Isabella SOSCIA

Professor

Academy: Innovation

Research center: Marketing Interactions

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Research interests

Consumer behavior, Consumption emotions, Experiment, Survey

Education

2023 HDR, Université de Lille, France

2003 Ph.D., Bocconi University, Italy

Experience

Full-time academic positions

Since 2022 Professor, SKEMA Business School, France

Publications

Peer-reviewed journal articles

PIZZETTI, M., ACUTI, D., SOSCIA, I. and GIBBERT, M. (2024). You designed that yourself for me? Vicarious pride in customized gift exchange. *Psychology and Marketing*, 41(10), pp. 2170-2180.

BAGOZZI, R., SOSCIA, I. and BABUTSIDZE, Z. (2024). Yes, we care! Consumer emotional responses to corporate neglect of climate change and the role of individual differences.. *Journal of Consumer Affairs*, 58(4), pp. 1161-1192.

PIZZETTI, M., CHEREAU, P., SOSCIA, I. and TENG, F. (2023). Attitudes and intentions toward masstige strategies: A cross-cultural study of French and Chinese consumers. *Journal of Business Research*, 167, pp. 114174.

MOLA, L., BERGER, Q., HAAVISTO, K. and SOSCIA, I. (2020). Mobility as a Service: An Exploratory Study of Consumer Mobility Behaviour. *Sustainability*, 12(19), pp. 15.

PRAYAG, G., MILLS, H., LEE, C. and SOSCIA, I. (2020). Team identification, discrete emotions, satisfaction, and event attachment: A social identity perspective. *Journal of Business Research*, 112, pp. 373-384.

SOSCIA, I., PRAYAG, G. and HESAPCI, O. (2019). Advertising guilt-laden vacations: The cross-cultural efficacy of a guilt decreasing appeal. *Journal of Hospitality and Tourism Management*, 39, pp. 57-64.

AMATULLI, C., DE ANGELIS, M., PELUSO, A.M., SOSCIA, I. and GUIDO, G. (2019). The Effect of Negative Message Framing on Green Consumption: An Investigation of the Role of Shame. *Journal of Business Ethics*, 157, pp. 1111-1132.

SOSCIA, I., BAGOZZI, R. and GUENZI, P. (2018). Cognitive and Affective Determinants of Sales Force Performance: A Two-wave Study. *Industrial Marketing Management*, 75, pp. 206-217.

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SHRUM, L.J., LOWREY, T.M., PANDELAERE, M., RUVIO, A., GENTINA, E. and SOSCIA, I. (2014). Materialism: the good, the bad, and the ugly. *Journal of Marketing Management*, 30(17-18), pp. 1858-1881.

TROILO, G., CITO, M.C. and SOSCIA, I. (2014). Repurchase Behavior in the Performing Arts: Do Emotions Matter Without Involvement? *Psychology and Marketing*, 31(8), pp. 635-646.

ARBORE, A., SOSCIA, I. and BAGOZZI, R. (2014). The Role of Signaling Identity in the Adoption of Personal Technologies. *Journal of the Association for Information Systems*, 15(2), pp. 86-110.

SOSCIA, I., TURRINI, A. and 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), pp. 1011-1027.

SOSCIA, I., ARBORE, A. and 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), pp. 226-238.

TURRINI, A., SOSCIA, I. and MAULINI, A. (2011). Web communication can help theaters attract and keep younger audiences. *International Journal of Cultural Policy*, 18(4), pp. 474-485.

TURRINI, A., CRISTOFOLI, D., NASI, G. and SOSCIA, I. (2010). Lifting the veil of Maya: measuring the implementation gap of public management reforms in Italy. *International Journal of Public Sector Management*, 23(1).

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SOSCIA, I. and TANZI, E. (2009). Tra reticenze e tabù. Social advertising e prevenzione della trasmissione sessuale dell'HIV in Italia. *Economia & Management*.

SOSCIA, I. (2007). Gratitude, delight, or guilt: The role of consumers' emotions in predicting postconsumption behaviors. *Psychology and Marketing*, 24(10), pp. 871 - 894.

