

Laura Grazzini

Complesso Perrone
T10 - III ° piano
Via Perrone 18
Novara, 28100

laura.grazzini@uniupo.it

Skype: lauragrazzini

CURRENT POSITION

2019 – present

Assistant Professor of Marketing (RTD-B SECS-P/08), Department of Economics and Business, University of Eastern Piedmont, Novara, Italy.

PREVIOUS ACADEMIC POSITION

2016 – 2019

Research fellow - Department of Economics and Management, University of Florence, Italy.

RESEARCH INTERESTS

Green consumption, Sustainable behaviors, Experimental design, Consumer decision-making
Brand political activism, Branding.

EDUCATION AND QUALIFICATIONS

PhD in Management and Law, March 2017 – Università Politecnica delle Marche, Ancona, Italy.

Visiting PhD student, February-June 2016 – Cardiff Business School – Cardiff - UK

Visiting PhD student, February-June 2015 – London Business School – London - UK

MA in Marketing (cum laude), April 2011 – University of Florence.

NATIONAL SCIENTIFIC QUALIFICATION

10/07/2020: National scientific qualification (ASN) as Associate Professor in Management (13/B2 – Economia e Gestione delle Imprese)

MAIN PUBLICATIONS

- Grazzini**, L., Acuti, D., Aiello G. (2020), Solving the puzzle of sustainable fashion consumption: the role of consumers' implicit attitudes and perceived warmth. *Journal of Cleaner Production* (forthcoming).
- Aiello G., Donvito R., Acuti D., **Grazzini** L., Mazzoli V., Vannucci V., Viglia G. (2020). Customers' willingness to disclose personal information throughout the customer purchase journey in retailing: the role of perceived warmth. *Journal of Retailing*, 96(4), 490-506. <https://doi.org/10.1016/j.jretai.2020.07.001>
- Donvito R. et al. (2020), Does personality congruence explain luxury brand attachment? The results of an international research study. *Journal of Business Research*, 120, 462-472. <https://doi.org/10.1016/j.jbusres.2020.06.047>
- Grazzini**, L., Acuti, D., Mazzoli, V., Petruzzellis, L., & Korschun, D. (2020). Standing for politics: What consequences for brands?. *Italian Journal of Marketing*, 1-17. DOI: 10.1007/s43039-020-00001-w
- Grazzini** L. (2020). L'evoluzione del consumatore sostenibile. Nuovi scenari e approcci di marketing per la sostenibilità. p. 1-124, Roma: Aracne editrice, ISBN: 978-88-255-2995-1
- Viglia G., Tassiello V., Gordon-Wilson S., **Grazzini** L. (2019). Predicting consumers' cheating behavior. The role of mental representation of goods and psychological ownership. *Psychology & Marketing*, 1-7. <https://doi.org/10.1002/mar.21254>
- Pera R., Viglia G., **Grazzini** L., & Dalli D. (2019). When empathy prevents negative reviewing behavior. *Annals of Tourism Research*, 75, 265-278. <https://doi.org/10.1016/j.annals.2019.01.005>
- Acuti D., **Grazzini** L., Mazzoli V., Rinaldi R. (2019). New patterns in wine consumption: the wine by the glass trend. *British Food Journal*. DOI: 10.1108/BFJ-04-2019-0299
- Mazzoli V., **Grazzini** L., Acuti D., Donvito R. (2019). To support or not to support? Consumers' reaction to brands political activity, *Micro & Macro Marketing* (ISSN 1121-4228), Fascicolo 3, 539-564. doi: 10.1431/95042
- Mazzoli V., **Grazzini** L., Donvito R., & Aiello G. (2019). Luxury and Twitter: an issue of the right words. *Qualitative Market Research: An International Journal*, 22(1), 33-49. <https://doi.org/10.1108/QMR-01-2017-0051>
- Grazzini** L., Rodrigo P., Aiello G., Viglia G. (2018). Loss or gain? The role of message framing in hotel guests' recycling behavior. *Journal of Sustainable Tourism*, 26(11), 1944-1966. <https://doi.org/10.1080/09669582.2018.1526294>

