monetary and Non-Monetary Rewards on Employees’ Attitudes and Behaviours”, published in *Evidence-Based HRM: A Global Forum for Empirical Scholarship*, 2017, Vol. 5 (3), 311-327
- 2018 Winner of the Best Paper Award (Co-authors: G. Guido, C. Rizzo, A. Mileti, and G. Pino) for the article “The Effect of Nonconscious Mimicry and Obedience on Consumer Behavior: The Role of Conformism”, published in the Proceedings of the International Marketing Trends Conference, Marketing Trends Association, Paris (France), January 18<sup>th</sup>-20<sup>th</sup> 2018
- 2005 Winner of the Best Paper Award March/April 2005 (Co-authors: G. Guido and F. Rizzato) for the article “Il Mercato Online del Comparison Shopping: Come Classificare gli Infomedieri”, published in *Economia & Management*, the journal of the Bocconi School of Management (“Luigi Bocconi” University, Milan, Italy), (2) 55-76. Finalist for the Best Paper Award 2004-2005

## TEACHING ACTIVITY

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### Academic courses

- A.Y. 2025-2026 *Business Management* (64 hrs., 8 credits)  
 A.Y. 2024-2025 Department of Management and Economics, University of Salento, Lecce  
 A.Y. 2023-2024  
 A.Y. 2022-2023  
 A.Y. 2021-2022  
 A.Y. 2020-2021  
 A.Y. 2019-2020  
 A.Y. 2017-2018  
 A.Y. 2016-2017  
 A.Y. 2014-2015  
 A.Y. 2013-2014
- A.Y. 2025-2026 *Tourist Destination Marketing* (64 hrs., 8 credits)  
 A.Y. 2024-2025 Department of Management and Economics, University of Salento, Lecce  
 A.Y. 2023-2024  
 A.Y. 2022-2023  
 A.Y. 2021-2022  
 A.Y. 2019-2020  
 A.Y. 2018-2019
- A.Y. 2025-2026 *Sustainable Marketing* (48 hrs., 6 credits)  
 Department of Business and Management, LUISS University, Rome
- A.Y. 2024-2025 *Sustainability for Marketing* (64 hrs., 8 credits)  
 Department of Business and Management, LUISS University, Rome
- A.Y. 2023-2024 *Sustainability for Marketing* (48 hrs., 6 credits)  
 Department of Business and Management, LUISS University, Rome
- A.Y. 2022-2023 *Place Marketing for Sustainable Development* (96 hrs., 12 credits)  
 Department of Management and Economics, University of Salento, Lecce
- A.Y. 2021-2022 *Social Marketing* (48 hrs., 6 credits)  
 Department of Business and Management, LUISS University, Rome
- A.Y. 2020-2021 *Place Marketing* (80 hrs., 10 credits)  
 A.Y. 2016-2017 Department of Management and Economics, University of Salento, Lecce  
 A.Y. 2015-2016  
 A.Y. 2014-2015  
 A.Y. 2013-2014  
 A.Y. 2012-2013
- A.Y. 2020-2021 *Visual Marketing* (36 hrs., 6 credits – Co-instructor)  
 Department of Business and Management, LUISS University, Rome
- A.Y. 2019-2020 *Marketing Research* (48 hrs., 6 credits)  
 A.Y. 2017-2018 Department of Management and Economics, University of Salento, Lecce  
 A.Y. 2015-2016  
 A.Y. 2012-2013
- A.Y. 2018-2019 *Marketing* (64 hrs., 8 credits)  
 A.Y. 2017-2018 Department of Management and Economics, University of Salento, Lecce  
 A.Y. 2016-2017

- A.Y. 2012-2013 *Marketing Strategies* (60 hrs., 8 credits)  
Department of Business and Management, LUISS University, Rome
- A.Y. 2011-2012 *Marketing* (72 hrs., 8 credits)  
Department of Business and Management, LUISS University, Rome
- A.Y. 2010-2011 *Advertising* (60 hrs., 8 credits)  
Faculty of Economics, LUISS University, Rome

