

Marta Pizzetti

EMLyon Business School

Lyon - France

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Academic experience

Oct. 2021 - present	Assistant Professor of Marketing EMLyon Business School – Lyon, France
Sept. 2019 – August 2021	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	Adjunct Professor Università Commerciale L. Bocconi, Milano – Italy
Sept. 2016 – June 2019	Adjunct Professor Franklin University, Sorengo – Switzerland
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 Supervisors: Prof. Michael Gibbert and Prof. Peter Seele)
April 2015 – March 2016	Doctoral visiting Fellow at Technical University of Munich, Munich – Germany In collaboration with Prof. Lütge, Chair of Business Ethics
October 2013	Qualitative Methods and Research Design PhD School in Consumer Culture Theorizing SKEMA Business School, Lille – France
February-March 2013	Doctoral visiting Fellow at Università Bocconi, Milan – Italy Experimental Design course PhD Program in Business Administration and Management

June- July 2012	ICPSR Summer Program Introduction to computing; Regression analysis II University of Michigan, Ann Arbor – USA
Sept. 2005- Dec. 2007	Master of Science in Psychology Università Cattolica del Sacro Cuore, Milano – Italy 110 cum laude/110
Sept. 2002 – July 2005	Bachelor degree in Psychology Università Cattolica del Sacro Cuore, Milano – Italy 103/110

Visiting professor

- Adjunct Professor – Università della Svizzera italiana, Lugano - Switzerland; September 2019 - present
- Adjunct Professor – Bocconi University; September, Milan - Italy 2017- June 2019
- Adjunct Professor – Franklin University Switzerland, Sorengo - Switzerland; June 2017- June 2019
- Adjunct Professor – IULM, Milan – Italy; Spring 2018

Publications

Peer-reviewed Journals

- Javornik, A., Marder, B., Pizzetti, M. and Warlop, L., (2021) “Augmented self: The effects of smart mirrors on consumers’ self-concept”, *Journal of Business Research*, 130, pp. 170-187 <https://doi.org/10.1016/j.jbusres.2021.03.026>
- Gatti, L., Pizzetti, M. and Seele, P. (2021), “Green lies and their effect on intention to invest”, *Journal of Business Research*, Vol. 127, pp. 228-240
- Pizzetti, M., Gatti, L., and Seele, P. (2021), “Firms Talk, Suppliers Walk: Analyzing the Locus of Greenwashing in the Blame Game and introducing ‘vicarious greenwashing’”, *Journal of Business Ethics*, 170(1), pp. 21-38 (FT Journal).
- Mendini, M., Pizzetti, M. and Peter, P. (2019), “Social food pleasure”, *Qualitative Market Research (CNRS rank 4; Fnege Rank 4)*, 22(4), pp. 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*, 22(4), pp. 362-381; 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*, 35(5), pp. 512-521; 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*, 29(5), DOI: 10.1080/10508422.2018.1467763
- 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), pp. 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.

Peer-reviewed conference proceedings

- 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.

Book chapter

- Miniero, G., Pizzetti, M., Ricotta, F. and Baccelloni, A. (2021), "Design Thinking for Food Well-Being: An Adolescent Language Perspective", in Ed. Batat, W., *Design Thinking for Food Well Being*, Springer.

Conferences and workshop with double-blind peer review process

- Acuti, D., Grazzini, L., Pitardi, V., & Pizzetti, M., "Be cute! How brands can improve consumers' eWOM of political messages", EMAC 2021, online 25-28 May.
- Javornik, A., Pizzetti, M., Marder, B., & Warlop, L., (2020). "Augmented reality and the Self", Interactive Marketing Research Conference (IMRC 2020), online October 28 – Nov. 5.
- 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

- “Shades of Schadenfreude: The malicious joy in online firestorms”, University of Portsmouth – Online Research Seminar, February 17th, 2021.
- “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.

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

Teaching experience

TBS Business School, Toulouse – France

2020-2021

Fundamentals of Marketing (Bachelor) [Evaluation: 4.7/5]

Marketing Research (PGE) [Evaluation: 4.2/5]

Cause-related marketing (PGE - Master) [Evaluation:4.6/5]

2019-2020

Fundamentals of Marketing (Bachelor) [Evaluation: 4.6/5]

Retail Marketing (Bachelor) [Evaluation: 3.6/5]

Marketing Research (PGE - Master) – 2 editions [Evaluation: 4.1/5; 4.3/5]

Cause-related marketing (PGE - Master) [Evaluation:4.4/5]

Università della Svizzera italiana, Lugano – Switzerland

2019-2020

Quantitative Marketing Research (Master; full online) [Evaluation: 8.22/10]

2018-2019

Quantitative Marketing Research (Master) – 2 editions [Evaluation: 8.73/10; 7/10]

Tecniche di ricerca di mercato (Market Studies; Bachelor) [Evaluation: 8.82/10]

Marketing Tutorial (Master)

2012-2018

Marketing Tutorial (Master)[4 editions]

Università Commerciale L. Bocconi, Milano – Italy

2018-2019

Marketing Communication (Bachelor) [Evaluation: 8.40/10]

2017-2018

Brand Management (Master) [Evaluation: 7.45/10]

Marketing (Bachelor)

Marketing Communication (Bachelor) [Evaluation: 8.21/10]

Franklin University Switzerland, Sorengo – Switzerland

2018-2019

Marketing in a Global Context (Bachelor) [Evaluation: 4/5]

2017-2018

Marketing in a Global Context (Bachelor)

Integrated Marketing Communication (Bachelor)

2016-2017

Marketing in a Global Context (Bachelor)- 2 editions [Evaluation: 4.48/5; 4.14/5]

IULM University, Milan – Italy

2017-2018

Misurazione dei risultati della comunicazione (Research methods; Executive Master)

Service Activity to the University and to the Professional Community

- 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*, *Appetite*, *Journal of Global Fashion Marketing*, *Psychology & Marketing*, *Journal of Business Ethics*; *Journal of Consumer Marketing*.
- Ad hoc reviewer for conferences: EMAC (2021, 2017, 2016, 2015, 2013, 2012), ACR (2013, 2014), AMA (2013), SCP (2014), GMC (2018; 2020).
- PhD Panel member – Toulouse School of Management.
- 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.