Isabella SOSCIA
Innovation
Sophia-Antipolis

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, Consumption emotions, Survey, Experiment.

Qualification
Scholarly Academic

Academic Degrees
Ph.D. University Bocconi, Italy, 2012.

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

Intellectual contributions
Articles in Journals
Consumer Marketing.


*Articles in Proceedings*


*Books, Monographs, Compilations, Manuals*


*Chapters, Cases, Readings, Supplements*


Conference Presentations


**Soscia, I. (2014, June).** Motivation and Tourists’ Emotions as Antecedents of Place Attachment. EIASM (European Institute for Advanced Studies in Management) workshop, 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. EIASM (European Institute for Advanced Studies in Management) workshop, Lisbonne, Portugal.


**Soscia, I., Addis, M., Miniero, G., & Scoppelliti, I. (2006).** The role of experiential marketing in brand repositioning. A quasi-experiment in the spirit industry. EIASM (European Institute for Advanced Studies in Management) workshop, Athens, Greece.


**Soscia, I. (2002).** Determining the relationship between customer satisfaction and post-consumption behaviours: an emotional approach.
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.