### **Lectureships in doctoral programs**

- 2022 *Applied Research Methods in Marketing* (6 hrs.)  
Doctoral Program in Digital Transformation and Sustainability: Firms and Public Administrations in the Global Economy, Department of Management and Economics, University of Salento, Lecce
- 2020 *Quantitative Methods in Marketing Research* (16 hrs.)  
Doctoral Program in Economics, Management, and Quantitative Methods, Department of Management and Economics, University of Salento, Lecce
- 2020 *Basic Survey Research Methods* (21 hrs.)  
Short Course on Introduction to Research Methods, PhD School, University of Salento, Lecce
- 2019 *Quantitative Methods in Marketing Research* (9 hrs.)  
Doctoral Program in Economics, Management, and Quantitative Methods, Department of Management and Economics, University of Salento, Lecce
- 2018 *Strategic Marketing* (18 hrs.)  
Doctoral Program in Economics, Management, and Quantitative Methods, Department of Management and Economics, University of Salento, Lecce
- 2016 *Research Methods for Economic and Managerial Sciences* (9 hrs.)  
Doctoral Program in Economics, Management, and Quantitative Methods, Department of Management and Economics, University of Salento, Lecce
- 2014 *Research Methods for Social Sciences: Qualitative and Quantitative Techniques* (8 hrs.)  
Doctoral Program in Language Studies, Department of Foreign Languages and Literature, University of Salento, Lecce
- 2013 *Research Methods for Social Sciences: Qualitative and Quantitative Techniques* (8 hrs.)  
Doctoral Program in Language Studies, Department of Foreign Languages and Literature, University of Salento, Lecce
- 2012 *Research Methods for Managerial Sciences and Data Analysis with SPSS/AMOS* (15 hrs.)  
Doctoral Program in Business Administration, Department of Management and Economics, University of Salento, Lecce
- 2010 *Research Methods for Managerial Sciences and Statistical Techniques with SPSS* (25 hrs.)  
Doctoral Program in Business Administration, Faculty of Economics, University of Salento, Lecce

### Lectureships in advanced and postgraduate programs

- 2025 *Tourist Marketing* (8 hrs.)  
 1<sup>st</sup> Level Master Program in Technology and Practical Education for Environmental Hiking Guide, Department of Environmental and Biological Sciences and Technologies, University of Salento, Lecce
- 2025 *Marketing Research, Customer Analytics and Big Data for Marketing* (35 hrs.)  
 1<sup>st</sup> Level Master Program in Marketing Management – Major in Sales & Account Management, LUISS Business School, Rome
- 2024 *Ethical Marketing* (14 hrs.)  
 1<sup>st</sup> Level Master Program in Digital and Business Transformation – Major in Sustainable Management & Entrepreneurship, LUISS Business School, Rome
- 2024 *Business Planning for Tourism Activities* (4 hrs.), within the Project entitled “From Fictitious to Real Hotel Ideas for Innovative Forms of Tourism” (FRea), INTERREG IPA South-Adriatic 2021-2027 Program, Department of Management and Economics, University of Salento, Lecce
- 2024 *Sustainability & Marketing Strategy* (3 hrs.), within “Amplify Your Talent” BIP Elevatex Educational Program, in collaboration with the Department of Management and Economics, University of Salento, Lecce
- 2024 *Customer-Centric Brand Strategy* (3 hrs.), within “Amplify Your Talent” BIP Elevatex Educational Program, in collaboration with the Department of Management and Economics, University of Salento, Lecce
- 2024 *Marketing Research, Customer Analytics and Big Data for Marketing* (35 hrs.)  
 1<sup>st</sup> Level Master Program in Marketing Management – Major in Sales & Account Management, LUISS Business School, Rome
- 2023 *Marketing Research, Customer Analytics and Big Data for Marketing* (35 hrs.)  
 1<sup>st</sup> Level Master Program in Marketing Management – Major in Sales & Account Management and Major in Retailing, E-commerce & Distribution, LUISS Business School, Rome
- 2022 *Marketing Research, Customer Analytics and Big Data for Marketing* (28 hrs.)  
 1<sup>st</sup> Level Master Program in Marketing Management – Major in Sales & Account Management, LUISS Business School, Rome
- 2021 *Marketing Research, Customer Analytics and Big Data for Marketing* (28 hrs.)  
 1<sup>st</sup> Level Master Program in Marketing Management – Major in Sales & Account Management, LUISS Business School, Rome
- 2020 *Sustainable Consumption Behaviors* (10 hrs.)  
 Course of Sustainability, Environment, and Inclusion (Coordinator: Prof. Donatella Porrini), ISUFI School of Advanced Studies, University of Salento, Lecce
- 2020 *Marketing Research, Customer Analytics and Big Data for Marketing* (28 hrs.)  
 1<sup>st</sup> Level Master Program in Marketing Management – Major in Retailing, E-Commerce and Multichannel Management, LUISS Business School, Rome
- 2015 *Principal Component Analysis and Factor Analysis* (14 hrs.)  
 Specialized School of the Association of Instructors of Banking and Finance, University of Salento, Lecce

