

Lucia Gatti

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EDUCATION

- Since 2015 : Post-doc at the Università della Svizzera italiana (USI).
Current project : Greenwashing accusations and their effect on CSR trust in B2B settings. Does it pay not to engage in greenwashing? (Financed by the Swiss National Science Foundation)
- November 2014 : PhD in Communication Sciences at the Università della Svizzera italiana (USI). PhD thesis : *CSR in Marketing and Corporate Communication : Investigating Approaches and Trends in Research and Corporate Communication Practice.*
- October 2009 : Master of Science in Communication and Economics (Master in Marketing – Minor in Corporate Social Responsibility) at the Università della Svizzera italiana (USI). Master thesis : *The Effect of Corporate Reputation, Perceived CSR and Perceived Quality on Intention to Buy Panettone: a Study among Consumers.*
- July 2007 : Bachelor in Communication Sciences (minor in Corporate Communication) at the Università degli Studi di Padova.
September 2006 – June 2007 : Erasmus at the Högskolan Dalarna University (Sweden).
- June 2004 : Scientific high school diploma at the Liceo Scientifico Romano Bruni (Secondary school focusing on sciences).

MAIN PUBLICATIONS AND CONFERENCES

- Journal articles:
 - Gatti L., Seele P., Cottier B., Vishwanath B. (2017) Are We Moving Beyond Voluntary CSR? Exploring Theoretical and Managerial Implications of Mandatory CSR Resulting from the New Indian Companies Act, *Journal of Business Ethics*, 1-21
 - Seele P., Gatti L. (2017) Greenwashing Revisited: In Search for a Typology and Accusation-based Definition Incorporating Legitimacy Strategies, *Business Strategy and the Environment*, 26 (2):239-252
 - Gatti L., Seele P. (2015) CSR through the CEO's pen: Comparing CEO letters

from CSR reports from Asia, Europe, and the U.S., *UmweltWirtschaftsForum*: 23(4), 265-277.

- Gatti L., Seele P. (2014) "Evidence for the Prevalence of the Sustainability Concept in European Corporate Responsibility Reporting", *Sustainability Science*, 9:89-102.
- Gatti L., Caruana A., Snehota I. (2012) The role of corporate social responsibility, perceived quality and corporate reputation on purchase intention: Implications for brand management, *Journal of Brand Management*, 20(1), 65-76.
- Under review :
 - Gatti L., Ulrich M., Seele P. Education for Sustainable Development through business simulation games: An exploratory study of sustainability gamification and its effects on students' learning outcomes", third round review – *Journal of Cleaner Production*.
 - Gatti L., Rademacher L., Seele P. Greyzone in – Greenwash out A literature review on Greenwashing and implications for the voluntary-mandatory transition of CSR. Second round review – *Public Relation Review*.
- Paper in preparation for submission :
 - Gatti, L., Pizzetti, M. and Seele, P., "It's the lie that counts! The effect of greenwashing vs corporate misconduct on private investment decision", in preparation for submission to the *Journal of Business Research*.
 - Seele, P., Gatti, L. and Pizzetti, M., "Do we have time, until time heals all wounds? Advancing CSR through the lens of Product Harm Crises Literature", in preparation for submission to *Organization Studies*.
 - Pizzetti, M., Gatti, L., and Seele, P., "Green Skepticism and the Blame Game. Analyzing the intention to invest regarding greenwashing accusations in the supply chain", in preparation for submission to the *Journal of Business Ethics*.
- Conferences:
 - Gatti L., Pizzetti M., Seele P. (June 4-5, 2018). It's the lie that counts! The effect of greenwashing vs corporate misconduct on private investment decision. Hypocrisy in Responsibility. Paper Development Workshop for a special issue of the *Journal of Business Research* School of Business and Management, Queen Mary University of London. London, UK
 - Pizzetti M., Gatti L., Seele P. (July 26-29, 2018). 2018 Global Marketing Conference at Tokyo. Does it pay not to engage in greenwashing? The effect of supply chain involvement in greenwashing on investors' reactions
 - Pizzetti M., Gatti L., Seele P. ECREA 2018, Central greenwashing and peripheral greenwashing: How the locus of greenwashing influences investment decisions. Lugano, Switzerland, October 31 – November 3, 2018.

