

Simona Romani

Luiss Guido Carli University
Viale Romania, 32
00197 Rome
Mobile: +39 328 4006826
E-mail: sromani@luiss.it

(November, 2023)

CURRENT ACADEMIC POSITIONS

Full Professor in Consumer Behavior – Department of Business and Management

Advisor of the Rector for Enquiry-Based Learning

PREVIOUS ACADEMIC POSITIONS

2005 – 2010 Associate Professor in Marketing (DEIR – University of Sassari)

2001 – 2005 Assistant Professor in Marketing (Department of Management – University of Pisa)

OTHER RELEVANT SCIENTIFIC ACTIVITIES

Reviewing activity: international journals

Ad hoc reviewer: Computer in Human Behaviors

Ad hoc reviewer: Journal of World Business

Ad hoc reviewer: International Journal of Research in Marketing

Ad hoc reviewer: Journal of Business Ethics

Ad hoc reviewer: Journal of the Academy of Marketing Science

Ad hoc reviewer: Psychology & Marketing

Ad hoc reviewer: European Journal of Marketing

Ad hoc reviewer: Journal of Brand Management

Reviewing activity: national journals

Ad hoc reviewer: Finanza Marketing e Produzione

Ad hoc reviewer: Mercati & Competitività

Ad hoc reviewer: Micro & Macro Marketing

Reviewing activity: international conferences

Ad hoc reviewer: European Marketing Academy Conference

Ad hoc reviewer: Association for Consumer Research North America Conference

Ad hoc reviewer: Association for Consumer Research European Conference

MAIN PUBLICATIONS (LAST 12 YEARS)

(Only articles in international refereed journals)

1. Romani, S., Grappi, S., Dalli, D.

- 2012 "Emotions that drive consumers away from brands: Measuring negative emotions toward brands and their behavioral effects", in *International Journal of Research in Marketing*, 29 (1).
2. Romani, S., Gistri, G., Pace, S.
2012 "When counterfeits raise the appeal of luxury brands", in *Marketing Letters*, 23 (3).
 3. Casarotto, S., Ricciardi, E., Romani, S., Dalli, D., Pietrini, P.
2012 "Covert brand recognition engages emotion-specific brain networks", in *Archives italiennes de biologie*, 150 (4).
 4. Romani, S., Grappi, S., Bagozzi, R. P.
2013 "Explaining Consumer Reactions to Corporate Social Responsibility: The Role of Gratitude and Altruistic Values", in *Journal of Business Ethics*, 114 (2).
 5. Grappi, S., Romani, S., Bagozzi, R. P.
2013 "Consumer Response to Corporate Irresponsible Behavior: How Emotions and Other-Regarding Virtues Energize Negative Word of Mouth and Protest Behaviors", in *Journal of Business Research*, 66 (10).
 6. Grappi, S., Romani, S., Bagozzi, R. P.
2013 "The Effects of Company Offshoring Strategies on Consumer Responses", in *Journal of the Academy of Marketing Science*, 41 (6).
 7. Romani, S., Grappi, S., Bagozzi, R. P.
2013 "My anger is your gain, my contempt your loss: Explaining consumer responses to corporate wrongdoing", in *Psychology and Marketing*, 30 (12).
 8. Romani, S., Grappi, S.
2014 "When companies' good deeds urge consumers to adopt prosocial behaviour. The role of moral elevation", in *European Journal of Marketing*, 48 (5/6).
 9. Romani, S., Grappi, S.
2015 "Company post-crisis communication strategies and the psychological mechanism underlying consumer reactions", in *Journal of Public Relation Research*, 27.
 10. Grappi, S., Romani, S., Bagozzi, R. P.
2015 "Consumer responses to corporate offshoring practices", in *Management Decision*, 53 (3).
 11. Grappi, S., Romani, S., Bagozzi, R. P.
2015 "Corporate decisions to reshore and consumer stakeholders", in *Journal of the Academy of Marketing Science*, 43 (4).
 12. Romani, S., Grappi, S., Zarantonello, L., Bagozzi, R. P.
2015 "The revenge of the consumer! How brand moral violations lead to consumer anti-brand activism", in *Journal of Brand Management*, 22 (8).
 13. Del Chiappa, G., Grappi, S., Romani, S.
2016 "Attitudes toward responsible tourism and behavioural change to practice it: A demand-side perspective in the context of Italy", in *Journal of Quality Assurance in Hospitality & Tourism*, 17 (2).