- 2011 *Research Methods in Social Sciences: Theory and Technique* (20 hrs.)  
 Ordinary Course of the ISUFI School of Advanced Studies, University of Salento,  
 Lecce
- 2010 *Customer Satisfaction* (7 hrs.)  
 Course of Marketing Management, International Master Program in Business  
 Administration, Faculty of Economics, University of Pisa
- 2008 *Biotechnological Risk and Strategic Management* (10 hrs.)  
 Postgraduate program in “Experts in Biotechnological Risk Management”, Faculty  
 of Natural, Physical and Mathematical Sciences, University of Salento, Lecce
- 2007 *Marketing of Agri-Food Districts in the Salento Area* (8 hrs.)  
 Postgraduate Master Program in “Garden Center Manager” (PIT 8.1), Faculty of  
 Natural, Physical and Mathematical Sciences, University of Salento, Lecce
- 2007 *Firms’ Internationalization* (16 hrs.)  
 Postgraduate Master Program in “Management of Internationalization Processes”  
 (PIT 9.5) Faculty of Economics, University of Salento, Lecce
- 2007 *Economic Policies for Local Development* (6 hrs.)  
 Postgraduate Master Program in “Analysis of Markets and Local Development” (PIT  
 9.4) Faculty of Economics, University of Salento, Lecce

## RESEARCH ACTIVITY

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### Participation in funded research projects as principal investigator

- 2024–present *ECOPOL-ENAL – Behavioral Evidence for CO2 Emission Reduction Policies: An Empirical Research on Energy Use and Food Consumption Styles*  
 Coordinator: Prof. A. M. Peluso (Principal Investigator), Department of  
 Management and Economics, University of Salento, Lecce
- 2023–present *PRIN 2022 – Aging, Environmental Sustainability, and Social Influence: A Multidisciplinary Investigation on Older Consumers’ Engagement in Sustainable Behaviors and Susceptibility to Online Market-Related Information*  
 Coordinators: Prof. A. M. Peluso (Principal Investigator), Department of  
 Management and Economics, University of Salento, Lecce, and Prof. Alberto Di  
 Domenico (Research Unit Coordinator), Department of Psychological, Health, and  
 Territorial Sciences, University of Chieti-Pescara
- 2019 *5 PER MILLE 2016 – Risk Management and Insurance Systems to Face Climate Issues and to Support Agricultural Resilience*  
 Coordinator: Prof. A. M. Peluso, Department of Management and Economics,  
 University of Salento, Lecce
- 2017 *5 PER MILLE 2014 – Analysis of Psychological Determinants of Information Diffusion Processes Regarding Products, Services, and Firms*  
 Coordinator: Prof. A. M. Peluso, Department of Management and Economics,  
 University of Salento, Lecce
- 2012–2013 *5 PER MILLE 2012 – The Consumption Behavior of Elderly: An Experimental Research on the Role of Cognitive Age in the Choice and Buying Behaviors toward Luxury Brands*  
 Coordinator: Prof. A. M. Peluso, Department of Management and Economics,  
 University of Salento, Lecce

