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CURRENT POSITION

2015–present Associate Professor of Business Management*
Department of Management and Economics
University of Salento, Lecce

* Qualified as Full Professor of Business Management
(as of April 10th 2018 – National Scientific Qualification 2016)

PREVIOUS ACADEMIC POSITIONS

2021–2022 Contract Professor of Social Marketing (A.Y. 2021-2022)
Department of Business and Management
LUISS University, Rome

2020–2022 Contract Professor of Marketing Research, Customer Analytics and Big Data for
Marketing (A.Y. 2019-2020, A.Y. 2020-2021, A.Y. 2021-2022)
1st Level Master Program in Marketing Management
LUISS Business School, Rome

2020–2021 Contract Professor of Visual Marketing (A.Y. 2020–2021)
Department of Business and Management
LUISS University, Rome

2014–2015 Tenured Researcher (Assistant Professor) in Business Management
Department of Management and Economics
University of Salento, Lecce

2012–2015 Adjunct Professor in the Business Management Area
(see the “Teaching Activity” Section for the list of courses taught)
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

2012–2013 Contract Professor of Marketing Strategies (A.Y. 2012–2013)
Department of Business and Management
LUISS University, Rome

2011–2012 Contract Professor of Marketing (A.Y. 2011–2012)
Department of Business and Management
LUISS University, Rome

2010–2011 Contract Professor of Advertising (A.Y. 2010–2011)
Faculty of Economics
LUISS University, Rome

- 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
Thesis: *Developing and Testing the Knowledge-Hope Model of Consumer Satisfaction*
Faculty of Economics, University of Salento, Lecce
- 1997–2002 Master's degree (*Laurea magistralis*) *summa cum laude* in Business Administration
Thesis (in Italian): *The Psychological Prices with the Introduction of the Euro: An Experimental Analysis of the Effects*, 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

- 2022 Best Extended Abstract Award (Co-authors: Pino G., Garcia Nieto M., Viglia G., and R. Filieri) for the article “Understanding How Lenders’ Social Presence in Peer-to-Peer Platforms Can Boost Consumers’ Prosocial Behaviour”, AIRSI Virtual Conference on *Technologies 4.0 in Tourism, Services & Marketing*: 39-44, University of Zaragoza (Spain), July 11-13th 2022.
- 2020 Best Paper Award (Co-author: M. Pichierri) for the article “Vacation Preferences in the COVID-19 Era: The Role of Age, Negative Affect, and Perceived Uncertainty”, presented in the Session “Consumer Experiences”, Digital Workshop of the Italian Marketing Society (*Società Italiana di Marketing*) on *Covid-19 and Marketing Research in Italy: Contributions to Theories, Methods, and Practices*, October 16th 2020
- 2020 Top 3 Ranked (second place) Teacher of the A.Y. 2018-2019 for the Bachelor’s Degree Program in Tourism Manager (L15), Department of Management and Economics, University of Salento, Lecce
- 2018 Qualification as Full Professor of Business Management
National Scientific Qualification 2016

- 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 *Evidence-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 Conference, Marketing Trends Association, Paris (France), January 18th-20th 2018
- 2017 Research grant awarded by the Ministry of Education, University, and Research of the Italian Government (€3,000)
- 2013 Qualification as Associate Professor of Business Management
National Scientific Qualification 2012
- 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 Infomediari”, 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
- Tourist behavior

PUBLICATIONS

Research Monographs

- [1] Sestino A., Guido G., Peluso A. M. (2022), *Non-Fungible Tokens (NFTs): Examining the Impact on Consumers and Marketing Strategies*, Cham: Palgrave. ISBN: 9783031072024
- [2] Guido G., Prete M. I., Pichierra 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.
- [3] Peluso A. M. (2011), *Consumer Satisfaction: Advancements in Theory, Modeling, and Empirical Findings*, Bern: Peter Lang. ISBN: 9783034306362.