- Acuti D., **Grazzini L.**, Mazzoli V., Aiello G. (2018). Stakeholder engagement in green place branding: A focus on user-generated content. *Corporate Social Responsibility and Environmental Management*, 26(2), 492-501. <https://doi.org/10.1002/csr.1703>.
- Aiello G., Donvito R., **Grazzini L.**, Petrucci E. (2016). The relationship between the territory and fashion events: the case of Florence and Pitti Immagine fashion fairs, *Journal of Global Fashion Marketing*, 7(3), 150-165. DOI: 10.1080/20932685.2016.1166714.
- Aiello G., Donvito R., **Grazzini L.**, Halliburton C., Wagner B., Wilson J., Godey B., Pederzoli D., Shokola I. (2015). An international comparison of 'Made In Italy' in the fashion, furniture and food sectors: an observational research study in France, Russia and The United Kingdom. *Journal of Global Fashion Marketing*, 6(2), 136-149. DOI: 10.1080/20932685.2015.984822

CONFERENCE PRESENTATIONS

- 2019 Thought Leaders' Conference on Privacy in the Retail Environment (6th - 8th June 2019, Florence).** Aiello G., Donvito R., Acuti D., Grazzini L., Mazzoli V., Vannucci V. (2019). Privacy roller-coaster: consumers' willingness to disclose personal information throughout the customer journey in the retail context.
- 2019 XVI SIM Conference (24th - 25th October, Università Cattolica del Sacro Cuore).** Grazzini L., Acuti D., Mazzoli V., Petruzzellis L., Korschun D. (2019). Standing for politics: what consequences for brands?". ISBN: 978-88-943918-3-1
- 2019 Global Fashion Management Conference (11th - 14th July, Paris).** Mazzoli V., Grazzini L., Acuti D., Donvito R. (2019). Digital advertising and privacy implications: the effect of the advertising source on the customer-brand relationship. <https://doi.org/10.15444/GFMC2019.01.03.02>
- 2019 Sinergie-SIMA Conference (20th - 21st June, Sapienza Università di Roma).** Aiello G., Grazzini L., Acuti D., Mazzoli V. (2019). When sustainability warms consumers: a focus on fast-fashion products.
- 48th EMAC Annual Conference 2019 (28th - 31st May, University of Hamburg).** Grazzini L., Viglia G., Molinillo S., Buhalis D. (2019). "I am not human, after all. The negative impact of human-like robots on customers' attitude". ISBN: 978-3-9821146-0-6
- 2018 XV SIM Conference (18th - 19th October, Università degli Studi di Bari Aldo Moro).** Tassiello V., Grazzini L., Viglia G., Gordon-Wilson S. (2018). Experiential goods and consumer misbehavior. The role of psychological ownership. ISBN: 978-88-943918-2-4
- 2018 Global Marketing Conference (26th - 28th July, Tokyo).** Acuti D., Grazzini L., Mazzoli V., Aiello G. (2018). Green Place Branding: The Role of User-Generated Content. <https://doi.org/10.15444/GMC2018.02.10.09>