### Participation in funded research projects as research unit member

- 2021–2024 *TRAIN-e-HOTEL – Innovation of the Professional Training of Future Tourism Experts Using a Fictitious Training Hotel (2021-2027 Erasmus+ Programme)*  
 Coordinators: Prof. Norbert Beták, Department of Tourism, “Constantine The Philosopher” University di Nitra (Slovakia), and Prof. Sandra De Iaco, Department of Management and Economics, University of Salento
- 2016–2021 *AGER – Claims of Olive Oil to Improve the Market Value of the Product*  
 Coordinator: Prof. Raffaele Sacchi, Department of Agricultural Science, University of Naples-Federico II
- 2016–2020 *Research on the Impact of Entrepreneur’s Word of Mouth and Brand Image from the Perspective of Customer Language Cognition*  
 Coordinator: Prof. Bing Yuan, School of Economics and Management, Zhejiang Normal University (China)
- 2015 *PUGLIA@Service – The Engineering of Internet-Based Services for an “Intelligent” Local Development (2007-2013 National Operative Program “Research and Competitiveness”)*  
 Coordinator: Prof. Giuseppina Passiante, Interdisciplinary Center for Innovative Business Culture, University of Salento, Lecce
- 2014–2015 *CUIS 2013 - The Implementation of a Place Marketing Model for the Identification, Development, and Management of a Local Productive Meta-District*  
 Coordinator: Prof. Gianluigi Guido, Department of Management and Economics, University of Salento, Lecce
- 2012–2013 *PRIN 2009 – The Influence of Social Contexts and Consumption Situations in the Perception of Cognitive Age of Older Consumers: The Development of New Measurement Methods*  
 Coordinators: Prof. G. Guido (Principal Investigator), Department of Management and Economics, University of Salento, and Prof. Francesca Bassi (Research Unit Coordinator), Department of Statistical Sciences, University of Padua
- 2008 *Determinants of the Perceived Image of the University of Salento: An Empirical Study on Expectations and Perceptions about the University of Salento*  
 Coordinator: Prof. G. Guido, Department of Management and Economics, University of Salento
- 2008 *Introduction of Energy Crops in the Salento Area*  
 Coordinator: Prof. Luigi De Bellis, Faculty of Natural, Physical, and Mathematical Sciences, University of Salento, Lecce
- 2005–2006 *Innovative Network Services: Strategic Guidelines*  
 Coordinator: Prof. Riccardo Varaldo, IN-SAT Laboratory, “Sant’Anna” School of Advanced Studies, University of Pisa (Italy)
- 2005–2006 *PRIN 2005 – Territorial Benchmarking: Tools for Performance and Competitive Analysis of Local Production Systems*  
 Coordinators: Prof. Luciano Pilotti (Principal Investigator), Faculty of Economics, University of Milan, and Prof. G. Guido (Research Unit Coordinator), Department of Management and Economics, University of Salento
- 2004–2005 *Measuring Customer Satisfaction with the Library Services*  
 Coordinator: Prof. G. Guido, Department of Management and Economics, University of Salento

## Editorship and reviewing activity

### *Editorship for national and international journals*

- 2023–present Associate Editor at the *Journal of Business Research*
- 2023–present Member of the Editorial Review Board at the *Journal of Hospitality and Tourism Technology*
- 2022–present Member of the Editorial Board at the *Journal of Business Research*  
 Member of the Editorial Review Board at *Psychology & Marketing*

### *Reviewing activity for academic journals*

Asia Pacific Management Review, Behaviour & Information Technology, Business Ethics: A European Review, Computers in Human Behavior, Current Issues in Tourism, Current Research in Environmental Sustainability, Electronic Commerce Research, European Journal of Marketing, European Journal of Tourism Research, Evidence-Based HRM: A Global Forum for Empirical Scholarship, Finanza, Marketing & Produzione, Global Business & Economic Review, Human Resource Management, Italian Journal of Marketing, International Journal of Human-Computer Interaction, Journal of Advertising, Journal of Brand Management, Journal of Business Research, Journal of Cultural Heritage Management and Sustainable Development, Journal of Interactive Marketing, Journal of Marketing Communications, Journal of Product and Brand Management, Journal of Retailing and Consumer Services, Journal of Service Research, Lingue & Linguaggi, Micro & Macro Marketing, Psychological Reports, Psychology and Marketing, Research Policy, Science and Public Policy, Sustainability, Technovation

