

Marta Pizzetti

Università della Svizzera italiana

Faculty of Communication Sciences

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Academic experience

- January 2017 - present **Post.Doc Researcher and Lecturer**
Faculty of Communication Science,
Università della Svizzera italiana, Lugano - Switzerland
- Sept. 2017 - present **Lecturer**
Università Commerciale L. Bocconi, Milano – Italy
- Sept. 2016 – July 2018 **Adjunct Professor**
Franklin University, Sorengo – Switzerland
- April 2015 – March 2016 **Doctoral Visiting Fellow**
Technical University of Munich, Munich – Germany
- April 2012 – June 2016 **Research Assistant & PhD Student**
Institute of Marketing and Communication Management (IMCA)
Faculty of Communication Science,
Università della Svizzera italiana, Lugano - Switzerland
- Oct. 2008 - March 2012 **Researcher**
CERMES – Centro di Ricerca sul Marketing e i Servizi
Marketing Department
Università Commerciale L. Bocconi, Milano – Italy

Education

- April 2012 – May 2016 **Ph.D. in Communication Sciences**
Università della Svizzera Italiana, Lugano – Switzerland
Summa cum laude
Dissertation: *“Gifts, emotions, and cognitive processes: An inquiry of gift receiving from a consumer psychology perspective”*
Thesis Supervisor: Prof. Michael Gibbert and Prof. Peter Seele
Dissertation committee: Prof. Chiara Orsingher (Università di Bologna), and Prof. Isabella Soscia (Skema Business School)
Main subjects: consumer psychology, ethical consumption, gift exchanges, product customization
Ph.D. Courses: brand management research, experimental research methods, academic teaching of economics, management and communication, new product development and product innovation research, innovating management, research policy and grant proposal writing

- Sept. 2005- Dec. 2007 **Master of Science in Psychology**
 Università Cattolica del Sacro Cuore, Milano – Italy
 110 cum laude/110
 Thesis: *“The emotional tuning during the decoding of deception. Psychophysiological indexes and psychometric data”*.
 Thesis supervisor: Prof. Michela Balconi
 Main subjects: psychology of development, psychology of communication
- Sept. 2002 – July 2005 **Bachelor degree in Psychology**
 Università Cattolica del Sacro Cuore, Milano – Italy
 103/110
 Thesis: *“Obesity: a problem of the modern society”*.
 Thesis supervisor: Prof. Giovanna Rossi
 Main subjects: cognitive psychology, psychology of communication

Teaching experience

- September 2017- present **Lecturer**
 Università Commerciale L. Bocconi, Milano – Italy
 Courses:
 “Brand Management”, Master level, a.y. 2017-2018.
 “Marketing”, Bachelor level, a.y. 2017-2018.
 “Marketing Communication”, Bachelor level, a.y. 2017-2018; 2018-2019.
- Sept. 2012- present **Lecturer**
 Institute of Marketing and Communication Management (IMCA)
 Faculty of Communication Science,
 “Marketing Tutorial”, Master level, a.y. 2012-2013; 2013-2014; 2016-2017; 2017-2018; 2018-2019.
- Sept. 2016 – July 2018 **Lecturer**
 Franklin University, Sorengo – Switzerland
 “Marketing in a Global Context”, Bachelor level, a.y. 2016-2017; Summer 2018.
 “Integrated Marketing Communication”; Bachelor level, Summer 2018.
- Nov. 2017 **Lecturer**
 IULM University
 “Research methods”
 Corso professionalizzante “Misurazione dei risultati della comunicazione”
- Oct. 2008 – Dec. 2011
 and
 Sept. 2016 – Dec. 2017 **Teaching Assistant**
 Università Commerciale L. Bocconi, Milano – Italy
 Courses:
 “Channel Marketing”, Master level, a.y. 2017-2018.
 “Brand Management”, Master level, a.y. 2016-2017.
 “Strategic Marketing and Marketing Plan”, Master level, a.y. 2016-2017.
 “Trade Marketing and Category Management”, Master level, a.y. 2016-2017.
 “Marketing nei settori creativi”, Bachelor level, a.y. 2016-2017.
 “Marketing”, Bachelor level, a.y. 2011/2012; 2010/2011; 2009/2010; 2008/2009.
 “Marketing Research”, Bachelor level, a.y. 2010/2011; 2009/2010.
 “Workshop in Management of the Music Business”, Bachelor level, a.y. 2011- 2012; 2010-2011; 2008-2009.

