

Marta Pizzetti

TBS Business School

Department of Marketing

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Academic experience

Sept. 2019 - present	Assistant Professor of Marketing TBS Business School – Toulouse, France
January 2017 – August 2019	Post.Doc Researcher and Lecturer Faculty of Communication Science, Università della Svizzera italiana, Lugano - Switzerland
Sept. 2017 - June 2019	Affiliate Lecturer Università Commerciale L. Bocconi, Milano – Italy
Sept. 2016 – June 2019	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: <i>“Gifts, emotions, and cognitive processes: An inquiry of gift receiving from a consumer psychology perspective”</i> Thesis Supervisor: Prof. Michael Gibbert and Prof. Peter Seele 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,
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research policy and grant proposal writing, seminar on Qualitative Methods and Research Design (PhD School in Consumer Culture Theorizing, SKEMA Business School, Lille, October 2013), experimental design (Università Bocconi), introduction to computing and regression analysis II (ICPSR Summer Program, University of Michigan, Ann Arbor, June-July 2012)

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

Publications

- Pizzetti, M., Gatti, L., and Seele, P. (online first), *“Firms Talk, Suppliers Walk: Analyzing the Locus of Greenwashing in the Blame Game and introducing ‘vicarious greenwashing’”*, *Journal of Business Ethics*, DOI: 10.1007/s10551-019-04406-2.
- Mendini, M., Pizzetti, M. and Peter, P. (2019), *“Social food pleasure”*, *Qualitative Market Research*, 22(4), 544-556.
- Valentini, C., Romenti S., Murtarelli, G. and Pizzetti, M. (2018), *“Digital Visual Engagement: What Makes Images Shareable on Instagram?”*, *Journal of Communication Management*, DOI 10.1108/JCOM-01-2018-0005
- Pizzetti, M. and Gibbert, M. (2018), *“The value of gift personalization: Current insights from the gift recipient’s perspective and future research directions”*, *Journal of Consumer Marketing*, DOI 10.1108/JCM-04-2017-2186
- Pizzetti, M. Seele, P. and Gibbert, M. (2018), *“Unpacking the unethical gift: Gift experience and unethicality 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”*, *Advances in Consumer Research Volume*, 45, pp. 423-427.
- 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.

Ongoing projects and papers in preparation for submission

- Pizzetti, M., Longo, C. and Ture, M. *“‘Nothing goes to waste’: Chefs’ Value-Enhancing Strategies to Fight Food Waste”*, in preparation for submission to the *Journal of Public Policy and Marketing*.
- Gatti, L., Pizzetti, M. and Seele, P., *“CSR Harm Crisis: A reasoning-by-analogy approach to rethink instrumental”*

- *“Masstige brands between French and Chinese consumers”* with Soscia, I. and Chereau, P.: this project analyzes how masstige is accepted and appreciated between French and Chinese consumers. We are conducting experimental designs aimed at understanding how and why French and Chinese consumers differently appreciate masstige brands. The first results of the experiments, conducted in the luxury fashion industry, show that Chinese consumers appreciate more masstige brands.
- *“Online reactions to brand transgression: The case of a luxury brand”* with Miniero G. and Gibbert, M.: this paper analyzes a real case of a brand transgression in the luxury fashion industry. We analyzed online posts and comments to understand why the company easily recovered from the transgression despite the flame it generated.
- *“Vicarious pride: When customization increases recipients’ appreciation of the gift”* with Gibbert, M. (in preparation for submission to International Journal of Research in Marketing): this empirical paper employs experimental design to show how customization is successful in gift exchanges. We found that the pride gift givers experience when self-designing a gift extends over the customization process and influence the recipient too, who appreciate more the customized gift thanks to a vicarious experience of pride.

Teaching experience

Lecturer- Università Commerciale L. Bocconi, Milano – Italy

“Brand Management”, Master level, a.y. 2017-2018 (together with Prof. Visconti).

“Marketing”, Bachelor level, a.y. 2017-2018 (together with Prof. Choi).

“Marketing Communication”, Bachelor level, a.y. 2017-2018; 2018-2019 (together with Prof. Brioschi in 2017-2018; with Prof. Rurale 2018-2019).

Lecturer – Università della Svizzera italiana, Lugano - Switzerland

“Marketing Tutorial”, Master level, a.y. 2012-2013; 2013-2014; 2016-2017; 2017-2018; 2018-2019.

“Quantitative Marketing Research”, Master level, a.y. 2018-2019.

“Tecniche delle ricerche di mercato” (Market research), Bachelor level, a.y. 2018-2019.

Lecturer -Franklin University Switzerland, Sorengo – Switzerland

“Marketing in a Global Context”, Bachelor level, a.y. 2016-2017; 2017- 2018 (together with Prof. Miniero); 2018-2019.

“Integrated Marketing Communication”; Bachelor level, 2017- 2018 (together with Prof. Miniero).

Lecturer - IULM University

“Research methods” (Corso professionalizzante “Misurazione dei risultati della comunicazione”), Executive Master, a.y. 2017-2018.

Teaching Assistant - Università Commerciale L. Bocconi, Milano – Italy

“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.

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

- 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.
- 12-months pre-doc grant from Bocconi University for a fellowship at the Bocconi University

Conferences and workshop with double-blind peer review process

- Javornik, A., Warlop, L., Pizzetti, M. and Marder, B. (2020). "Augmented reality and the Self", Interactive Marketing Research Conference (IMRC 2020), London, 27-28 March.
- Pizzetti, M. and Gatti, L. (2019), "Socialwashing vs. Greenwashing: Explaining variation in investment intention as reactions to corporate irresponsibility", EMAC 2019, Hamburg, May 28-31.
- Ture, M., Longo, C., and Pizzetti, M. (2019), "Changing the world from the kitchen: Exploration of sustainable food practices as a means of market transformation", ICR, Lyon.
- Pizzetti, M., Gatti, L., and Seele, P. (2018), "Central greenwashing and peripheral greenwashing: How the locus of greenwashing influences investment decisions", ECREA 2018, Lugano, Oct 31- Nov. 3.
- 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, San Diego.
- 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 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", 2015 SIM Doctoral & Research Colloquium, Urbino (Università degli Studi di Urbino Carlo Bo - IT), June 8 - 9.
- 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 of the Consumer Behavior Lab, Università della Svizzera italiana, Lugano
- Member of the CESCO (Centre for Strategic Communication), IULM University, Milano
- Member of EMAC

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, Ethics & Behaviour, European Journal of Marketing.
- Ad hoc reviewer for conferences: EMAC (2017, 2016, 2015, 2013, 2012), ACR (2013, 2014), AMA (2013), SCP (2014), GMC (2018).
- Student tutor, Università della Svizzera italiana, a.y. 2018-2019.
- 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.