### Memberships in scientific committees in Ph.D. programs

- 2021–present Member of the Scientific Committee of the Doctoral Program in Digital Transformation and Sustainability: Firms and Public Administrations in the Global Economy, Department of Management and Economics, University of Salento, Lecce
- 2021–2024 Vice-Coordinator of the Doctoral Program in Digital Transformation and Sustainability: Firms and Public Administrations in the Global Economy, Department of Management and Economics, University of Salento, Lecce
- 2018–2021 Member of the Scientific Committee of the Doctoral Program in Economics, Management and Quantitative Methods, Department of Management and Economics, University of Salento, Lecce
- 2014–2018 Member of the Scientific Committee of the Doctoral Program in Business Administration, Department of Management and Economics, University of Salento, Lecce

## PUBLICATIONS

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### Research Monographs

- [1] Sestino A., Guido G., Peluso A. M. (2022), *Non-Fungible Tokens (NFTs): Examining the Impact on Consumers and Marketing Strategies*, Cham: Palgrave. ISBN: 9783031072024
- [2] Guido G., Prete M. I., Pichierrri M., Pino G., Peluso A. M. (2016), *Beyond Ethical Consumption: Religious-Like Behaviours and Marketing Habits for Fervid Attachment to Brands, Shopping Limerence, Political Fanaticism*, Bern: Peter Lang. ISBN: 9783034321037.

- [3] Peluso A. M. (2011), *Consumer Satisfaction: Advancements in Theory, Modeling, and Empirical Findings*, Bern: Peter Lang. ISBN: 9783034306362.
- [4] Guido G., Bassi F., Peluso A. M. (2010), *La Soddisfazione del Consumatore: La Misura della Customer Satisfaction nelle Esperienze di Consumo (Consumer Satisfaction: The Measurement of Customer Satisfaction with Consumption Experiences)*, Milan: F. Angeli. ISBN: 9788856822519.

#### Articles in national and international journals

- [1] Bing Y., Peluso A. M., Pichierri M. (2025), “Entrepreneur Behavior and Word of Mouth: The Roles of Consumer Self-Construal and Perceived Entrepreneur Social Responsibility”, *Corporate Social Responsibility and Environmental Management*, ISSN: 1535-3958, DOI: 10.1002/csr.70041 (in press).
- [2] Bausch T., Peluso A. M., Bursa B., Mailer M., Amegah M. L. (2024), “Determinants Encouraging Tourists to Use Public Transport in Their Vacation Destination”, *International Journal of Tourism Research*, 26 (5) [e2791], 1-14. ISSN: 1099-2340.
- [3] Capestro M., Rizzo C., Kliestik T., Peluso A. M., Pino G. (2024), “Enabling Digital Technologies Adoption in Industrial Districts: The Key Role of Trust and Knowledge Sharing”, *Technological Forecasting and Social Change*, 198 (January) [123003], 1-10. ISSN: 0040-1625.
- [4] Sestino A., Amatulli C., Peluso A. M., Guido G. (2024), “Integrating Internet-of-Things Technologies in Luxury Industries: The Roles of Consumers’ Openness to Technological Innovations and Status Consumption”, *Technology Analysis & Strategic Management*, 36 (11), 3577-3591. ISSN: 1465-3990. DOI: 10.1080/09537325.2023.2216792
- [5] Wien A. H., Peluso A. M., Pichierri M., Piper L., Guido G. (2024), “Effects of the Dark Triad on Word of Mouth in the Luxury Context: The Moderating Role of Opinion Divergence”, *Italian Journal of Marketing*, 2024 (3), 287-309. ISSN: 2662-3323.
- [6] Yuan B., Peluso A. M. (2024), “Travelling Abroad or Domestically? The Effects of Belief in Karma and Anxiety on Post-Pandemic Travelling Intention Among Chinese Tourists”, *Current Issues in Tourism*, 27 (6), 873-886. ISSN: 1368-3500.
- [7] Amatulli C., Peluso A. M., Sestino A., Guido G., Belk R. (2023), “The Influence of a Lockdown on Consumption: An Exploratory Study on Generation Z’s Consumers”, *Journal of Retailing and Consumer Services*, 73 (July) [103358], 1-11. ISSN: 0969-6989.
- [8] Li S., Peluso A.M., Duan J. (2023), “Why Do We Prefer Humans to Artificial Intelligence in Telemarketing? A Mind Perception Explanation”, *Journal of Retailing and Consumer Services*, 70 (January) [103139], 1-9. ISSN: 0969-6989.
- [9] Mileti A., Piper L., Rizzo C., Guido G., Peluso A. M., Prete M. I., Maggio S. (2023), “The Pink Bias: Consumption Choices of Pink-Colored Products”, *Journal of Global Fashion Marketing*, 14 (2), 187-205. ISSN: 2093-2685.
- [10] Pichierri M., Peluso A. M. (2023), “Underscoring Flavor or Healthiness? The Effectiveness of Different Communication Appeals in Promoting Local Food and the Moderating Role of Individual Construal”, *Psychology & Marketing*, 40 (8), 1521-1538. ISSN: 0742-6046.
- [11] Pino G., Garcia Nieto M., Peluso A. M., Viglia G., Filieri R. (2023), “Understanding How Virtuous Lenders Encourage Support for Peer-to-Peer Platforms’ Prosocial Initiatives”, *Journal of Business Research*, 168 (November) [114251], 1-16. ISSN: 0148-2963.