- [4] 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] Chieffi V., Pichierri M., Peluso A. M., Collu C., Guido G. (2022), “Effects of Big Five Personality Traits and Market Mavenism on Consumers’ Intention to Spread Word-of-Mouth in the Art Context”, *Arts and the Market*, 12 (1), 17-31. ISSN: 2056-4945.
- [2] Peluso A. M., Pino G., Mileti A. (2022), “The Interplay of Hedonic Trend and Time Pressure in the Evaluation of Multi-Episode Tour Experiences”, *Tourism Management*, 90 (June) [104459], 1-8. ISSN: 0261-5177.
- [3] Pino G., Viglia G., Natarajan R., Peluso A. M., Pichierri M. (2022), “How to Shape Consumer Reaction to Corporate Environmental Communications: Accentuating the Negative to Build Trust Can Elicit Favorable Intentions and Behaviors”, *Journal of Advertising Research*, 62 (1), 62-86. ISSN: 0021-8499.
- [4] Sestino A., Peluso A. M., Amatulli C., Guido G. (2022), “Let Me Drive You! The Effect of Change Seeking and Behavioral Control in the Artificial Intelligence-Based Self-Driving Cars”, *Technology in Society*, 70 (August) [102017], 1-9. ISSN: 0160-791X.
- [5] Amatulli C., Peluso A. M., Sestino A., Petruzzellis L., Guido G. (2021), “The Role of Psychological Flow in Adventure Tourism: Sociodemographic Antecedents and Consequences on Word-of-Mouth and Life Satisfaction”, *Journal of Sport & Tourism*, 25 (4), 353-369. ISSN: 1477-5085.
- [6] Cacovean C. M., Peluso A. M., Plăiaș I. (2021), “Consumer Satisfaction in Performing Arts: An Empirical Investigation into Romanian Theatres”, *Arts and the Market*, 11 (3), 217-239. ISSN: 2056-4945.
- [7] Chieffi V., Pichierri M., Peluso A. M., Collu C., Guido G. (2021), “The Effect of Knowledge Type and Culture on Arts Audiences’ Propensity to Experience-Sharing”, *Arts and the Market*, 11 (3), 240-257. ISSN: 2056-4945.
- [8] Duan J., Peluso A. M., Yu L., Pilati M. (2021), “How Employment Relationship Types Influence Employee Work Outcomes: The Role of Need for Status and Vigor”, *Journal of Business Research*, 128 (May), 211-221. ISSN: 0148-2963.
- [9] Haji I. H. A., Peluso A. M., De Jong A. (2021), “Online Private Self-Disclosure’s Potential for Experiential Value Co-Creation”, *European Journal of Marketing*, 55 (12), 3059-3098. ISSN: 0309-0566.
- [10] Peluso A. M.*, Pichierri M.* (2021), “Effects of Socio-Demographics, Sense of Control, and Uncertainty Avoidability on Post-COVID-19 Vacation Intention”, *Current Issues in Tourism*, 24 (19), 2755-2767. ISSN: 1368-3500. (* = equal contribution)
- [11] Peluso A. M., Pichierri M. (2021), “Vacation Preferences in the COVID-19 Era: An Investigation of Age-Related Effects”, *Current Issues in Tourism*, 24 (19), 2710-2715. ISSN: 1368-3500.
- [12] Peluso A. M., Pichierri M., Pino G. (2021), “Age-Related Effects on Environmentally Sustainable Purchases at the Time of COVID-19: Evidence from Italy”, *Journal of Retailing and Consumer Services*, 60 (May) [102443], 1-9. ISSN: 0969-6989.
- [13] Pichierri M., Peluso A. M., Pino G., Guido G. (2021), “Communicating the Health Value of Extra-Virgin Olive Oil: An Investigation of Consumers’ Responses to Health Claims”, *British Food Journal*, 123 (2), 492-508. ISSN: 0007-070X.

- [14] Pichierri M., Peluso A. M., Pino G., Guido G. (2021), “Health Claims’ Text Clarity, Perceived Healthiness of Extra-Virgin Olive Oil, and Arousal: An Experiment Using FaceReader”, *Trends in Food Science & Technology*, 116 (October), 1186-1194. ISSN: 0924-2244.
- [15] Pino G., Peluso A. M., Pichierri M., Collu C., Guido G. (2021), “Framing Green Marketing Messages for Museums and Art Galleries: An Empirical Research in Italy”, *Current Issues in Tourism*, 24 (14), 1952-1957. ISSN: 1368-3500.
- [16] Wien A. H., Peluso A. M. (2021), “Influence of Human Versus AI Recommenders: The Roles of Product Type and Cognitive Processes”, *Journal of Business Research*, 137 (December), 13-27. ISSN: 0148-2963.
- [17] Yuan B., Peluso A. M. (2021), “The Influence of Word-of-Mouth Referral on Consumers’ Purchase Intention: Experimental Evidence from WeChat”, *Sustainability*, 13 (2), [645] 1-18. ISSN: 2071-1050.
- [18] 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*, 1 (1), 25-47. ISSN: 2662-3323.
- [19] Pichierri M., Pino G., Peluso A. M., Guido G. (2020), “The Interplay Between Health Claim Type and Individual Regulatory Focus in Determining Consumers’ Intentions Toward Extra-Virgin Olive Oil”, *Food Research International*, 136 (October) [109467], 1-10. ISSN: 0963-9969.
- [20] 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 React?”, *Journal of Business Research*, 112 (May), 492-501. ISSN: 0148-2963.
- [21] Yuan B. *, Peluso A. M. * (2020), “The Impact of Electronic Entrepreneur-Related Word-of-Mouth on Brand Evaluation”, *Journal of Brand Management*, 27 (5), 579-592. ISSN: 1350-231X. (* = equal contribution)
- [22] 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)
- [23] 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.
- [24] 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 (May), 339-351. ISSN: 0148-2963.
- [25] 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.
- [26] 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.
- [27] 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.
- [28] 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)
- [29] 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.

- [30] 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.
- [31] 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.
- [32] 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.
- [33] 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.
- [34] De Vries L.*, Peluso A. M.*, Romani S., Leeftang 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 (October), 272-282. ISSN: 0747-5632. (* = equal contribution)
- [35] 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.
- [36] 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.
- [37] 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.
- [38] 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.
- [39] 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.
- [40] 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.
- [41] 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.
- [42] Guido G., Pino G., Peluso A. M. (2016), “Assessing Individuals’ Re-gifting Motivations”, *Journal of Business Research*, 69 (12), 5956-5963. ISSN: 0148-2963.
- [43] 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)
- [44] 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.

