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CURRENT POSITION

- 2018–present Qualified as Full Professor of Business Management
National Scientific Qualification 2016
- 2015–present Associate Professor of Business Management
Department of Management and Economics
University of Salento, Lecce

PREVIOUS ACADEMIC POSITIONS

- 2014–2015 Tenured Researcher (Assistant Professor) in Business Management
Department of Management and Economics
University of Salento, Lecce
- 2011–2014 Researcher (Assistant Professor) in Business Management
Department of Management and Economics
University of Salento, Lecce
- 2009–2011 Research Fellow in Marketing
Department of Business and Management
LUISS University, Rome
- 2005–2011 Teaching and Research Assistant in Marketing
Faculty of Economics
University of Salento, Lecce

EDUCATION

- 2004–2007 Ph.D. in Economic and Quantitative Methods for Market Analysis
Faculty of Economics, University of Salento, Lecce
- 1997–2002 Master's degree (*Laurea magistralis*) *summa cum laude* in Business Administration
Faculty of Economics, University of Salento, Lecce

Postgraduate specialized courses

- 2007 Specialized School in “Management of Internationalization Processes”
Department of Business, Law and Environmental Studies
Faculty of Economics, University of Salento, Lecce, September 10th-16th
- 2006 Specialized School in “Structural Equation Models with LISREL”
SDIPA School of Management
Faculty of Economics, University of Calabria (Italy), July 24th-28th
- 2005 Specialized School in “Computational Economics”
Department of Statistical, Mathematical, and Economic Sciences
Faculty of Economics, University of Salento, Lecce, July 4th-9th

SELECTED ACADEMIC AWARDS, HONORS AND SCHOLARSHIPS

- 2018 Best Paper Award (Co-authors: G. Pino and G. Guido) for the article “Green Marketing Strategies for Museums and Art Galleries: An Empirical Research on the Italian National Gallery of Modern and Contemporary Arts”, presented in the Session “Tourism Culture & Arts Marketing”, Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Bari (Italy), October 18-19th 2018
- 2018 Emerald Literati Outstanding Paper Award (Co-authors: L. Innocenti and M. Pilati) for the article “Pay Is Not Everything: Differential Effects of Monetary and Non-Monetary Rewards on Employees’ Attitudes and Behaviours”, published in *Empirical-Based HRM: A Global Forum for Empirical Scholarship*, 2017, Vol. 5 (3), 311-327
- 2018 Best Paper Award (Co-authors: G. Guido, C. Rizzo, A. Mileti, and G. Pino) for the article “The Effect of Nonconscious Mimicry and Obedience on Consumer Behavior: The Role of Conformism”, published in the Proceedings of the International Marketing Trends Congress, ESCP-EAP European School of Management of Paris and “Ca’ Foscari” University of Venice, Paris (France), January 18th-20th 2018
- 2017 Research grant awarded by the Ministry of Education, University, and Research of the Italian Government (€3,000)
- 2008 Qualification (sixth place) with a mention of honor at the IRI national competition for the assignment of three visiting research scholarships in managerial sciences, IRI Foundation (Fondazione IRI), Rome (€36,000 each)
- 2004–2007 Three-year doctoral scholarship in Economic and Quantitative Methods for Market Analysis, Department of Economic and Mathematical-Statistical Sciences, Faculty of Economics, University of Salento, Lecce (€30,000)
- 2005 March/April 2005 Best Paper Award (Co-authors: G. Guido and F. Rizzato) for the article “Il Mercato Online del Comparison Shopping: Come Classificare gli Infomediani”, published in *Economia & Management*, the journal of the Bocconi School of Management (“Luigi Bocconi” University, Milan, Italy), (2) 55-76. Finalist for the 2004-2005 Best Paper Award

PRIMARY RESEARCH INTERESTS

- Branding
- Consumer behavior
- Marketing communication

PUBLICATIONS

Research Monographs

- [1] Guido G., Prete M. I., Pichierri M., Pino G., Peluso A. M. (2016), *Beyond Ethical Consumption: Religious-Like Behaviours and Marketing Habits for Fervid Attachment to Brands, Shopping Limerence, Political Fanaticism*, Bern: Peter Lang. ISBN: 9783034321037.
- [2] Peluso A. M. (2011), *Consumer Satisfaction: Advancements in Theory, Modeling, and Empirical Findings*, Bern: Peter Lang. ISBN: 9783034306362.
- [3] Guido G., Bassi F., Peluso A. M. (2010), *La Soddisfazione del Consumatore: La Misura della Customer Satisfaction nelle Esperienze di Consumo (Consumer Satisfaction: The Measurement of Customer Satisfaction with Consumption Experiences)*, Milan: F. Angeli. ISBN: 9788856822519.