Publications

- Valentini, C., Romenti S., Murtarelli, G. and Pizzetti, M., “Digital Visual Engagement: What Makes Images Shareable on Instagram?”, accepted to the Journal of Communication Management.
- Pizzetti, M. and Gibbert, M., “The value of gift personalization: Current insights from the gift recipient’s perspective and future research directions”, accepted to the Journal of Consumer Marketing.
- Pizzetti, M. Seele, P. and Gibbert, M. (2018), “Unpacking the unethical gift: Gift experience and unethicity assessment”, *Ethics & Behavior*, DOI: 10.1080/10508422.2018.1467763
- Javornik, A. and Pizzetti, M. (2017), “Mirror mirror on the wall, who is real of them all? The role of augmented self, expertise and personalization in the experience with augmented reality mirror”, *ACR North American Advances*.
- Orazi, D.C. and Pizzetti, M. (2015), “Revisiting fear appeals: A structural re-inquiry if the protection motivation model”, *International Journal of Research in Marketing*, 32(2), 223-225.
- Ordanini, A., Miceli, L., Pizzetti, M. and Parasuraman, A. (2011), “Crowd-funding: transforming customers into investors through innovative service platforms”, *Journal of Service Management*, 22 (4), pp. 443-470.

Under review

- Pizzetti, M., Seele, P. and Gibbert, M. “Ego me absolvo: Conceptualizing a new form of indulgence through ethical consumption”, under review - Journal of Marketing Management.
- Mendini, M., Pizzetti, M. and Peter, P. “Social Food well-being: how the ‘3S’ amplify a pleasurable (and healthy) food experience”, first round review - *Qualitative Market Research: An International Journal*.
- Gatti, L., Pizzetti, M. and Seele, P., “It’s the lie that counts! The effect of greenwashing vs corporate misconduct on private investment decision”, under review - Journal of Business Research.

Paper in preparation for submission

- Pizzetti, M. and Gibbert, M., “Vicarious pride: When customization increases recipients’ appreciation of the gift”, in preparation for submission to *International Journal of Research in Marketing*.
- 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*.

Award

- Award for Best Paper: “Crowd-funding: transforming customers into investors through innovative service platforms”, The AMA SERVSIG International Service Research Conference, Porto, Portugal, 17-19 June 2010.

Grants

- Co-writer of the project “Greenwashing accusations and their effect on CSR trust in B2B settings. Does it pay not to engage in greenwashing?” of Prof. Peter Seele (Università della Svizzera italiana, Lugano) for 30 months funded by the Swiss National Science Foundation (SNF).
- 12-months Doc.Mobility grant from the Swiss National Science Foundation (SNF) for visiting fellowship at the Technical University of Munich (TUM), Germany, Peter Loscher Chair of Business Ethics.
- Travel Grant from the Swiss National Science Foundation (SNF) for conference attendance.
- 12-months pre-doc grant from Bocconi University for a fellowship at the Bocconi University