- 2018 Global Marketing Conference (26th - 28th July, Tokyo).** Grazzini L., Acuti D., Mazzoli V., Donvito R. (2018). Is Sustainability So Appealing? A Focus on Luxury Industry. <https://doi.org/10.15444/GMC2018.04.02.05>
- 2017 XIV SIM Conference (26th - 27th October, Università degli Studi di Bergamo).** Aiello G., Grazzini L. (2017). Effectiveness of Customized Price Promotions. A study on the moderating role of contextual and temporal components. ISBN:978-88-907662-9-9
- 2017 British Academy of Management (BAM) Conference (5th-7th September, Warwick Business School, University of Warwick).** Mazzoli V., Grazzini L., Sasseti S., Lombardi S. (2017). Leveraging organizations' political activity for consumer engagement. ISBN:978-0-9956413-0-3
- 2017 Summer AMA Conference (4th - 6th August, San Francisco, USA).** Grazzini L., Koenig-Lewis N. & Palmer A. (2017). Communicating sustainable benefits: effects of mental representation and psychological distance perceptions. ISBN: 978-1-5108-5243-3
- 2017 Global Fashion Management Conference (6th - 9th July, Vien).** Mazzoli V., Donvito R., Grazzini L. (2017). Assessing Online Brand Experience through Consumer Brand Engagement Behaviors. Doi: <https://doi.org/10.15444/GFMC2017.06.02.01>
- 46th EMAC Annual Conference 2017 (23rd - 26th May, University of Groningen, Groningen).** Koenig-Lewis N. & Grazzini L. (2017). Nudging consumer towards sustainable consumption choices: effects of psychological distance perceptions. ISBN: 978-90-367-9912-6
- 2016 Global Marketing Conference (21st - 24th July, Hong Kong).** Aiello G., Donvito R., Grazzini L., Mazzoli V. (2016). The luxury dimensions in the area of social media: an exploration of luxury brands associations. <http://dx.doi.org/10.15444/GMC2016.04.04.05>
- 2016 Global Marketing Conference (21st - 24th July, Hong Kong).** Aiello G., Donvito G., Mazzoli V., Grazzini L. (2016). The Luxury Dimensions in The Area of Social Media: An Exploration of Luxury Brands Associations. <http://dx.doi.org/10.15444/GMC2016.04.04.05>
- 2016 BAM Marketing and Retail SIG Event: Sustainability and Ethical Consumption (28th April, University of Surrey, UK).** Koenig-Lewis N., Grazzini L., Palmer A (2016). Exploring the attitude-behaviour gap in sustainable consumption - a study of implicit and explicit measures of attitudes.
- 45th EMAC Annual Conference 2016 (24th - 27th May, Oslo).** Grazzini L., Oufan S., De Luca L.M. (2016). Unveiling the (biased?) nature of mystery shopping in the tourism service sector. ISBN:978-82-8247-284-5
- 2015 Academy of Marketing Science (AMS) World Marketing Congress (14th - 18th July, Bari).** Aiello G., Donvito R., Acuti D., Mazzoli V., Grazzini L. (2016). Determinants of SMEs Growth: The Balance Between Innovation and Tradition as Key Factor for Italian Small Business Development. In L. Petruzzellis and S.R. Winer, (eds.), Rediscovering the Essentiality of Marketing: Proceedings of the 2015 Academy of Marketing Science (AMS) World Marketing Congress, Bari, 14-18 Luglio 2015. Springer International Publishing. DOI 10.1007/978-3-319-29877-1. ISSN 2363-6165, ISSN 2363-6173 (electronic). ISBN 978-3-319-29876-4, ISBN 978-3-319-29877-1 (eBook)

TEACHING EXPERIENCE

2019 - present

Introduction to Marketing (8 CFU) - Bachelor in Business

Department of Economics and Business, University of Eastern Piedmont, Alessandria Campus

Marketing Analysis and Decisions (4 CFU) - Master of Science in Management and Finance

Department of Economics and Business, University of Eastern Piedmont, Novara

2019 - present

Instructor – Social Media Strategy (New York University (NYU) Florence)

2017 - 2019

Instructor – Topics in Management and Marketing (University of Florence)

Instructor – Lab Retail Marketing (University of Florence)

2019

Instructor – International Business (Kent State University, Florence)

EDITORSHIPS, MEMBERSHIP OF EDITORIAL BOARD COMMITTEES, EDITORIAL AND REVIEWING ACTIVITIES

Member of the Editorial Board of Psychology & Marketing (3*)

Ad-hoc reviewer for Psychology & Marketing, European Journal of Marketing, Annals of Tourism Research, Qualitative Market Research, International Journal of Hospitality Management, International Journal of Culture, Tourism, and Hospitality Research.

HONORS / AWARDS

Academy of Marketing Science-SIM Research Grant 2020, with Acuti D. and Pitardi V.

Best paper award, XVI SIM Conference (2019). Standing for politics: what consequences for brands?", with Acuti D., Mazzoli V., Petruzzellis L., Korschun D.

Best paper session "Marketing Communication & Branding", XVI SIM Conference (2019). Standing for politics: what consequences for brands?", with Acuti D., Mazzoli V., Petruzzellis L., Korschun D.

MEMBERSHIPS / AFFILIATIONS

2016-present – Member of the European Marketing Academy (EMAC)

2017 – Member of the American Marketing Association (AMA)

2014-present – Member of the Società Italiana Marketing (SIM)

OTHER SKILLS:

Computing skills: Extensive knowledge of Windows Office, Spss, NVivo, Direct RT, IATgen and working knowledge of Lisrel

Languages: Italian: mother tongue, English: fluent

Summer schools: Summer School on Structural Equation Modelling (Unical, 2015), Summer School on Multivariate Analysis (Unical, 2015), Summer School on experiments (Unical, 2014), Summer School on Research Design (Unical, 2012).