14. Romani, S., Grappi, S., Bagozzi, R. P.
2016 "Corporate socially responsible initiatives and their effects on consumption of green products", in *Journal of Business Ethics*, 135 (2).
15. Zarantonello, L., Romani, S., Grappi S., Bagozzi R.P.
2016 "Brand hate", in *Journal of Product & Brand Management*, 25 (1).
16. Romani S., Grappi S., Bagozzi R. P.
2016 "The Bittersweet Experience of Being Envied in a Consumption Context", in *European Journal of Marketing*, 50 (7/8).
17. Grappi, S., Romani, S., Barbarossa, C.
2017 "Fashion without pollution: How consumers evaluate brands after an NGO campaign aimed at reducing toxic chemicals in the fashion industry", in *Journal of Cleaner Production*. 149.
18. De Vries, L., Peluso, A., Romani, S., Leeflang, P. S. H., Marcati, A.
2017 "Explaining consumer brand-related activities on social media: An investigation of the different roles of self-expression and socializing motivations", in *Computer in Human Behavior*, 75, October.
19. Romani S., Grappi S., Bagozzi R.P., Barone A.M.
2018 "Domestic food practices: A study of food management behaviors and the role of food preparation planning in reducing waste", in *Appetite*, 121 (1).
20. Grappi S., Romani S., Bagozzi R. P.
2018 "Reshoring from a demand-side perspective: Consumer reshoring sentiment and its market effects", in *Journal of World Business*, 53 (2).
21. Zarantonello L., Romani S., Grappi S., Fetscherin M.
2018 "Trajectories of brand hate", in *Journal of Brand Management*, 25 (6).
22. Amatulli C., De Angelis M., Korschun D., Romani S.
2018 "Consumers' perceptions of luxury brands' CSR initiatives: An investigation of the role of status and conspicuous consumption", in *Journal of Cleaner Production*, 194 (9).
23. Grappi S., Zarantonello, L., Romani S.
2019 "Consumer negativity towards brands", in *Journal of Product and Brand Management*, 28 (5).
24. Barone A. M., Grappi S., Romani, S.
2019 "The road to food waste is paved with good intentions: When consumers' goals inhibit the minimization of household food waste", in *Resources, Conservation and Recycling*, 149.
25. Grappi S., Romani S., Bagozzi R. P.
2020 "Consumer Reshoring Sentiment and Animosity: Expanding our understanding of market responses to reshoring", in *Management International Review*, 60 (1).
26. Grappi S., Romani S., Bagozzi R. P.
2020 "The effects of reshoring decisions on employees", in *Personnel Review*, 49 (6).

27. Bagozzi R. P., Romani S., Grappi S., Zarantonello, L.
2021 "Psychological underpinnings of brands", in *Annual Review of Psychology*, 72.
28. Mazzu M. F., Romani S., Gambicorti A.
2021 "Effects on consumers' subjective understanding of a new front-of-pack nutritional label: a study on Italian consumers", in *International Journal of Food Sciences and Nutrition*, 72 (3).
29. Pozharliev R., De Angelis M., Rossi D., Romani S., Verbeke W., Cherubino P.
2021 "Attachment styles moderate customer responses to frontline service robots: Evidence from affective, attitudinal, and behavioral measures", in *Psychology & Marketing*, 38 (5).
30. Mazzu M. F., Romani S., Baccelloni A., Gambicorti A.
2021 "A cross-country experimental study on consumers' subjective understanding and liking on front-of-pack nutrition labels", in *International Journal of Food Sciences and Nutrition*, 72 (6).
31. Mazzu M. F., Romani S., Baccelloni A., Lavini L.
2022 "Introducing the Front-of-Pack Acceptance Model: The role of usefulness and ease of use in European consumers' acceptance of Front-of-Pack Labels", in *International Journal of Food Sciences and Nutrition*, 73 (3).
32. Mazzu M. F., Baccelloni A., Romani S., Andria A.
2022 "The role of trust and algorithms in consumers' front-of-pack labels acceptance: a cross-country investigation", in *European Journal of Marketing*, 56 (11).
33. Querci I., Barbarossa C., Romani S., Ricotta, F.
2022 "Explaining how algorithms work reduces consumers' concerns regarding the collection of personal data and promotes AI technology adoption", in *Psychology & Marketing*, 39 (10).
34. Barbarossa C., Chen Y., Romani S., Korschun D.
2022 "Not all CSR initiatives are perceived equal: The influence of CSR domains and focal moralities on consumer responses to the company and the cause", in *Journal of Cleaner Production*, 380 (1).
35. Mazzu M. F., Romani S., Marozzo V., Giambarresi A., Baccelloni A.
2023 "Improving the understanding of key nutritional elements to support healthier and more informed food choices: The effect of front-of-pack label bundles", in *Nutrition*, 105.
36. Davola A., Querci I., Romani, S.
2023 "No Consumer Is an Island—Relational Disclosure as a Regulatory Strategy to Advance Consumer Protection Against Microtargeting", in *Journal of Consumer Policy*, 46.
37. Mazzu M. F., Baccelloni A., Romani S.
2023 "Counteracting noncommunicable diseases with front-of-pack nutritional labels' informativeness: an inquiry into the effects on food acceptance and portions selection", in *British Food Journal*, 125.

BIBLIOMETRIC METRICS (NOVEMBER, 2023)

Google Scholar: H index 31

Scopus: H index 24

WoS: H index 23

TEACHING ACTIVITY (CORE ACADEMIC COURSES)

Consumer Behavior, Consumer & New Technologies, Marketing, Brand Management, Sustainable Consumption, Research Methodologies & Methods, Academic Skills.