Conferences and workshop with double-blind peer review process

- Pizzetti, M., and Gibbert, M. (2018), "Vicarious pride: When gift customization increases recipients' appreciation of the gift", Association for Consumer Research (ACR), Dallas, October 11-14.
- Pizzetti, M., Gatti, L., and Seele, P. (2018), "Does it pay not to engage in greenwashing? The effect of supply chain involvement in greenwashing on investors' reactions", Global Marketing Conference (GAMMA), Tokyo, July 26-29.
- Javornik, A. and Pizzetti, M. (2017), "Mirror mirror on the wall, who is real of them all? The role of augmented self, expertise and personalization in the experience with augmented reality mirror", ACR North American Conference.
- Valentini, C., Romenti S., Murtarelli, G. and Pizzetti, M. (2017), "Visual Engagement on Instagram: What Makes Images Shareable?", Euprera 2017, London, 15 October.
- Javornik, A. and Pizzetti, M. (2017), "'Augmented Self' – Impact of augmented reality app on the perception of the self and products", EMAC (European Marketing Academy) 2017, Groningen, 23-26 May.
- Pizzetti, M., Seele, P. and Gibbert, M. (2016), "The gift that keeps on giving: Donations appreciation between givers and recipients", EMAC (European Marketing Academy) 2016, Oslo, 24-27 May.
- Miniero, G., Pizzetti, M. and Gibbert, M. (2015), "Punishment! Consumer reactions to brand transgressions", SIM (Società Italiana Marketing) Annual Conference, Turin, October 22-23.
- Pizzetti, M. (2015), "Schadenfreude: The malicious enjoyment from the brand failure. Analysis of consumers' response strategies to brand ethical transgressions", Participation at The 2015 SIM Doctoral & Research Colloquium, Urbino (Università degli Studi di Urbino Carlo Bo - IT), 8 - 9 June 2015.
- Pizzetti, M., Miniero, G. and Gibbert, M. (2015), "You're hot then you're cold: A field study on consumer's response strategies to brand ethical transgressions", EMAC 2015, Leuven, May 26-29.
- Pizzetti, M., Seele, P., and Gibbert, M. (2015), "Experimental evidences of unethical gift reconstruction in consumer moral reasoning", EBEN (European Business Ethics Network), Istanbul, June 26-28.
- Pizzetti, M. and Gibbert, M. (2014), "How not to make friends: The effects of gift customization on relational outcomes", 122nd APA (American Psychology Association) Annual Convention, Washington D.C., August 6-10.
- Pizzetti, M. and Gibbert, M. (2014), "Gifts keep friendship warm: The moderating role of attachment style and intimacy on social and relational outcomes of personalized gifts", Poster Session, EMAC 2014, Valencia, June 3-6.
- Pizzetti, M., Gibbert, M., Herrmann, A. and Guest, D. (2013), "'I designed it myself – just for YOU': Effects of gift-personalization on giver and recipient, and the role of product involvement, self-construal, and gender", EMAC 2013, Istanbul, June 4-7.
- Ordanini A., Miceli, L., Pizzetti, M. and Parasuraman, A. (2010), "Crowd-funding: transforming customers into investors through innovative service platforms", The AMA SERVSIG International Service Research Conference, Porto, June, 17-19.

Invited talk & workshop

- "It's the lie that counts! The effect of greenwashing vs corporate misconduct on private investment decision" (with Gatti, L. and Seele, P.), Special Issue Journal of Business Research workshop, Queen Mary University, London (UK), 4-5 June, 2018.
- "You designed it yourself– just for me": When gift customization increases recipients' appreciation of the gift", Mercur Seminar, Skema, Sophia-Antipolis (France), February, 8th, 2018.
- "You're hot then you're cold: A field study on consumer's response strategies to brand ethical transgressions", Doktorandenkolloquium September 2015, Technical University of Munich (Germany), September, 8th, 2015.

Professional Affiliation

- Member, ACR (Association for Consumer Research)
- Member of the Consumer Behavior Lab, Università della Svizzera italiana, Lugano
- Member of the CESCO (Centre for Strategic Communication), IULM University, Milano

Service Activity to the University and to the Professional Community

- Member of the Editorial Review Board of Journal of Consumer Marketing
- Ad hoc reviewer of the Journal of Business Research, Journal of Consumer Behaviour, Journal of Product & Brand Management, Qualitative Marketing Research: An International Journal.
- PhD Student representative of the Communication Faculty, Università della Svizzera italiana, a.y. 2013-2014
- Member of the appeal committee of the Communication Faculty, Università della Svizzera italiana, a.y. 2013-2014; 2014-2015; 2015-2016.
- Ad hoc reviewer for conferences: EMAC (2017, 2016, 2015, 2013, 2012), ACR (2013, 2014), AMA (2013), SCP (2014), GMC (2018).

Additional courses attended

- Seminar on Qualitative Methods and Research Design, PhD School in Consumer Culture Theorizing, SKEMA Business School, Lille, October 2013
- Experimental Design, Università Commerciale L. Bocconi, Milano, February-April 2013
- Introduction to Computing, ICPSR Summer Program, University of Michigan, Ann Arbor, June-July 2012
- Regression Analysis II: Linear Models, ICPSR Summer Program, University of Michigan, Ann Arbor, June-July 2012