- Gatti L., Seele P., Rademacher L. (2017). Greenwashing in the spotlight of mandatory vs. voluntary CSR. 4th International CSR Communication Conference (CSRCOM 2017). Vienna September 21-23., 2017.
 - Gatti L., Seele P., Rademacher L. (2017). What do we know about greenwashing? A literature review of greenwashing research. 24th International Public Relations Research Symposium. BledCom 2017. University of Ljubljana, June 30 - July 1, 2017.
 - Seele P., Gatti L. (2015). Greenwashing revisited. The 3rd International CSR Communication Conference. University of Ljubljana, September 17-19, 2015.
 - Gatti L., Seele P. (2013) CSR in Marketing: Quo Vadis? Empirical Evidence for Questioning the Dominant Instrumental Approach. *73rd Annual Meeting of the Academy of Management*, Theme: Capitalism in Question. Lake Buena Vista (Orlando). August 9-13.
 - Seele P., Gatti L. (2011) From Corporate Social Responsibility to Sustainability: Empirical Evidence from Europe for the Rise of the Sustainability Concept. *The 18th Annual International Conference Promoting Business Ethics*. St. John's Univ. (NY). October 2011.
 - Gatti L., Caruana A., Snehota I. (2010) The Effect of Corporate Reputation, Perceived CSR and Perceived Quality on Intention to Buy Panettone: A Study among Consumers. *The 6th Thought Leaders International Conference in Brand Management*. Lugano, Switzerland. April 18-20, 2010.
- Invited talks:
 - (April 20th, 2016) Hochschule Darmstadt (Science Wednesday): Greenwashing as a phenomenon in the eye of the beholder.

WORK EXPERIENCE

- Since 2015: Postdoctoral researcher at the Università della Svizzera italiana (USI). Current project : Greenwashing accusations and their effect on CSR trust in B2B settings. Does it pay not to engage in greenwashing? (Financed by the Swiss National Science Foundation)

Affiliations :

Ethics and Communication Law Center (ECLC).

Main activities and responsibilities :

- Work with academic colleagues on joint projects and researches,
- Conduct individual and collaborative research studies,
- Write up research work for publication or other means of dissemination (e.g. presentations at conferences),
- Prepare proposals and applications to external bodies for funding and contractual purposes.

- 2011-2014: Research and teaching assistant at the Università della Svizzera italiana (USI), Institute of Marketing and Communication Management (IMCA).
Main activities and responsibilities :
 - Help faculty with the conduct and delivery of courses (activities include : developing teaching materials, preparing and giving examinations, and grading examinations or papers),
 - Conduct research in collaboration with the Institute of Marketing and Communication Management (IMCA) (activities include : planning, organizing, conducting, and communicating research studies).

- 2010: Research consultant at the Tivigest Hotel and Resorts (Padova, IT).
Main activities and responsibilities:
 - Measuring customers' perception of the Tivigest brand and customers' attitudes toward the brand,
 - Monitoring customers' satisfaction with the hotel experience for every service offered in order to understand the level of satisfaction and improve the offering,
 - Investigating needs and desires of the Tivigest customers to adapt the offering according to customers desires,
 - Understanding the main problems and difficulties faced by customers during their hotel experience.

- 2009-2010: Training at the marketing department of the illycaffè company (online division) (Trieste, IT).
Main activities and responsibilities:
 - Management of the illy European newsletter activities,
 - Development of promotional initiatives and data base building activities,
 - Sales forecasts for the European illy e-commerce,
 - Customer satisfaction monitoring and consumer behaviour analysis,
 - Online marketing researches related to illy products,
 - Management of usability problems of the illy web site,
 - Development of new products for the European illy e-commerce.

- 2008-2009: Field project at the CRM department of Bally company (Caslano, CH).
Main Activities and responsibilities:
 - Evaluation of the current Bally loyalty program,
 - Development of the Bally contact strategy,
 - Customer satisfaction monitoring.