

# Isabella SOSCIA

Professor

Academy: Innovation

Research center: Marketing Interactions

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## Research interests

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Consumer behavior, Consumption emotions, Experiment, Survey

## Education

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2023 HDR, Université de Lille, France

2003 Ph.D., Bocconi University, Italy

## Experience

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### Full-time academic positions

Since 2022 Professor, SKEMA Business School, France

## Publications

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### Peer-reviewed journal articles

PIZZETTI, M., CHEREAU, P., SOSCIA, I. and TENG, F. (2023). Attitudes and intentions toward masstige strategies: A cross-cultural study of French and Chinese consumers. *Journal of Business Research*, 167, pp. 114174.

MOLA, L., BERGER, Q., HAAVISTO, K. and SOSCIA, I. (2020). Mobility as a Service: An Exploratory Study of Consumer Mobility Behaviour. *Sustainability*, 12(19), pp. 15.

PRAYAG, G., MILLS, H., LEE, C. and SOSCIA, I. (2020). Team identification, discrete emotions, satisfaction, and event attachment: A social identity perspective. *Journal of Business Research*, 112, pp. 373-384.

SOSCIA, I., PRAYAG, G. and HESAPCI, O. (2019). Advertising guilt-laden vacations: The cross-cultural efficacy of a guilt decreasing appeal. *Journal of Hospitality and Tourism Management*, 39, pp. 57-64.

AMATULLI, C., DE ANGELIS, M., PELUSO, A.M., SOSCIA, I. and GUIDO, G. (2019). The Effect of Negative Message Framing on Green Consumption: An Investigation of the Role of Shame. *Journal of Business Ethics*, 157, pp. 1111-1132.

SOSCIA, I., BAGOZZI, R. and GUENZI, P. (2018). Cognitive and Affective Determinants of Sales Force Performance: A Two-wave Study. *Industrial Marketing Management*, 75, pp. 206-217.

ADDIS, M., MINIERO, G. and SOSCIA, I. (2018). Facing Contradictory Emotions In Event Marketing: Leveraging On Surprise. *Journal of Consumer Marketing*, 35(2), pp. 183-193.

PRAYAG, G. and SOSCIA, I. (2015). Guilt-Decreasing Marketing Appeals: The Efficacy of Vacation Advertising on Chinese Tourists. *Journal of Travel & Tourism Marketing*, 33(4), pp. 551-565.

SHRUM, L.J., LOWREY, T.M., PANDELAERE, M., RUVIO, A., GENTINA, E. and SOSCIA, I. (2014). Materialism: the good, the bad, and the ugly. *Journal of Marketing Management*, 30(17-18), pp. 1858-1881.

- TROILO, G., CITO, M.C. and SOSCIA, I. (2014). Repurchase Behavior in the Performing Arts: Do Emotions Matter Without Involvement? *Psychology and Marketing*, 31(8), pp. 635-646.
- ARBORE, A., SOSCIA, I. and BAGOZZI, R. (2014). The Role of Signaling Identity in the Adoption of Personal Technologies. *Journal of the Association for Information Systems*, 15(2), pp. 86-110.
- SOSCIA, I., TURRINI, A. and TANZI, E. (2012). Non Castigat Ridendo Mores: Evaluating the effectiveness of humor appeal in printed advertisements for HIV/AIDS prevention in Italy. *Journal of Health Communication*, 17(9), pp. 1011-1027.
- SOSCIA, I., ARBORE, A. and HOFACKER, C.F. (2011). The impact of trial on technology adoption: the case of mobile TV. *Journal of Research in Interactive Marketing*, 5(2/3), pp. 226-238.
- TURRINI, A., SOSCIA, I. and MAULINI, A. (2011). Web communication can help theaters attract and keep younger audiences. *International Journal of Cultural Policy*, 18(4), pp. 474-485.
- TURRINI, A., CRISTOFOLI, D., NASI, G. and SOSCIA, I. (2010). Lifting the veil of Maya: measuring the implementation gap of public management reforms in Italy. *International Journal of Public Sector Management*, 23(1).
- SOSCIA, I., GIROLAMO, S. and BUSACCA, B. (2010). The Effect of Comparative Advertising on Consumer Perceptions: Similarity or Differentiation? *Journal of Business and Psychology*, 25, pp. 109-118.
- SOSCIA, I. and TANZI, E. (2009). Tra reticenze e tabù. Social advertising e prevenzione della trasmissione sessuale dell'HIV in Italia. *Economia & Management*.
- SOSCIA, I. (2007). Gratitude, delight, or guilt: The role of consumers' emotions in predicting postconsumption behaviors. *Psychology and Marketing*, 24(10), pp. 871 - 894.
- SOSCIA, I. and OSTILLIO, M.C. (2005). Comunicazione integrata di marketing alias IMC: un nuovo scenario per la comunicazione? *Economia & Management*.
- SOSCIA, I. and COTTARELLI, P. (2005). Immaginazione; fantasie e ricordi: quando la pubblicità anticipa le emozioni del consumo. *Micro & Macro Marketing - il Mulino*, (1), pp. 5-26.
- OSTILLIO, M.C., SOSCIA, I. and SCOTTI, A. (2003). In principio era il verbo....creativo. *Economia & Management*, 4, pp. 39-61.
- SOSCIA, I. (2000). L'analisi dei documenti per la ricerca di marketing: una proposta metodologica. *Micro & Macro Marketing - il Mulino*, 1, pp. 79-96.