Articles in national and international journals

- [1] Guido G., Amatulli C., Peluso A. M., De Matteis C., Piper L., Pino G. (2020), “Measuring Internalized Versus Externalized Luxury Consumption Motivations and Consumers’ Segmentation,” *Italian Journal of Marketing*, accepted for publication. ISSN: 2662-3323.
- [2] Pino G., Amatulli C., Natarajan R., De Angelis M., Peluso A. M., Guido G. (2020), “Product Touch in the Real and Digital World: How Do Consumers Reach?”, *Journal of Business Research*, in stampa (DOI: 10.1016/j.jbusres.2019.10.002).
- [3] Cosma S., Cosma S., Peluso A. M. (2019), “Determinants of Older Consumers’ Interest in Home Equity Conversion Products”, *International Journal of Bank Marketing*, 37 (5), 1275-1295. ISSN: 0265-2323.
- [4] Amatulli C.*, De Angelis M.*, Peluso A. M.*, Soscia I., Guido G. (2019), “The Effect of Negative Message Framing on Green Consumption: An Investigation of the Role of Shame”, *Journal of Business Ethics*, 157 (4), 1111-1132. ISSN: 0167-4544. (* = equal contribution)
- [5] Yuan B., Peluso A. M. (2019), “The Influence of Internet Entrepreneur-Related Word-of-Mouth (WOM) on Corporate Image Association”, *Sustainability*, 11 (6), [1737] 1-15. ISSN: 2071-1050.
- [6] Peluso A. M., Rizzo C., Pino G., (2019), “Controversial Sports Sponsorships: Effects of Sponsor Moral Appropriateness and Self-Team Connection on Sponsored Teams and External Benefit Perceptions”, *Journal of Business Research*, 98 (5), 339-351. ISSN: 0148-2963.
- [7] Pino G., Peluso A. M., Del Vecchio P., Ndou V., Passiante G., Guido G. (2019), “A Methodological Framework to Assess Social Media Strategies of Event and Destination Management Organizations”, *Journal of Hospitality Marketing & Management*, 28 (2), 189-216. ISSN: 1936-8623.
- [8] Pino G., Amatulli C., Peluso A. M., Natarajan R., Guido G. (2019), “Brand Prominence and Social Status in Luxury Consumption: A Comparison of Emerging and Mature Markets”, *Journal of Retailing and Consumer Services*, 46 (January), 163-172. ISSN: 0969-6989.
- [9] Pino G., Guido G., Peluso A. M., Pichierri M. (2018), “Assessing the Strategic Needs of Local Territorial Systems (LTSs): The Case of a Southern Italian Province”, *Journal of Place Management and Development*, 11 (4), 463-491. ISSN: 1753-8335.
- [10] Amatulli C.*, Peluso A. M.*, Guido G., Yoon C. (2018), “When Feeling Younger Depends on Others: The Effects of Social Cues on Older Consumers”, *Journal of Consumer Research*, 45 (4), 691-709. ISSN: 0093-5301. (* = equal contribution)
- [11] Cosma S., Peluso A. M., Cosma S. (2018), “Le Famiglie Italiane e la Finanziarizzazione della Ricchezza Immobiliare” (“Households’ Interest in Financial Use of Real Estate Wealth. An Empirical Study”), *Bancaria*, 74 (2), 40-54, ISSN: 0005-4623.
- [12] Guido G., Pino G., Peluso A. M. (2018), “The Impact of Disgust on Consumers’ Purchase Intentions: An Empirical Assessment”, *Journal of Consumer Marketing*, 35 (1), 105-115. ISSN: 0736-3761.
- [13] Pino G., Peluso A. M. (2018), “The Development of Cruise Tourism in Emerging Destinations: Evidence from Salento, Italy”, *Tourism and Hospitality Research*, 18 (1), 15-27. ISSN: 1467-3584.
- [14] Peluso A. M., Pino G., Amatulli C., Guido G. (2017), “Luxury Advertising and Recognizable Artworks: New Insights on the ‘Art Infusion’ Effect”, *European Journal of Marketing*, 51 (11-12), 2192-2206. ISSN: 0309-0566.
- [15] Peluso A. M., Innocenti L., Pilati M. (2017), “Pay Is Not Everything: Differential Effects of Monetary and Non-Monetary Rewards on Employees’ Attitudes and Behaviours”, *Evidence-Based HRM: A Global Forum for Empirical Scholarship*, 5 (3), 311-327. ISSN: 2049-3983.

- [16] Scarozza D., Cepiku D., Hinna A., Peluso A. M. (2017), “Exploring Determinants of Work Motivation in Public Service: The Influence of Organizational Context and Public Service Motivation”, *MECOSAN*, 104, 89-109. ISSN: 1121-6921.
- [17] Amatulli C., Peluso A. M., Colella G. (2017), “Un’Analisi sui Commenti in Inglese nelle *Web-Community* dei *Luxury Brand*: Spunti per le Strategie del Marketing del Lusso ‘Made in Puglia’” (“An Analysis of Comments in English in Luxury Brands’ Web Communities: Reflections about Marketing Strategies for ‘Made-in-Puglia’ Luxury Products”), *Lingue e Linguaggi*, 20, 273-291. ISSN: 2239-0367.
- [18] Peluso A. M., Bonezzi A., De Angelis M., Rucker D. D. (2017), “Compensatory Word of Mouth: Advice as a Device to Restore Control”, *International Journal of Research in Marketing*, 34 (2), 499-515. ISSN: 0167-8116.
- [19] De Vries L.*, Peluso A. M.*, Romani S., Leeflang P. S. H., Marcati A. (2017), “Explaining Consumer Brand-Related Activities on Social Media: An Investigation of the Different Roles of Self-Expression and Socializing Motivations”, *Computers in Human Behavior*, 75, 272-282. ISSN: 0747-5632. (* = equal contribution)
- [20] Prete M. I., Piper L., Rizzo C., Pino G., Capestro M., Mileti A., Pichierri M., Amatulli C., Peluso A. M., Guido G. (2017), “Determinants of Southern Italian Households’ Intention to Adopt Energy Efficiency Measures in Residential Buildings”, *Journal of Cleaner Production*, 153 (1), 83-91. ISSN: 0959-6526.
- [21] Pino G., Toma P., Rizzo C., Miglietta P. P., Peluso A. M., Guido G. (2017), “Determinants of Farmers’ Intention to Adopt Water Saving Measures: Evidence from Italy”, *Sustainability*, 9 (1), [77] 1-14. ISSN: 2071-1050.
- [22] Guido G., Pino G., Peluso A. M. (2016), “Assessing Individuals’ Re-gifting Motivations”, *Journal of Business Research*, 69 (12), 5956-5963. ISSN: 0148-2963.
- [23] Guido G., Peluso A. M., Mileti A., Capestro M., Cambò L., Pisanello P. (2016), “Effects of Background Music Endings on Consumer Memory in Advertising”, *International Journal of Advertising*, 35 (3), 504-518. ISSN: 0265-0487.
- [24] Pino G., Amatulli C.*, De Angelis M.*, Peluso A. M.* (2016), “The Influence of Corporate Social Responsibility on Consumers’ Attitudes and Intentions toward Genetically Modified Foods: Evidence from Italy”, *Journal of Cleaner Production*, 112 (Part 4), 2861-2869. ISSN: 0959-6526. (* = equal contribution)
- [25] Peluso A. M. (2015), “Psychological Drivers in the Adoption of Morally Controversial Innovations: The Moderating Role of Ethical Self-Identity”, *Business Ethics: A European Review*, 24 (3), 252-263. ISSN: 0962-8770.
- [26] Pino G., Guido G., Peluso A. M. (2015), “Perceived Images and Vocations of Local Territorial Systems: Implications for Place Branding Strategies”, *Journal of Product and Brand Management*, 24 (3), 287-302. ISSN: 1061-0421.
- [27] Guido G., Peluso A. M. (2015), “Brand Anthropomorphism: Conceptualization, Measurement, and Impact on Brand Personality and Loyalty”, *Journal of Brand Management*, 22 (1), 1-19. ISSN: 1350-231X.
- [28] Guido G., Peluso A. M., Capestro M., Miglietta M. (2015), “An Italian Version of the 10-Item Big Five Inventory: An Application to Hedonic and Utilitarian Shopping Values”, *Personality and Individual Differences*, 76, 135-140. ISSN: 0191-8869.
- [29] Guido G., Amatulli C., Peluso A. M. (2014), “Context Effects on Older Consumers’ Cognitive Age: The Role of Hedonic Versus Utilitarian Goals”, *Psychology and Marketing*, 31 (2), 103-114. ISSN: 0742-6046.

