



Isabella SOSCIA
INNOVATION Academy
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, 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., BAGOZZI, R., & GUENZI, P. (in press, 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., Steinfeld, 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*.
- Soscia, I., Ostillo, M.C., & Scotti, A. (2003). In principio era il verbo....creative. *Economia & Management*.
- Soscia, I. (2000). L'analisi dei documenti per la ricerca di marketing: una proposta metodologica. *Micro-Macro Marketing*, 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. *2015 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*.
- Soscia, I., Addis, M., Miniero, G., & Scoppelliti, I. (2007). How much do experiential events contribute in building brand image? *EACR – European Conference on Consumer Research*.

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. & 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. & Ostilio, 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. & 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?* 2015 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.
- Soscia, I., Busacca, B., & Pitrelli, E. (2008). *Guilt decreasing marketing communication: an unexplored appeal*. EACR – European Conference on Consumer Research, Milan, Italy.
- Soscia, I., Girolamo, S., & Busacca, B. (2007). *The effect of comparative advertising on consumer perception*. 36th EMAC Conference, Reykjavik, Iceland.

- Soscia, I., Busacca, B., & Pitrelli, E. (2007). *Guilt decreasing marketing communication: an unexplored appeal*. 36th 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*. 35th 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*. 33rd EMAC Conference, Murcia, Spain.
- Soscia, I. (2002). *Determining the relationship between customer satisfaction and post-consumption behaviours: an emotional approach*. 31st 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?* 11th ACEI Conference, Minneapolis, Minnesota.
- Soscia, I. & Baietti, I. (2000). *The Use of Testimonial in Advertising: Bi-directional Relationships between Celebrities and Product Classes*. 29th EMAC Conference, Rotterdam, Netherlands.
- Soscia, I. & Baietti, I. (1999). *L'utilizzo del testimonial in comunicazione: relazioni bi-direzionali tra celebrità e categorie di prodotti*. VI Convegno Nazionale AIDEA Giovani, Ancona, Italy.