### **Books and book editor**

- SOSCIA, I. (2013). *Emotions and Consumption Behaviours*. Edward Elgar Publishing, 160 pages.

### **Book chapters**

- ATAKAN, S. and SOSCIA, I. (2021). The Role of Emotions in Designing Innovative Food Experiences for Consumer Well-Being: Contributions to Design Thinking. In: Winded Batat (ed.). *Design Thinking for Food Well-Being*. 1st ed. Springer, pp. 115-137.
- PIANCATELLI, C. and SOSCIA, I. (2021). Le ricerche per la comunicazione di massa. In: *Ricerche di marketing*. 1st ed. McGraw-Hill Education.
- SOSCIA, I. (2018). La soddisfazione del cliente: Un'emozione quasi fantastica. In: Enrico Valdani (ed.). *Marketing. Una disciplina fantastica*. 1st ed. Milano: EGEEA, pp. 485-495.
- SOSCIA, I. and TROILO, G. (2011). Ricerche quantitative di marketing. In: Enrico Valdani (ed.). *Marketing Management*. 1st ed. EGEEA, pp. 183-203.
- SOSCIA, I. and CARU, A. (2011). Esperienze di consumo e marketing esperienziale. In: Enrico Valdani (ed.). *Marketing Management*. 1st ed. EGEEA, pp. 403-429.
- SOSCIA, I. and MOLTENI, L. (2009). Le ricerche di mercato. In: Sandro Castaldo (ed.). *Marketing e Fiducia*. 1st ed. Il Mulino.

SOSCIA, I. and ADDIS, M. (2006). Acquisti, consumo ed emozioni. In: *Management, vol.11*. 1st ed. Università Bocconi Editore.

SOSCIA, I. (2004). Gli sviluppi analitici nel periodo 1990-2003: l'esplorazione di nuovi ambiti di ricerca. In: Bruno Busacca (ed.). *Consumatore, concorrenza e valore*. 1st ed. EGEA.

SOSCIA, I. (2003). Le ricerche per la comunicazione di massa. In: Luca Molteni, Gabrielle Troilo eds. *Ricerche di marketing*. 1st ed. McGraw-Hill Education.

SOSCIA, I. (2001). Semiotica e comunicazione in store. In: Sandro Castaldo (ed.). *Retailing & Innovazione*. 1st ed. EGEA.

SOSCIA, I. (2001). L'experience economy. In: *Convergenza*. 1st ed. EGEA.

SOSCIA, I. and BAIETTI, I. (2000). L'utilizzo del testimonial in comunicazione: relazioni bi-direzionali tra celebrità e categorie di prodotti. In: Attilio Mucelli (ed.). *La comunicazione nell'economia d'azienda. Processi, strumenti, tecnologie*. 1st ed. Giappichelli.

SOSCIA, I. and BOTTI, S. (1999). L'innovazione della distribuzione europea. In: *Euromanagement*. 1st ed. EGEA.

### **Non peer-reviewed journal articles**

TANZI, E. and SOSCIA, I. (2010). Uno studio descrittivo dei comportamenti safer sex tra i single eterosessuali di Milano. *Politiche Sanitarie*, 11(1), pp. 44-52.

### **Editorials of a journal**

SOSCIA, I. (2023). Managing the cultural business. Avoiding mistakes, Finding success: Book Review. *International Journal of Arts Management*.

### **Conference proceedings**

AMATULLI, C., DE ANGELIS, M., PELUSO, A., SOSCIA, I. and BAGOZZI, R. (2015). Consumers' Pro-Environmental Behaviors: The Role of Framing and Emotions., 43, pp. 449-450.