- [30] Innocenti L., Peluso A. M., Pilati M. (2012), “The Interplay Between HR Practices and Perceived Behavioural Integrity in Determining Positive Employee Outcomes”, *Journal of Change Management*, 12 (4), 399-415. ISSN: 1469-7017.
- [31] De Angelis M., Bonezzi A., Peluso A. M., Rucker D. D., Costabile M. (2012), “On Braggarts and Gossips: A Self-Enhancement Account of Word-of-Mouth Generation and Transmission”, *Journal of Marketing Research*, 49 (4), 551-563. ISSN: 0022-2437.
- [32] Pino G., Peluso A. M., Guido G. (2012), “Determinants of Regular and Occasional Consumers’ Intentions to Buy Organic Food”, *Journal of Consumer Affairs*, 46 (1), 157-169. ISSN: 0022-0078.
- [33] Peluso A. M., Guido G. (2012), “Effects of Geographical University Names on Users’ Perceptions”, *Journal of Brand Management*, 19 (4), 344-357. ISSN: 1350-231X.
- [34] Guido G., Marcati A., Peluso A. M. (2011), “Nature and Antecedents of a Marketing Approach According to Italian SME Entrepreneurs: A Structural Equation Modeling Approach”, *International Journal of Entrepreneurial Behaviour and Research*, 17 (4), 342-360. ISSN: 1355-2554.
- [35] Innocenti L., Pilati M., Peluso A. M. (2011), “Trust as Moderator in the Relationship between HRM Practices and Employee Attitudes”, *Human Resource Management Journal*, 21 (3), 303-317. ISSN: 0954-5395.
- [36] Guido G., Peluso A. M., Moffa V. (2011), “Beardedness in Advertising: Effects on Endorsers’ Credibility and Purchase Intention”, *Journal of Marketing Communications*, 17 (1), 37-49. ISSN: 1352-7266.
- [37] Guido G., Peluso A. M., Pino G., Bruno I. (2010), “Immagine e Determinanti d’Acquisto di un Olio d’Oliva Locale nel Mercato Giapponese: Un Caso di Studio” (“Image and Purchasing Determinants of a Local Olive Oil in the Japanese Marketplace: A Case-Study”), *Piccola Impresa (Small Business)*, (3), 91-112. ISSN: 0394-7947.
- [38] Guido G., Peluso A. M., Tedeschi P., Nicole C., Lauretti C., Caciula A. (2010), “Acceptance of Product Placement in Italy: Effects of Personality and Product/Consumer Interactions”, *International Journal of Marketing Studies*, 2 (2), 34-46. ISSN: 1918-719X.
- [39] Guido G., Peluso A. M., Provenzano M. (2010), “Influence of Brand Personality-Marker Attributes on Purchasing Intention: The Role of Emotionality”, *Psychological Reports*, 106 (3), 737-751. ISSN: 0033-2941.
- [40] Marcati A., Guido G., Peluso A. M. (2010), “What Is Marketing for SME Entrepreneurs? The Need to Market the Marketing Approach”, *Journal of Marketing Trends*, 1 (2), 67-74. ISSN: 1961-7798.
- [41] Guido G., Prete M. I., Peluso A. M., Maloumy-Baka R. C., Buffa C. (2010) “The Role of Ethics and Product Personality in the Intention to Purchase Organic Food Products: A Structural Equation Modeling Approach”, *International Review of Economics*, 57 (1), 79-102. ISSN: 1865-1704.
- [42] Guido G., Peluso A. M. (2009), “When Are Baby-Faced Endorsers Appropriate? Testing Effects on Credibility and Purchase Intention”, *Journal of Current Issues and Research in Advertising*, 31 (2), 67-74. ISSN: 1064-1734.
- [43] Guido G., Peluso A. M., Prete M. I., Quarchioni J. (2008), “The Market for Hydrogen Cars: Non-Expert and Expert Consumers’ Product Images and Determinants of Purchase Intention”, *The World of New Economy*, (2), 41-47. ISSN: 2220-6469.
- [44] Guido G., Peluso A. M. (2008), “Preconditions for the Diffusion of *Prosumption* Among Firms: A Case Study Approach”, *Problems & Perspectives in Management*, 6 (4), 65-72. ISSN: 1727-7051.

