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## Isabella SOSCIA

### Innovation Sophia-Antipolis

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#### CV

##### Skills & Interests

###### Teaching Skills

Isabella Soscia has taught an e learning class (Marketing Research) when she was assistant professor at Bocconi.

###### Languages

Italian, English, and French.

###### Expertise

Consumer behavior, The role of consumption emotions. Use of quantitative data collection tools such as survey and experiment.

##### Qualification

Scholarly Academic

##### Academic Degrees

Ph.D. University Bocconi, Italie, 2012.

##### Work Experience

Professor in Marketing, SKEMA Business School (2012 - Present), Sophia-Antipolis, France.

##### Intellectual contributions

###### Articles in Journals

SOSCIA, I., Prayag, G., & Hesapci, O. (2019). Advertising guilt-laden vacations: The cross-cultural efficacy of a guilt decreasing appeal. *Journal of Hospitality and Tourism Management*.

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

SOSCIA, I., Addis, M., & Miniero, G. (2017). Facing Contradictory Emotions In Event Marketing: Leveraging On Surprise. *Journal of Consumer Marketing*.

SOSCIA, I. (2017). The Effect of Negative Message Framing on Green Consumption: An Investigation of the Role of Shame. *Journal of Business Ethics*.

Prayag, G., & Soscia, I. (2015). Guilt-Decreasing Marketing Appeals: The Efficacy of Vacation Advertising ON Chinese Tourists. *Journal*

of *Travel & Tourism Marketing*., doi: 10.1080/10548408.2015.1065214.

Troilo, G., Cito, M.C., & Soscia, I. (2014). Repurchase Behavior in the Performing Arts: Do Emotions Matter Without Involvement? *Psychology and Marketing*, 31 (8), 635-646.

Shrum, L. J., Lowrey, T. M., Pandelaere, M., Ruvio, A. A., Gentina, E., Furchheim, P., Herbert, M., Hudders, L., Lens, I., Mandel, N., Nairn, A., Samper, A., Soscia, I., Steinfield, L. (2014). Materialism: the good, the bad, and the ugly. *Journal of Marketing Management*, 30 (17-18), 1858-1881.

Arbore, A., Soscia, I., & Bagozzi, R. P. (2014). The Role of Signaling Identity in the Adoption of Personal Technologies. *Journal of the Association for Information Systems*, 15 (22), 86-110.

Soscia, I., Turrini, A., & 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), 1011-1027.

Soscia, I., Arbore, A., & 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), 226-238.

Turrini, A., Soscia, I., & Maulini, A. (2011). Web communication can help theaters attract and keep younger audiences. *International Journal of Cultural Policy*, 18 (4).

Soscia, I., Girolamo, S., & Busacca, B. (2010). The effect of comparative advertising of consumer perceptions: similarity or differentiation? *Journal of Business and Psychology*, 25.

Soscia, I., Turrini, A., Cristofoli, D., & Nasi, G. (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., & Tanzi, E. (2010). Uno studio descrittivo dei comportamenti safer sex tra i single eterosessuali di Milano. *Politiche Sanitarie*, 11 (1).

Soscia, I., & Tanzi, E. (2009). Tra reticenze e tabù. Social advertising e prevenzione della trasmissione sessuale dell'HIV in Italia. *Economia & Management*.

Soscia, I. (2007). Delight or Guilt: The role of consumers' emotions in predicting post-consumption behaviors. *Psychology and Marketing*, 24 (10).

Soscia, I., & Ostillo, M.C. (2005). Comunicazione integrata di marketing alias IMC: un nuovo scenario per la comunicazione? *Economia & Management*.

Soscia, I., & Cottarelli, P. (2005). Immaginazione, fantasie e ricordi: quando la pubblicità anticipa le emozioni del consumo. *Micro-Macro Marketing - il Mulino*.

Soscia, I., Ostillo, M.C., & Scotti, A. (2003). In principio era il verbo....creativo. *Economia & Management*.

Soscia, I. (2000). L'analisi dei documenti per la ricerca di marketing: una proposta metodologica. *Micro-Macro Marketing - il Mulino*, 1.

#### **Articles in Proceedings**

Amatulli, C., De Angelis, M., M. Peluso, A., Soscia, I., Bagozzi, Richard P., Gianluigi Guido (2015). Consumers' Pro-Environmental Behaviors: The Role of Framing and Emotions. *Association for Consumer Research conference*, 43, 449-450.

Soscia, I., Busacca, B., & Pitrelli, E. (2008). Guilt decreasing marketing communication: an unexplored appeal. *EACR – European Conference on Consumer Research*.

Soscia, I., Addis, M., Miniero, G., & Scoppelliti, I. (2008). How much do experiential events contribute in building brand image? *EACR – European Conference on Consumer Research*.

Soscia, I., Busacca, B., & Pitrelli, E. (2007). Guilt decreasing marketing communication: an unexplored appeal. *EACR – European Conference on Consumer Research*.

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#### **Books, Monographs, Compilations, Manuals**

Soscia, I. (2013). *Emotions and Consumption Behaviours* Edward Elgar Publishing Ltd.

Soscia, I. (2009). *Emozioni e Consumo* EGEA.

#### **Chapters, Cases, Readings, Supplements**

SOSCIA, I. (2018). La soddisfazione del cliente: Un'emozione quasi fantastica.. *Marketing. Una disciplina fantastica..* Milano: EGEA.

Soscia, I., & Troilo, G. (2011). Ricerche quantitative di marketing. *Marketing Management*. EGEA.