- [12] Chieffi V., Pichierri M., Peluso A. M., Collu C., Guido G. (2022), “Effects of Big Five Personality Traits and Market Mavenship on Consumers’ Intention to Spread Word-of-Mouth in the Art Context”, *Arts and the Market*, 12 (1), 17-31. ISSN: 2056-4945.
- [13] Peluso A. M., Pino G., Mileti A. (2022), “The Interplay of Hedonic Trend and Time Pressure in the Evaluation of Multi-Episode Tour Experiences”, *Tourism Management*, 90 (June) [104459], 1-8. ISSN: 0261-5177.
- [14] Pino G., Viglia G., Natarajan R., Peluso A. M., Pichierri M. (2022), “How to Shape Consumer Reaction to Corporate Environmental Communications: Accentuating the Negative to Build Trust Can Elicit Favorable Intentions and Behaviors”, *Journal of Advertising Research*, 62 (1), 62-86. ISSN: 0021-8499.
- [15] Sestino A., Peluso A. M., Amatulli C., Guido G. (2022), “Let Me Drive You! The Effect of Change Seeking and Behavioral Control in the Artificial Intelligence-Based Self-Driving Cars”, *Technology in Society*, 70 (August) [102017], 1-9. ISSN: 0160-791X.
- [16] Amatulli C., Peluso A. M., Sestino A., Petruzzellis L., Guido G. (2021), “The Role of Psychological Flow in Adventure Tourism: Sociodemographic Antecedents and Consequences on Word-of-Mouth and Life Satisfaction”, *Journal of Sport & Tourism*, 25 (4), 353-369. ISSN: 1477-5085.
- [17] Cacovean C. M., Peluso A. M., Plăiaș I. (2021), “Consumer Satisfaction in Performing Arts: An Empirical Investigation into Romanian Theatres”, *Arts and the Market*, 11 (3), 217-239. ISSN: 2056-4945.
- [18] Chieffi V., Pichierri M., Peluso A. M., Collu C., Guido G. (2021), “The Effect of Knowledge Type and Culture on Arts Audiences’ Propensity to Experience-Sharing”, *Arts and the Market*, 11 (3), 240-257. ISSN: 2056-4945.
- [19] Duan J., Peluso A. M., Yu L., Pilati M. (2021), “How Employment Relationship Types Influence Employee Work Outcomes: The Role of Need for Status and Vigor”, *Journal of Business Research*, 128 (May), 211-221. ISSN: 0148-2963.
- [20] Haji I. H. A., Peluso A. M., De Jong A. (2021), “Online Private Self-Disclosure’s Potential for Experiential Value Co-Creation”, *European Journal of Marketing*, 55 (12), 3059-3098. ISSN: 0309-0566.
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### Other conference presentations