- [45] Peluso A. M. (2008), “Biodiesel e Centrali a Biomassa nel Salento: Uno Studio Esplorativo sulle *Credenze* dei Potenziali Operatori del Settore” (“Biodiesel and Biomass Power Stations in the Salento Area: An Exploratory Study on the Beliefs of Potential Industrial Players”), *Economia, Azienda & Sviluppo*, 6 (3), 83-102. ISSN: 1971-1964.
- [46] Marcati A., Guido G., Peluso A. M. (2008), “The Role of SME Entrepreneurs’ Innovativeness and Personality in the Adoption of Innovations”, *Research Policy*, 37 (9), 1579-1590. ISSN: 0048-7333.
- [47] Guido G., Capestro M., Peluso A. M. (2008), “Livello di Stimolazione e Stato Motivazionale nell’Esperienza di Shopping in Due Centri Commerciali” (“Stimulation Level and Motivational State in the Shopping Experience in Two Shopping Malls”), *Giornale Italiano di Psicologia*, 35 (1), 125-148. ISSN: 0390-5349.
- [48] Guido G., Capestro M., Peluso A. M. (2007), “Experimental Analysis of Consumer Stimulation and Motivational States in Shopping Experiences”, *International Journal of Market Research*, 49 (3), 365-386. ISSN: 1470-7853.
- [49] Marcati A., Guido G., Peluso A. M. (2006), “Effetti della Tendenza all’Innovazione e della Personalità degli Imprenditori delle PMI Meridionali sull’Intenzione di Innovare: Uno Studio Sperimentale” (“Effects of Innovation Proneness and Personality on Intention to Innovate: An Experimental Study on Southern Italy SME Entrepreneurs”), *Rivista Economica del Mezzogiorno*, 20 (1-2), 219-260. ISSN: 1120-9534.
- [50] Guido G., Peluso A. M., Quarchioni J. (2006), “L’Auto di Domani?” (“The Next Generation Car?”), *L’Impresa*, March/April (2), 68-74. ISSN: 0035-6816.
- [51] Guido G., Peluso A. M., Rizzato F. (2005), “Il Mercato Online del Comparison Shopping: Come Classificare gli Infomediari” (“The Virtual Market of Comparison Shopping: A New Approach to Classify Infomediaries”), *Economia & Management*, March/April (2), 55-76. ISSN: 1120-5032. Abstract published in A. Diamantopoulos, (2006), “International Abstracts of Research in Marketing”, *International Journal of Research in Marketing*, 23, 107-115.
- [52] Guido G., Peluso A. M. (2004), “Consumers’ Perception of Odd-Ending Prices with the Introduction of the Euro”, *Journal of Product and Brand Management*, 13 (2-3), 200-210. ISSN: 1061-0421.

Chapters in edited books

- [1] Pino G., Amatulli C., Peluso A. M. (2013), “La Capacità Innovativa dei Sistemi Territoriali Locali Salentini” (“The Innovative Capacity of Local Territorial System in the Salento’s Area”), in *Lo Sviluppo Sostenibile: Ambiente, Risorse, Innovazione. Scritti in Memoria di Michela Specchiarello*, Guido G. and Massari S. (Ed.), Milan: Franco Angeli, 312-329. ISBN: 9788820447496.
- [2] Guido G., Amatulli C., Peluso A. M., Pino G., Prete M. I., Pace C. (2013), “Customer-Centric Strategies in Place Marketing: An Analysis of Places’ Identities and Perceived Images”, in *Customer-Centric Marketing Strategies: Tools for Building Organizational Performance*, Kaufmann H. R. and Panni M. F. A. K. (Ed.), Hershey, PA: IGI Global, 435-452. ISBN: 9781466625242.
- [3] Leeflang P. S. H., Peluso A. M. (2012), “Knowledge Generation in Marketing”, in *Quantitative Marketing and Marketing Management: Marketing Models and Methods in Theory and Practice*, Diamantopoulos A., Fritz W., and Hildebrandt L. (Ed.), Berlin: Springer, 149-170. ISBN: 9783834930606.
- [4] Guido G., Peluso A. M., Prete M. I., Pace C. (2010), “Vocazione Versus Percezione dei Sistemi Territoriali Locali: Due Studi Sperimentali” (“Vocation Vs. Perception of Local Territorial Systems: Two Experimental Studies”), in *Competitività, Ecologie e Territorio: Networks, Creatività e Capitale Sociale nella Co-Generazione del Valore*, Fiscato G. and Pilotti L. (Ed.), Naples (Italy): Scripta Web, 67-100. ISBN: 9788863810929.

- [5] Guido G., Marcati A., Peluso A. M. (2009), “La Soddifazione del Consumatore” (“Consumer Satisfaction”), in *La Guida del Sole 24 Ore al Marketing: Ambiente, Competizione, Processi di Marketing, Metriche e Strumenti di Gestione*, Cristini G. (Ed.), Milan (Italy): Il Sole 24 Ore, 363-388. ISBN: 9788863450699.
- [6] Peluso A. M. (2009), “Determinants of Consumers’ Acceptance of Fuels from Biological Materials and Hydrogen Transportation Technologies”, in *Behind Ethical Consumption: Purchasing Motives and Marketing Strategies for Organic Food Products, Non-GMOs, and Bio-fuels*, Guido G. (Ed.), Berlin: Peter Lang, 119-148. ISBN: 9783034300957.
- [7] Peluso A. M. (2008), “La Personalità Percepita dell’Ateneo” (“The Perceived Personality of the University”), in *Determinanti dell’Immagine dell’Ateneo Leccese*, Guido G. (Ed.), Economia, Azienda & Sviluppo, Quaderno No. 7, Bari: Cacucci, 41-53. ISSN: 1971-1964.
- [8] Guido G., Peluso A. M. (2004), “Baby-Faced Endorsers in Advertising: Affect and Credibility Effects on Purchase Intention”, in *Content and Media Factors in Advertising*, Neijens P., Hess C., Van den Putte B. and Smit E. (Ed.), Amsterdam: Het Spinhuis, 108-114. ISBN: 9789055892280.
- [9] Peluso A. M., Ardina M. (2003), “Introduzione all’Analisi Multivariata con SPSS per la Soluzione dei Casi di Studio” (“An Introduction to the Multivariate Analysis with SPSS”), in *Complementi e Casi di Marketing Competitivo*, Guido G. (Ed.), Rome: Kappa Edition, 77-100. ISBN: 9788878905351.