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SOSCIA, I. and COTTARELLI, P. (2005). Immaginazione; fantasie e ricordi: quando la pubblicita anticipa le emozioni del consumo. *Micro & Macro Marketing - il Mulino*, (1), pp. 5-26.

OSTILLIO, M.C., SOSCIA, I. and SCOTTI, A. (2003). In principio era il verbo....creativo. *Economia & Management*, 4, pp. 39-61.

SOSCIA, I. (2000). L'analisi dei documenti per la ricerca di marketing: una proposta metodologica. *Micro & Macro Marketing - il Mulino*, 1, pp. 79-96.

Books and book editor

SOSCIA, I. (2013). *Emotions and Consumption Behaviours*. Edward Elgar Publishing, 160 pages.

Book chapters

PIANCATELLI, C. and SOSCIA, I. (2022). Le ricerche per la definizione e il controllo della comunicazione di massa. In: Gabriele Troilo, Luca Molteni eds. *Ricerche di marketing: Metodologie e tecniche per le decisioni strategiche e operative*. 2 ed. EGEA, pp. 549-586.

ATAKAN, S. and SOSCIA, I. (2021). The Role of Emotions in Designing Innovative Food Experiences for Consumer Well-Being: Contributions to Design Thinking. In: Winded Batat (ed.). *Design Thinking for Food Well-Being*. 1st ed. Springer, pp. 115-137.

SOSCIA, I. (2018). La soddisfazione del cliente: Un'emozione quasi fantastica. In: Enrico Valdani (ed.). *Marketing. Una disciplina fantastica.* 1st ed. Milano: EGEA, pp. 485-495.

SOSCIA, I. and TROILO, G. (2011). Ricerche quantitative di marketing. In: Enrico Valdani (ed.). *Marketing Management*. 1st ed. EGEA, pp. 183-203.

SOSCIA, I. and CARU, A. (2011). Esperienze di consumo e marketing esperienziale. In: Enrico Valdani (ed.). *Marketing Management*. 1st ed. EGEA, pp. 403-429.

SOSCIA, I. and MOLTENI, L. (2009). Le ricerche di mercato. In: Sandro Castaldo (ed.). *Marketing e Fiducia*. 1st ed. Il Mulino.

SOSCIA, I. and ADDIS, M. (2006). Acquisti, consumo ed emozioni. In: *Management, vol.II*. 1st ed. Università Bocconi Editore.

SOSCIA, I. (2004). Gli sviluppi analitici nel periodo 1990-2003: l'esplorazione di nuovi ambiti di ricerca. In: Bruno Busacca (ed.). *Consumatore, concorrenza e valore*. 1st ed. EGEA.

SOSCIA, I. (2003). Le ricerche per la comunicazione di massa. In: Luca Molteni, Gabrielle Troilo eds. *Ricerche di marketing*. 1st ed. McGraw-Hill Education.

SOSCIA, I. (2001). Semiotica e comunicazione in store. In: Sandro Castaldo (ed.). *Retailing & Innovazione*. 1st ed. EGEA.

SOSCIA, I. (2001). L'experience economy. In: *Convergenza*. 1st ed. EGEA.

SOSCIA, I. and BAIETTI, I. (2000). L'utilizzo del testimonial in comunicazione: relazioni bi-direzional tra celebrita e categorie di prodotti. In: Attilio Mucelli (ed.). *La comunicazione nell'economia d'azienda. Processi, strumenti, tecnologie*. 1st ed. Giappichelli.

SOSCIA, I. and BOTTI, S. (1999). L'innovazione della distribuzione europea. In: *Euromanagement*. 1st ed. EGEA.

Non peer-reviewed journal articles

TANZI, E. and SOSCIA, I. (2010). Uno studio descrittivo dei comportamenti safer sex tra i single eterosessuali di Milano. *Politiche Sanitarie*, 11(1), pp. 44-52.

Editorials of a journal

SOSCIA, I. (2023). Managing the cultural business. Avoiding mistakes, Finding success: Book Review. *International Journal of Arts Management*, 25(2), pp. 92.

Conference proceedings

AMATULLI, C., DE ANGELIS, M., PELUSO, A., SOSCIA, I. and BAGOZZI, R. (2015). Consumers' Pro-Environmental Behaviors: The Role of Framing and Emotions., 43, pp. 449-450.