SOSCIA, I., BUSACCA, B. and PITRELLI, E. (2008). Guilt decreasing marketing communication: an unexplored appeal.

SOSCIA, I., ADDIS, M., MINIERO, G. and SCOPPELLITI, I. (2008). How much do experiential events contribute in building brand image?

### **Conference presentations**

BABUTSIDZE, Z. and SOSCIA, I. (2018). What drives green consumer behavior? A cross-regional appraisal. In: Interdisciplinary Workshop on Climate Change Risk Perception and Propensity to Act. Sophia Antipolis.

SOSCIA, I., PRAYAG, G. and LEE, C. (2018). Identity, Discrete Emotions, Satisfaction and Attachment- A Social Identity Perspective. In: INEKA. Verona.

SOSCIA, I. and TURRINI, A. (2017). Explaining fatal attraction to classical music: does complexity drive listeners' interest? In: AIMAC. Beijing.

PRAYAG, G. and SOSCIA, I. (2016). Tourist Motivation and Place Attachment: The Mediating Effects of Service Interactions and Moderating Effects of Nationality. In: Global Marketing Conference. Hong Kong.

SOSCIA, I., PRAYAG, G. and HESAPCI, O. (2016). Advertising Guilt-Laden Tourism Products: Beyond Cultural Differences. In: Global Marketing Conference. Hong Kong.

SOSCIA, I. (2014). What are the consequences of consumer happiness on the consumption or performance? In: International Marketing Trends Conference. Venice.

SOSCIA, I. (2014). Motivation and Tourists' Emotions as Antecedents of Place Attachment. In: EIASM (European Institute for Advanced Studies in Management) workshop. Valencia.

SOSCIA, I. (2014). Guilt Decreasing Marketing Appeals: The Efficacy of Luxury Vacation Advertising among Chinese Tourists. In: EIASM (European Institute for Advanced Studies in Management) workshop. Valencia.

- SOSCIA, I. (2012). Solving the paradox of Machiavellianism: Machiavellianism may make for productive sales but poor team spirit. In: EIASM (European Institute for Advanced Studies in Management) workshop. Lisbonne.
- SOSCIA, I., ARBORE, A. and MINIERO, I. (2010). Computer based lie detection technique for scale validation. In: AMA (American Marketing Association) Conference. Chicago.
- SOSCIA, I., BUSACCA, B. and PITRELLI, E. (2008). Guilt decreasing marketing communication: an unexplored appeal. In: EACR - European Conference on Consumer Research. Milan.
- SOSCIA, I., ADDIS, M. and MINIERO, G. (2008). How much do experiential events contribute in building brand image? In: EACR - European Conference on Consumer Research. Milan.
- SOSCIA, I., GIROLAMO, S. and BUSACCA, B. (2007). The effect of comparative advertising on consumer perception. In: EIASM (European Institute for Advanced Studies in Management) workshop. Reykjavik.
- SOSCIA, I., BUSACCA, B. and PITRELLI, E. (2007). Guilt decreasing marketing communication: an unexplored appeal. In: EIASM (European Institute for Advanced Studies in Management) workshop. Reykjavik.
- SOSCIA, I., ADDIS, M. and MINIERO, G. (2006). The role of experiential marketing in brand repositioning. A quasi-experiment in the spirit industry. In: EIASM (European Institute for Advanced Studies in Management) workshop. Athens.
- SOSCIA, I., BUSACCA, B. and LA FALCE, L. (2004). Consumer choice processes in highly complex situations. In: EIASM (European Institute for Advanced Studies in Management) workshop. Murcia.
- SOSCIA, I., BUSACCA, B. and VIANI, E. (2004). Responses to humorous advertising: the mediating effect of the type of product and the type of message. In: ICORIA Conference. Oslo.
- SOSCIA, I. (2002). Determining the relationship between customer satisfaction and post-consumption behaviours: an emotional approach. In: EIASM (European Institute for Advanced Studies in Management) workshop. Braga.
- SOSCIA, I. and TURRINI, A. (2000). To be or not to be when the scene changes: tragedy or comedy for the theatres in Milan? In: ACEI Conference. Minneapolis.
- SOSCIA, I. and BAIETTI, I. (2000). The Use of Testimonial in Advertising: Bi-directional Relationships between Celebrities and Product Classes. In: EIASM (European Institute for Advanced Studies in Management) workshop. Rotterdam.
- SOSCIA, I. and BAIETTI, I. (1999). L'utilizzo del testimonial in comunicazione: relazioni bi-direzionali tra celebrità e categorie di prodotti. In: Convegno Nazionale AIDEA Giovani. Ancona.

## Other research activities

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