Articles in national and international conference proceedings

- [1] Amatulli C., Peluso A. M., Petruzzellis L., Guido G. (2019), “Sociodemographic Antecedents of Psychological Flow: Evidence from Outdoor Adventure Tourism”, Academy of Marketing Science (AMS) World Marketing Congress, Edinburg (UK), July 9-12th 2019. Proceedings in press.
- [2] Rizzo C., Peluso A. M. (2019), “Psychological and Situational Determinants of the Intention to Insure Against the Risk of Climate Change”, in *La Resilienza del Settore Agroalimentare: Il Contributo degli Studi Economici, Finanziari e Ambientali*, workshop held within the “5 per Mille” Project titled “Risk Management and Insurance Systems to Face Climate Issues and to Support Agricultural Resilience”, Lecce, July 4th 2019. Proceedings in press.
- [3] Pino G., Peluso A. M., Viglia G., Guido G. (2019), “Understanding How Message Framing and Companies’ Trustworthiness Determine the Effectiveness of Green Marketing Communications”, in *When You Tire of Marketing You Tire of Life*, Egan J. (Ed.), Academy of Marketing, London: 2-11. Proceedings of the Academy of Marketing Conference, London (UK), July 2nd-4th 2019. ISBN: 9781527242623.
- [4] Pichierri M., Pino G., Guido G., Peluso A. M. (2019), “When Stressing Risks Makes Products Healthier: Consumer Responses to Extra-Virgin Olive Oil Health Claims”, in *NeuroPsychoEconomics*, Babiloni F., Romani S., Pozharliev R., Reimann M., and Schilke O. (Ed.), Association for NeuroPsychoEconomics, LUISS University, Rome: 23. Proceedings of the NeuroPsychoEconomics Conference, Rome (Italy), June 6-7th 2019. ISSN: 1861-8243.
- [5] Peluso A. M., Barbarossa V., Chieffi V., Guido G. (2019), “Effects of Slow Tourism Experience Dimensions on Visitors’ Intention: An Empirical Study on Camping”, in *Global Issues and Challenges for Accessibility and Sustainable Tourism*, Trono A., Cerutti S., and Piva E. (Ed.), Associazione per lo Sviluppo della Cultura, degli Studi Universitari e della Ricerca nel Verbano Cusio Ossola, Domodossola (IT): 15-16. Proceedings of the Global Management Perspectives International Annual Conference, Lecce (Italy), March 1st-2nd 2019. ISBN: 9788898357116.
- [6] Pino G., Pichierri M., Peluso A. M., Guido G. (2018), “Communicating the Health Value of Olive Oil: An Analysis of Consumers’ Emotional and Attitudinal Responses to Label Health Claims”, University of Bari: 55-56. Proceedings of the Green Extraction of Natural Products International Conference, Bari (Italy), November 12-13th 2018. ISBN: 9788866290117.

- [7] Peluso A. M., Pino G., Mileti A. (2018), “Effects of Sequential Order and Time Constraint on Overall Evaluation of Complex Consumption Experiences”, in *European Advances in Consumer Research*, Vol. 11, Geuens M., Pandelaere M., Pham M. T., and Vermeir I. (Ed.), Association for Consumer Research, Duluth (MN): 193-194. Proceedings of the Association for Consumer Research (ACR) European Conference, Ghent (Belgium), June 21st-23rd 2018. ISBN: 9780915552788.
- [8] Guido G., Rizzo C., Mileti A., Peluso A. M., Pino G. (2018), “The Effect of Nonconscious Mimicry and Obedience on Consumer Behavior: The Role of Conformism”. Proceedings of the International Marketing Trends Congress, Andreani J.-C. and Collese U. (Ed.), Marketing Trends Association, Paris (France), January 18-20th 2018. ISBN: 9782490372034.
- [9] Pino G., Amatulli C., De Angelis M., Peluso A. M., Guido G. (2016), “The Effects of Touch on Consumer Attitude Towards Autotelic and Instrumental Products”, in *Marketing in the Era of Data*, Knoeferle K. (Ed.), European Marketing Academy, Oslo: 211. Proceedings of the European Marketing Academy (EMAC) Conference, Oslo (Norway), May 24-27th 2016. ISBN: 9788282472852.
- [10] Amatulli C., De Angelis M., Peluso A. M., Soscia I., Bagozzi R. P., Guido G. (2016), “How to Make Better Consumers in Luxury: The Role of Shame and Empathy”, in *Rediscovering the Essentiality of Marketing*, Petruzzellis L. and Winer R. S. (Ed.), Springer, New York (NY): 529-533. Proceedings of the Academy of Marketing Science (AMS) World Marketing Congress, Bari (Italy), July 14-18th 2015. ISBN: 9783319298764.
- [11] De Angelis M., Bonezzi A., Rucker D. D., Peluso A. M. (2016), “The Differential Influence of Advice and Opinions on Word-of-Mouth Recipients’ Behavior”, in *Rediscovering the Essentiality of Marketing*, Petruzzellis L. and Winer R. S. (Ed.), Springer, New York (NY): 79-84. Proceedings of the Academy of Marketing Science (AMS) World Marketing Congress, Bari (Italy), July 14-18th 2015. ISBN: 9783319298764.
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- [14] Amatulli C., Peluso A. M., Guido G., Yoon C. (2014), “Aging and Product Choice: The Effects of Feel-Age and Social Context”, in *Advances in Consumer Research: Back to Fun*, Vol. 42, Cotte J. and Wood S. (Ed.), Association for Consumer Research, Duluth (MN): 108-109. Proceedings of the Association for Consumer Research (ACR) North American Conference, Baltimore (MD), October 23rd-26th 2014. ISBN: 9780915552740.
- [15] De Angelis M., Bonezzi A., Rucker D. D., Peluso A. M. (2014), “On the Persuasiveness of Opinions Versus Advice: An Information Diagnosticity Perspective”, in *Paradigm Shifts & Interactions*, Bigné E. (Ed.), European Marketing Academy, Valencia: 129. Proceedings of the European Marketing Academy (EMAC) Conference, Valencia (Spain), June 3rd-6th 2014. ISBN: 9788437094533.
- [16] Peluso A. M., De Vries L., Romani S., Leeflang P. S. H., Marcati A. (2014), “Explaining Consumer Brand-Related Activities on Social Media: The Role of Self-Determination Theory”, in *Paradigm Shifts & Interactions*, Bigné E. (Ed.), European Marketing Academy, Valencia: 217. Proceedings of the European Marketing Academy (EMAC) Conference, Valencia (Spain), June 3rd-6th 2014. ISBN: 9788437094533.