Soscia, I., & Caru', A. (2011). Esperienze di consumo e marketing esperienziale. *Marketing Management*. EGEA.

Soscia, I., & Molteni, L. (2009). Le ricerche di mercato. *Marketing e Fiducia*. Il Mulino.

Soscia, I., & Addis, M. (2006). Acquisti, consumo ed emozioni. *Management*, vol.11. Università Bocconi Editore.

- Soscia, I. (2004). Gli sviluppi analitici nel periodo 1990-2003: l'esplorazione di nuovi ambiti di ricerca. *Consumatore, concorrenza e valore*. EGEA.
- Soscia, I. (2003). Le ricerche per la comunicazione di massa. *Ricerche di marketing*. McGraw-Hill.
- Soscia, I. (2002). Creazione di nuovi mercati: l'esperienza. *Mobile Communication*. Il Sole 24 ORE.
- Soscia, I., & Ostillo, M. (2002). Pubblicità e positioning: Omnitel dalla colomba a Megan Gale. *Mobile Communication*. Il Sole 24 ORE.
- Soscia, I. (2001). Semiotica e comunicazione in store. *Retailing & Innovazione*. EGEA.
- Soscia, I. (2001). L'experience economy. *Convergenza*. EGEA.
- Soscia, I., & Baietti, I. (2000). L'utilizzo del testimonial in comunicazione: relazioni bi-direzionali tra celebrità e categorie di prodotti. *La comunicazione nell'economia d'azienda. Processi, strumenti, tecnologie*. Giappichelli.
- Soscia, I., & Botti, S. (1999). L'innovazione della distribuzione europea. *Euromanagement*. EGEA.

### **Conference Presentations**

- SOSCIA, I., Prayag, G., & Lee, C. (2018). *Identity, Discrete Emotions, Satisfaction and Attachment- A Social Identity Perspective*. INEKA, Verona, Italy.
- SOSCIA, I. & TURRINI, A. (2017). *Explaining fatal attraction to classical music: does complexity drive listeners' interest?* AIMAC, Beijing, China.
- Prayag, G. & Soscia, I. (2016). *Tourist Motivation and Place Attachment: The Mediating Effects of Service Interactions and Moderating Effects of Nationality*. Global Marketing Conference, Hong Kong, China- Hong Kong.
- Soscia, I., Prayag, G., & Hesapci, O. (2016). *Advertising Guilt-Laden Tourism Products: Beyond Cultural Differences*. Global Marketing Conference, Hong Kong, China- Hong Kong.
- Chereau, P., Hoffmann, J., & Soscia, I. (2015, June). *The masstige Paradox in China: a Business Model Innovation Opportunity for Independent Luxury Companies?* Global Fashion Management Conference, Florence, Italy.
- Soscia, I. (2014, June). *Guilt Decreasing Marketing Appeals: The Efficacy of Luxury Vacation Advertising among Chinese Tourists*. EMAC - European Marketing Academy Conference, Valencia, Spain.
- Soscia, I. (2014, June). *Motivation and Tourists' Emotions as Antecedents of Place Attachment*. EMAC - European Marketing Academy Conference, Valencia, Spain.
- Soscia, I. (2014, January). *What are the consequences of consumer happiness on the consumption or performance?* International Marketing Trends Conference, Venice, Italy.
- Soscia, I. (2012). *Solving the paradox of Machiavellianism: Machiavellianism may make for productive sales but poor team spirit*. EMAC - European Marketing Academy Conference, Lisbonne, Portugal.
- Soscia, I., Arbore, A., & Miniero, I. (2010). *Computer based lie detection technique for scale validation*. AMA Conference, Chicago, Illinois.
- Soscia, I., Addis, M., Miniero, G., & Scoppelliti, I. (2008). *How much do experiential events contribute in building brand image?* EACR – European Conference on Consumer Research, Milan, Italy.
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- Soscia, I., Busacca, B., & Pitrelli, E. (2007). *Guilt decreasing marketing communication: an unexplored appeal*. EMAC Conference, Reykjavik, Iceland.
- Soscia, I., Girolamo, S., & Busacca, B. (2007). *The effect of comparative advertising on consumer perception*. EMAC Conference, Reykjavik, Iceland.
- Soscia, I., Addis, M., Miniero, G., & Scoppelliti, I. (2006). *The role of experiential marketing in brand repositioning. A quasi-experiment in the spirit industry*. EMAC Conference, Athens, Greece.
- Soscia, I., Busacca, B., & Viani, E. (2004). *Responses to humorous advertising: the mediating effect of the type of product and the type of message*. ICORIA Conference, Oslo, Norway.
- Soscia, I., Busacca, B., & La Falce, L. (2004). *Consumer choice processes in highly complex situations*. EMAC Conference, Murcia, Spain.
- Soscia, I. (2002). *Determining the relationship between customer satisfaction and post-consumption behaviours: an emotional approach*. EMAC Conference, Braga, Portugal.
- Soscia, I. & Turrini, A. (2000). *To be or not to be when the scene changes: tragedy or comedy for the theatres in Milan?* ACEI Conference, Minneapolis, Minnesota.
- Soscia, I. & Baietti, I. (2000). *The Use of Testimonial in Advertising: Bi-directional Relationships between Celebrities and Product Classes*. EMAC Conference, Rotterdam, Netherlands.

Soscia, I. & Baietti, I. (1999). *L'utilizzo del testimonial in comunicazione: relazioni bi-direzional tra celebrità e categorie di prodotti*. VI Convegno Nazionale AIDEA Giovani, Ancona, Italy.