- [45] 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 (April), 135-140. ISSN: 0191-8869.
- [46] 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.
- [47] 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.
- [48] 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.
- [49] 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.
- [50] 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.
- [51] 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.
- [52] 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.
- [53] 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.
- [54] 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.
- [55] 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.
- [56] 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.
- [57] 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.
- [58] 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.
- [59] 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.

- [60] 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.
- [61] 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.
- [62] 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.
- [63] Guido G., Peluso A. M. (2008), "Preconditions for the Diffusion of Prosumption Among Firms: A Case Study Approach", *Problems and Perspectives in Management*, 6 (4), 65-72. ISSN: 1727-7051.
- [64] 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.
- [65] 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.
- [66] 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.
- [67] 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.
- [68] 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.
- [69] 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.
- [70] Guido G., Peluso A. M., Rizzato F. (2005), "Il Mercato Online del Comparison Shopping: Come Classificare gli Infomedieri" ("The Virtual Market of Comparison Shopping: A New Approach to Classify Infomediers"), *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.
- [71] 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] Amatulli C., Sestino A., Peluso A. M., Guido G. (2022), "Luxury Hospitality and the Adoption of Voice Assistants: The Role of Openness to Change and Status Consumption", in *The Emerald Handbook of Luxury Management for Hospitality and Tourism*, Kotur A. S. and Dixit S. K. (Ed.), Bingley: Emerald, 285-303. ISBN: 9781839829017.
- [2] Peluso A. M., Amatulli C., Yoon C., Guido G. (2021), "Subjective Age and Older Consumers", in *The Aging Consumer: Perspectives from Psychology and Marketing*, Drolet A. and Yoon C. (Ed.), New York: Routledge, 237-258. ISBN: 9780367360931.

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- [2] Guido G., Pichierri M., Peluso A. M., Pino G. (2021), “Claim Salutistici per l’EVOO e Comportamento del Consumatore: Effetti sulle Percezioni del Prodotto e Reazioni Emotive ai Claim Autorizzati” (Health Claims for EVOO and Consumer Behavior: Effects of Product Perceptions and Emotional Reactions to Authorized Claims”), Concluding Conference of the “AGER-2 COMPETiTiVE” Project on *Claim Salutistici e Valorizzazione degli Oli Extravergini di Oliva di Alta Qualità*, Anacapri (NA, Italy), September 2nd-3rd 2021.
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- [32] 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.
- [33] 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 Review Board of *Psychology and Marketing*
- 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; Current Issues in Tourism; Current Research in Environmental Sustainability; Electronic Commerce Research; European Journal of Marketing; Evidence-Based HRM: A Global Forum for Empirical Scholarship; Finanza, Marketing & Produzione; Global Business & Economic Review; Italian Journal of Marketing; Journal of Advertising; Journal of Brand Management; Journal of Business Research; Journal of Cultural Heritage Management and Sustainable Development; Journal of Marketing Communications; Journal of Product and Brand Management; Lingue & Linguaggi; Micro & Macro Marketing; Psychological Reports; Psychology & Marketing; 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; International Marketing Trends Congress.

Affiliations to scientific associations

Academy of Marketing Science (AMS); Accademia Italiana di Economia Aziendale (AIDEA) Association for Consumer Research (ACR); European Marketing Academy (EMAC); Società Italiana di Management (SIMA); Società Italiana di Marketing (SIMktg).

MAIN TEACHING ACTIVITY

<i>Business Management</i> (64 hrs., 8 credits)	A.Y. 2022-2023
Department of Management and Economics, University of Salento, Lecce	A.Y. 2021-2022
	A.Y. 2020-2021
	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)	A.Y. 2022-2023
Department of Management and Economics, University of Salento, Lecce	A.Y. 2021-2022
	A.Y. 2019-2020
	A.Y. 2018-2019
<i>Place Marketing for Sustainable Development</i> (96 hrs., 12 credits)	A.Y. 2022-2023
Department of Management and Economics, University of Salento, Lecce	
<i>Social Marketing</i> (48 hrs., 6 credits)	A.Y. 2021-2022
Department of Business and Management, LUISS University, Rome	

<i>Place Marketing</i> (80 hrs., 10 credits) Department of Management and Economics, University of Salento, Lecce	A.Y. 2020-2021 A.Y. 2016-2017 A.Y. 2015-2016 A.Y. 2014-2015 A.Y. 2013-2014 A.Y. 2012-2013
<i>Marketing Research, Customer Analytics and Big Data for Marketing</i> (28 hrs., 4 credits) 1 st Level Master Program in Marketing Management, LUISS Business School, Rome	A.Y. 2021-2022 A.Y. 2020-2021 A.Y. 2019-2020
<i>Visual Marketing</i> (36 hrs., 6 credits, co-instructor) Department of Business and Management, LUISS University, Rome	A.Y. 2020-2021
<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>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