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- [18] Amatulli C., Guido G., Tomacelli C., Mileti A., Prete M. I., Peluso A. M., Longo A. E. (2013), “Attenzione Oculare e Riconoscimento della Marca: Il Fenomeno del ‘Mix-and-Match’ nella Moda” (“Ocular Attention and Brand Recognition: The ‘Mix-and-Match’ Phenomenon in Fashion Industry”). Proceedings of the International Marketing Trends Congress, Andreani J.-C. and Collese U. (Ed.), Marketing Trends Association, Paris (France), January 17-19th 2013. ISBN: 9782953281125.
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- [20] De Angelis M., Bonezzi A., Peluso A. M., Rucker D. D., Costabile M. (2011), “On Braggarts and Gossips: Why Consumers Generate Positive but Transmit Negative Word of Mouth”, in *Advances in Consumer Research: Building Connections*, Vol. 39, Ahluwalia R., Chartrand T. L., and Ratner R. K. (Ed.), Association for Consumer Research, Duluth (MN): 616-617. Proceedings of the Association for Consumer Research (ACR) North American Conference, St. Louis (MO), October 13rd-16th 2011. ISBN: 9780915552696.
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- [22] Peluso A. M., Guido G. (2011), “Testing Antecedents and Moderators in Product Evaluation: Towards a New Model of Consumer Satisfaction”, in *European Advances in Consumer Research*, Vol. 9, Bradshaw A., Hackley C., and Maclaran P. (Ed.), Association for Consumer Research, Duluth (MN): 545-546. Proceedings of the Association for Consumer Research (ACR) European Conference, London (UK), June 30th – July 3rd 2010. ISBN: 0915552663.
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- [24] Peluso A. M., De Angelis M., Costabile M. (2010), “Did It Happen to Whom? New Insights into the Relative Effect of Positive and Negative Product Judgments on WOM”, in *The Six Senses: The Essentials of Marketing*, Beckmann S. C., Ringberg T., and Ritter T. (Ed.), European Marketing Academy, Brussels (BE): 123. Proceedings of the European Marketing Academy (EMAC) Conference, Copenhagen (Denmark), June 1st-4th 2010. ISBN: 9788792569011.
- [25] Guido G., Peluso A. M., Prete M. I., Amatulli C., Pace C. (2010), “Destination Personality as a Strategic Construct for the Development of Districts’ Image”, in *Tourism in a Changing World: Prospects and Challenges*, Andriotis K. and Theocharous A. (Ed.), International Association for Tourism Policy, Cyprus: 201-204. Proceedings of the International Conference of Tourism Development and Management, Kos Island (Greece), September 11-14th 2009. ISBN: 9789963979905.
- [26] Guido G., Peluso A. M., Pace C., Amatulli C. (2009), “Vocation Vs. Perceived Image of Cultural Districts in Heritage Marketing”, in *Handel Wewnętrzny (Internal Trade)*: 18-31. Proceedings of the International Tourist Forum on Tourism as an Opportunity for Recreation and a Chance for the Development of Regions, Miedzyzdroje (Poland), May 28-29th 2009. ISSN: 0438-5403.

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- [28] Marcati A., Guido G., Peluso A. M. (2008), “What Is Marketing for SME Entrepreneurs? The Need to Market the Marketing Approach”. Proceedings of the International Marketing Trends Congress, Andreani J.-C. and Collese U., Marketing Trends Association, Venice (Italy), January 17-19th 2008. ISBN: 9782953281125.
- [29] Guido G., Peluso A. M., Provenzano M., Leo L. (2008), “Emotionality Effects of Brand Personality Marker Attributes on Purchase Intention”. Proceedings of the International Marketing Trends Congress, Andreani J.-C. and Collese U., Marketing Trends Association, Venice (Italy), January 17-19th 2008. ISBN: 9782953281125.
- [30] Guido G., Peluso A. M. (2006), “Effects of Baby-Faced Endorsers on Credibility, Affect, and Purchase Intention”, in *European Advances in Consumer Research*, Vol. 7, Ekström K. M. and Brembeck H. (Ed.), Association for Consumer Research, Duluth (MN): 442-443. Proceedings of the Association for Consumer Research (ACR) European Conference, Goteborg (Sweden), June 15-18th 2005. ISBN: 0915552558.
- [31] Guido G., Peluso A. M. (2003), “Psychological Prices with the Introduction of the Euro: An Experimental Analysis of the Effects”, in *Challenging the Frontiers in Global Business and Technology: Implementation of Changes in Values, Strategy and Policy*, Delener N. and Chao C. (Ed.), Global Business and Technology Association, New York (NY): 550-559. Proceedings of Global Business and Technology Association (GBATA) International Conference, Budapest (Hungary), July 8-12th 2003. ISBN: 0965717151.