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- [2] Peluso A. M., Serafini L., Piper L., Prete M. I., Guido G., Martignano A. (2024), “Sustainable Consumption in Food and Energy Domains: A Conceptual Model”, Online Workshop on *Consumers: Experimental Design and Surveys*, within the GRINS NRRP Project, Spoke 6, Work Package 3, University of Padua, December 18<sup>th</sup> 2024.
- [3] Peluso A. M. (2024), “How to Publish in Academic Journals,” International Conference on Fashion Communication and Fashion Industry Development, School of Media and Communication, Wuhan Textile University, September 21<sup>st</sup> 2024.
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- [7] Peluso A. M. (2024), “New Forms of Tourism and Tourist Behavior in a Changing World”, Workshop on Workation and New Perspectives for Tourism, within the INTERREG Project “From Fictitious to Real Hotel Ideas for Innovative Forms of Tourism”, University of Salento, Lecce, April 18<sup>th</sup> 2024.
- [8] Peluso A. M., Amatulli C., Sung Y., Guido G., Yoon C. (2024), “The Role of Time Perception in Older Adults’ Sustainable Consumption”, Proceedings of the Society for Consumer Psychology (SCP) Conference, Nashville (USA), March 7-9<sup>th</sup> 2024 (in press).
- [9] Peluso A. M. (2024), “The Interplay of Hedonic Trend and Time Pressure in the Evaluation of Multi-Episode Tour Experiences”, Workshop on Psychological Aspects of Consumer Behavior in Marketing Research, Competence Centre Tourism and Mobility, Free University of Bozen-Bolzano, Brunek-Brunico Campus, February 27<sup>th</sup> 2024.

- [10] Peluso A. M. (2023), “The Making of Salento: La Crescita di un Fenomeno...” (“The Making of Salento: A Growing Phenomenon”), Proceedings of Conference *The Making of Salento and Beyond: L’Internazionalizzazione nella Promozione Turistica dal 1990 ad Oggi*, University of Salento, Lecce, June 16<sup>th</sup> 2023.
- [11] Pichierri M., Peluso A. M. (2022), “Tasty or Healthy? The Influence of Different Messages on Local Food Consumption Recommendations in a Service Setting”, Proceedings of the Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Salerno (Italy), October 20<sup>th</sup>-21<sup>st</sup> 2022.
- [12] Pino G., Garcia Nieto M., Viglia G., Peluso A. M., Filieri R. (2022), “Understanding How Lenders’ Social Presence in Peer-to-Peer Platforms Can Boost Consumers’ Prosocial Behaviour”, Proceedings of the AIRSI Virtual Conference on *Technologies 4.0 in Tourism, Services & Marketing*: 39-44, University of Zaragoza (Spain), July 11-13<sup>th</sup> 2022.
- [13] Guido G., Pichierri M., Peluso A. M., Pino G. (2021), “Claim Salutistici per l’EVOO e Comportamento del Consumatore: Effetti sulle Percezioni del Prodotto e Reazioni Emotive ai Claim Autorizzati” (Health Claims for EVOO and Consumer Behavior: Effects of Product Perceptions and Emotional Reactions to Authorized Claims”), Concluding Conference of the “AGER-2 COMPETITIVE” Project on *Claim Salutistici e Valorizzazione degli Oli Extravergini di Oliva di Alta Qualità*, Anacapri (NA, Italy), September 2<sup>nd</sup>-3<sup>rd</sup> 2021.
- [14] Capestro M., Peluso A. M., Bettiol M. (2020), “COVID-19 and Consumer Behavior: The Different Effects of Social and Spatial Distance”, Online Workshop of the Italian Marketing Society (*Società Italiana di Marketing*) on *Covid-19 and Marketing Research in Italy: Contributions to Theories, Methods, and Practices*, October 16<sup>th</sup> 2020.
- [15] Capestro M., Peluso A. M., Bettiol M. (2020), “The Impact of Distance on WOM During COVID-19 Pandemic”, Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Castellanza (VA, Italy), October 29-30<sup>th</sup> 2020.
- [16] Peluso A. M., Pichierri M. (2020), “Vacation Preferences in the COVID-19 Era: The Role of Age, Negative Affect, and Perceived Uncertainty”, Digital Workshop of the Italian Marketing Society (*Società Italiana di Marketing*) on *Covid-19 and Marketing Research in Italy: Contributions to Theories, Methods, and Practices*, October 16<sup>th</sup> 2020.
- [17] Sestino A., Amatulli C., Peluso A. M., Guido G. (2020), “New Technologies in Luxury Consumption Experiences: The Role of Individual Differences”, Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Castellanza (VA, Italy), October 29-20<sup>th</sup> 2020.
- [18] Pino G., Amatulli C., Natarajan R., De Angelis M., Peluso A. M., Guido G. (2019), “Product Touch in the Real and Digital World: Ho Do Consumers Reach?”, Innovation, Entrepreneurship, Knowledge Academy (INEKA) Annual Conference, Verona (Italy), June 11-13<sup>th</sup> 2019.
- [19] Rizzo C., Peluso A. M. (2019), “Psychological and Situational Determinants of the Intention to Insure Against the Risk of Climate Change”, in *La Resilienza del Settore Agroalimentare: Il Contributo degli Studi Economici, Finanziari e Ambientali*, workshop held within the “5 per Mille” Project titled “Risk Management and Insurance Systems to Face Climate Issues and to Support Agricultural Resilience”, Lecce, July 4<sup>th</sup> 2019.
- [20] Rizzo C., Peluso A. M., Durante F., Guido G. (2019), “The Effect of Store Flyer Characteristics on Sales: A Big Data-Based Approach”, *INFORMS Society for Marketing Science (ISMS) Conference*, Rome (Italy), June 20<sup>th</sup>-22<sup>nd</sup> 2019.