Other conference presentations

- [1] Rizzo C., Peluso A. M., Durante F., Guido G. (2019), “The Effect of Store Flyer Characteristics on Sales: A Big Data-Based Approach”, *INFORMS Society for Marketing Science (ISMS) Conference*, Rome (Italy), June 20th-22nd 2019.
- [2] Pino G., Amatulli C., Natarajan R., De Angelis M., Peluso A. M., Guido G. (2019), “Product Touch in the Real and Digital World: Ho Do Consumers Reach?”, *Innovation, Entrepreneurship, Knowledge Academy (INEKA) Annual Conference*, Verona (Italy), June 11-13th 2019.
- [3] Mileti A., Rizzo C., Guido G., Peluso A. M., Prete M. I., Maggio S. (2018), “Il *Pink Bias*: Effetti del Contesto di Consumo, dell’Orientamento Sessuale e del Tipo di Prodotto sulla Scelta dei Prodotti di Colore Rosa” (“The Pink Bias: Effects of Consumption Context, Sexual Orientation, and Product Type on the Choice of Pink-Colored Products”), *Annual Conference of the Italian Marketing Society (Società Italiana di Marketing)*, Bari (Italy), October 18-19th 2018.
- [4] Pino G., Peluso A. M., Guido G. (2018), “Green Marketing Strategies for Museums and Art Galleries: An Empirical Research on the Italian National Gallery of Modern and Contemporary Arts”, *Annual Conference of the Italian Marketing Society (Società Italiana di Marketing)*, Bari (Italy), October 18-19th 2018.
- [5] Peluso A. M., Bonezzi A., De Angelis M., Rucker D. D. (2017), “Compensatory Word of Mouth”, *International Colloquium on Language Devices and Communication Strategies in Digital Communities*, University of Bari (Italy), November 28th 2017.
- [6] Peluso A. M., Pino G., Mileti A. (2017), “Percorsi Esperienziali di Consumo: Effetti della Sequenza di Fruizione e del Vincolo Temporale sulla Valutazione Complessiva” (“Experiential Path in Consumption: Effects of Episodic Sequence and Time Pressure on Overall Evaluation”), *Annual Conference of the Italian Marketing Society (Società Italiana di Marketing)*, Bergamo (Italy), October 26-27th 2017.

- [7] Cosma S., Cosma S., Peluso A. M. (2017), “Home Equity Conversion: Il Ruolo degli Atteggiamenti verso il Credito e del Locus of Control” (“Home Equity Conversion: The Role of Attitudes toward Credit and Locus of Control”), Annual Conference of the Association of Lecturers in Economics of Financial Intermediaries and Markets (*Associazione dei Docenti di Economia degli Intermediari e dei Mercati Finanziari*), Rome (Italy), September 13-14th 2017.
- [8] Pino G., Peluso A. M., Capestro M., Guido G. (2014), “The Impact of Human Values on Consumers’ Intention to Purchase Genetically Modified (GM) Food: Some Implications for Corporate Social Responsibility (CSR) Strategies”, Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Modena (Italy), September 18-19th 2014.
- [9] Capestro M., Pino G., Peluso A. M., Guido G. (2013), “Influence of Trust and Knowledge Sharing on e-Business Adoption: A Field Study in Two Italian Footwear Districts”, Annual Conference of the Italian Academy of Business Administration (*Accademia Italiana di Economia Aziendale*), Lecce (Italy), September 19th-21st 2013.
- [10] Guido G., Peluso A. M., Mileti A., Cambò L., Pisanello P. (2012), “Effects of Background Music Endings on Brand and Message Recall in Advertising”, Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Benevento (Italy), September 20th-21st 2012.
- [11] Guido G., Amatulli C., Peluso A. M., Prete M. I. (2012), “Elderly Consumers and Cognitive Age Dimensions: The Influence of Hedonic/Utilitarian Contextual Factors on Perceived Youthfulness”, Abstracts of the Royal Statistical Society (RSS) Conference: 102, Telford (UK), September 3rd-6th 2012.
- [12] Prete M. I., Guido G., Amatulli C., Peluso A. M. (2012), “La Percezione dell’Ipocrisia dei Politici negli Elettori Anziani” (“The Perception of Politicians’ Hypocrisy among Older Voters”), Annual Conference of the Italian Society of Aging Psychology (*Società Italiana di Psicologia dell’Invecchiamento*), Treviso, May 25-26th 2012.
- [13] De Angelis M., Bonezzi A., Peluso A. M., Rucker D. D., Costabile M. (2012), “On Braggarts and Gossips: Why Consumers Generate Positive but Transmit Negative Word of Mouth”. Proceedings of the Society for Consumer Psychology (SCP) Conference: 301-303, Las Vegas (USA), February 16-18th 2012.
- [14] Guido G., Pino G., Peluso A. M., Accetta E. (2011), “I Motivi del Riutilizzo dei Doni: Una Scala per la Misurazione della Propensione al *Re-Gifting*” (“Motives for Gift Re-Giving: A Scale to Measure Re-Gifting Propensity”), Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Rome, September 22nd-23rd 2011.
- [15] Guido G., Pino G., Prete M. I., Peluso A. M. (2010), “Addressing Corporate Social Responsibility from a Strategic Marketing Perspective: The Role of Consumers’ Ethics, Beliefs, and Personal Values”, Annual Conference of the Italian Academy of Business Administration (*Accademia Italiana di Economia Aziendale*), Milan (Italy), October 21st-22nd 2010.
- [16] Pilati M., Innocenti L., Peluso A. M. (2010), “Trust and Management Behaviour in the Relationship between Employees and Organisation”, European Group for Organisational Studies (EGOS) Colloquium, Lisbon (Portugal), June 28th – July 3rd 2010.
- [17] Guido G., Peluso A. M. (2009), “University Names’ Influence on Users’ Perceptions: Evidence from Two Empirical Studies”, Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Florence (Italy), November 6-7th 2009.
- [18] Guido G., Pino G., Peluso A. M. (2009), “Exaptation Changing the Core Business of Firms: A Strategic Approach Using the Abell Matrix”, Exaptation International Workshop, Gargnano del Garda (BS, Italy), September 7-9th 2009.
- [19] Guido G., Peluso A. M., Martino A. (2008), “Le Dimensioni dell’Antropomorfismo nella Percezione dei Prodotti di Marca” (“The Dimensions of Anthropomorphism in the Perception of Branded Products”), Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Milan, October 3rd-4th 2008.

- [20] Guido G., Peluso A. M., Pace C. (2008), “Identità, Immagine e Personalità dei Sistemi Territoriali Locali: Due Studi Sperimentali su Vocazione Vs. Percezione” (“Identity, Image and Personality of Local Territorial Systems: Two Experimental Studies on Vocation Vs. Perception”), Annual Conference of the Italian Regional Science Association (*Associazione Italiana di Scienze Regionali*), Bari (Italy), September 24-26th 2008.
- [21] Guido G., Tedeschi P., Peluso A. M. (2008), “L’Influenza dei Contesti Sociali e delle Circostanze di Consumo nella Percezione dell’Età Cognitiva nei Consumatori Anziani” (“The Influence of Social Contexts and Consumption Situations on Elderly Consumers’ Perceptions of Cognitive Age”), Annual Conference of the Italian Society of Aging Psychology (*Società Italiana di Psicologia dell’Invecchiamento*), Rome, February 29th – March 1st 2008.
- [22] Guido G., Peluso A. M., Serra D. (2007), “Le Dimensioni del Disgusto nella Pubblicità dei Prodotti di Marca” (“The Dimensions of Disgust in the Advertising of Branded Products”), Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Rome, October 5-6th 2007.
- [23] Marcati A., Guido G., Peluso A. M. (2007), “Effects of Entrepreneurs’ Innovativeness and Personality on the Intention to Adopt Innovations: A Survey on Italian SMEs”, in *Marketing Theory and Practice in an Inter-functional World*, Vol. 13, DeMoranville C. W. (Ed.): 316. Proceedings of the Academy of Marketing Science (AMS) World Marketing Congress, Verona (Italy), July 11-14th 2007.
- [24] Guido G., Peluso A. M., Moffa V. (2006), “Con la Barba o Senza? Effetti della Barba sulla Credibilità dei Testimonial Pubblicitari e sull’Intenzione d’Acquisto” (“With or Without a Beard? Effects on the Credibility of Advertising Endorsers and on Consumers’ Purchase Intention”), Annual Conference of the Italian Marketing Society (*Società Italiana di Marketing*), Parma (Italy), November 24-25th 2006.
- [25] Marcati A., Guido G., Peluso A. M. (2006), “Entrepreneurs’ Innovativeness and Personality in Networks of SMEs”, Advanced International Summer School on Innovation in the Extended Enterprise, e-Business Management Section, ISUFI School of Advanced Studies, University of Salento, Ostuni, BR (Italy), July 5-8th 2006.
- [26] Guido G., Capestro M., Peluso A. M. (2005), “Livello di Stimolazione e Stato Motivazionale nell’Esperienza di Shopping in Due Centri Commerciali” (“Consumer Stimulation and Motivational State in the Shopping Experience. The Cases of Two Shopping Malls”), Annual Conference of the Italian Marketing Society, Trieste (Italy), December 2nd-3rd 2005.

SCIENTIFIC SERVICES AND AFFILIATIONS

Editorial activity

- Member of the Editorial Board of *Sustainability* (Section “Economic, Business and Management Aspects of Sustainability)
- Article Editor for SAGE Open journal

Reviewing activity

Journals

Asia Pacific Management Review; Business Ethics: A European Review; Computers in Human Behavior; Electronic Commerce Research; European Journal of Marketing; Evidence-Based HRM: A Global Forum for Empirical Scholarship; Finanza, Marketing & Produzione; Global Business & Economic Review; Journal of Advertising; Journal of Brand Management; Journal of Business Research; Journal of Marketing Communications; Journal of Product and Brand Management; Micro & Macro Marketing; Psychological Reports; Research Policy; Science and Public Policy; Sustainability; Technovation.

International conferences

Academy of Marketing Science World Congress; Association for Consumer Research European Conference; Association for Consumer Research North American Conference; European Marketing Academy Conference.

Affiliations to scientific associations

Academy of Marketing Science; Association for Consumer Research; European Marketing Academy; Società Italiana di Management; Società Italiana di Marketing.

TEACHING ACTIVITY

<i>Business Management</i> (64 hrs., 8 credits) Department of Management and Economics, University of Salento, Lecce	A.Y. 2019-2020 A.Y. 2017-2018 A.Y. 2016-2017 A.Y. 2014-2015 A.Y. 2013-2014
<i>Tourist Destination Marketing</i> (64 hrs., 8 credits) Department of Management and Economics, University of Salento, Lecce	A.Y. 2019-2020 A.Y. 2018-2019
<i>Market Research</i> (48 hrs., 6 credits) Department of Management and Economics, University of Salento, Lecce	A.Y. 2019-2020 A.Y. 2017-2018 A.Y. 2015-2016 A.Y. 2012-2013
<i>Marketing</i> (64 hrs., 8 credits) Department of Management and Economics, University of Salento, Lecce	A.Y. 2018-2019 A.Y. 2017-2018 A.Y. 2016-2017
<i>Place Marketing</i> (80 hrs., 10 credits) Department of Management and Economics, University of Salento, Lecce	A.Y. 2016-2017 A.Y. 2015-2016 A.Y. 2014-2015 A.Y. 2013-2014 A.Y. 2012-2013
<i>Marketing Strategies</i> (60 hrs., 8 credits) Department of Business and Management, LUISS University, Rome	A.Y. 2012-2013
<i>Marketing</i> (72 hrs., 8 credits) Department of Business and Management, LUISS University, Rome	A.Y. 2011-2012
<i>Advertising</i> (60 hrs., 8 credits) Faculty of Economics, LUISS University, Rome	A.Y. 2010-2011