- [21] Cosma S., Cosma S., Peluso A. M. (2017), “Home Equity Conversion: Il Ruolo degli Atteggiamenti verso il Credito e del Locus of Control” (“Home Equity Conversion: The Role of Attitudes toward Credit and Locus of Control”), Annual Conference of the Association of Lecturers in Economics of Financial Intermediaries and Markets (*Associazione dei Docenti di Economia degli Intermediari e dei Mercati Finanziari*), Rome (Italy), September 13-14<sup>th</sup> 2017.
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- [24] Pino G., Peluso A. M., Capestro M., Guido G. (2014), “The Impact of Human Values on Consumers’ Intention to Purchase Genetically Modified (GM) Food: Some Implications for Corporate Social Responsibility (CSR) Strategies”, Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Modena (Italy), September 18-19<sup>th</sup> 2014.
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- [31] Guido G., Pino G., Prete M. I., Peluso A. M. (2010), “Addressing Corporate Social Responsibility from a Strategic Marketing Perspective: The Role of Consumers’ Ethics, Beliefs, and Personal Values”, Annual Conference of the Italian Academy of Business Administration (*Accademia Italiana di Economia Aziendale*), Milan (Italy), October 21<sup>st</sup>-22<sup>nd</sup> 2010.

- [32] Pilati M., Innocenti L., Peluso A. M. (2010), “Trust and Management Behaviour in the Relationship between Employees and Organisation”, European Group for Organisational Studies (EGOS) Colloquium, Lisbon (Portugal), June 28<sup>th</sup> – July 3<sup>rd</sup> 2010.
- [33] Guido G., Peluso A. M. (2009), “University Names’ Influence on Users’ Perceptions: Evidence from Two Empirical Studies”, Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Florence (Italy), November 6-7<sup>th</sup> 2009.
- [34] Guido G., Pino G., Peluso A. M. (2009), “Exaptation Changing the Core Business of Firms: A Strategic Approach Using the Abell Matrix”, Exaptation International Workshop, Gargnano del Garda (BS, Italy), September 7-9<sup>th</sup> 2009.
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I authorize the use of personal information in compliance with DGPR 679/2016 and Legislative Decree 101/2018.

Based on the Art. 76 of the D.P.R. 445/2000, I am aware of penalties for forged attestations and declare under my responsibility that all that has been reported above in this document corresponds to the truth.

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