SOSCIA, I., BUSACCA, B. and PITRELLI, E. (2008). Guilt decreasing marketing communication: an unexplored appeal.

SOSCIA, I., ADDIS, M., MINIERO, G. and SCOPPELLITI, I. (2008). How much do experiential events contribute in building brand image?

Conference presentations

BABUTSIDZE, Z. and SOSCIA, I. (2018). What drives green consumer behavior? A cross-regional appraisal. In: Inter-disciplinary Workshop on Climate Change Risk Perception and Propensity to Act. Sophia Antipolis.

SOSCIA, I., PRAYAG, G. and LEE, C. (2018). Identity, Discrete Emotions, Satisfaction and Attachment- A Social Identity Perspective. In: INEKA. Verona.

SOSCIA, I. and TURRINI, A. (2017). Explaining fatal attraction to classical music: does complexity drive listeners' interest? In: AIMAC. Beijing.

PRAYAG, G. and SOSCIA, I. (2016). Tourist Motivation and Place Attachment: The Mediating Effects of Service Interactions and Moderating Effects of Nationality. In: Global Marketing Conference. Hong Kong.

SOSCIA, I., PRAYAG, G. and HESAPCI, O. (2016). Advertising Guilt-Laden Tourism Products: Beyond Cultural Differences. In: Global Marketing Conference. Hong Kong.

SOSCIA, I. (2014). What are the consequences of consumer happiness on the consumption or performance? In: International Marketing Trends Conference. Venice.

SOSCIA, I. (2014). Motivation and Tourists' Emotions as Antecedents of Place Attachment. In: EIASM (European Institute for Advanced Studies in Management) workshop. Valencia.

SOSCIA, I. (2014). Guilt Decreasing Marketing Appeals: The Efficacy of Luxury Vacation Advertising among Chinese Tourists. In: EIASM (European Institute for Advanced Studies in Management) workshop. Valencia.

SOSCIA, I. (2012). Solving the paradox of Machiavellianism: Machiavellianism may make for productive sales but poor team spirit. In: EIASM (European Institute for Advanced Studies in Management) workshop. Lisbonne.

SOSCIA, I., ARBORE, A. and MINIERO, I. (2010). Computer based lie detection technique for scale validation. In: AMA (American Marketing Association) Conference. Chicago.

SOSCIA, I., BUSACCA, B. and PITRELLI, E. (2008). Guilt decreasing marketing communication: an unexplored appeal. In: EACR - European Conference on Consumer Research. Milan.

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SOSCIA, I., GIROLAMO, S. and BUSACCA, B. (2007). The effect of comparative advertising on consumer perception. In: EIASM (European Institute for Advanced Studies in Management) workshop. Reykjavik.

SOSCIA, I., BUSACCA, B. and PITRELLI, E. (2007). Guilt decreasing marketing communication: an unexplored appeal. In: EIASM (European Institute for Advanced Studies in Management) workshop. Reykjavik.

SOSCIA, I., ADDIS, M. and MINIERO, G. (2006). The role of experiential marketing in brand repositioning. A quasi-experiment in the spirit industry. In: EIASM (European Institute for Advanced Studies in Management) workshop. Athens.

SOSCIA, I., BUSACCA, B. and LA FALCE, L. (2004). Consumer choice processes in highly complex situations. In: EIASM (European Institute for Advanced Studies in Management) workshop. Murcia.

SOSCIA, I., BUSACCA, B. and VIANI, E. (2004). Responses to humorous advertsing: the mediatine effect of the type of product and the type of message. In: ICORIA Conference. Oslo.

SOSCIA, I. (2002). Determining the relationship between customer satisfaction and post-consumption behaviours: an emotional approach. In: EIASM (European Institute for Advanced Studies in Management) workshop. Braga.

SOSCIA, I. and TURRINI, A. (2000). To be or not to be when the scene changes: tragedy or comedy for the theatres in Milan? In: ACEI Conference. Minneapolis.

SOSCIA, I. and BAIETTI, I. (2000). The Use of Testimonial in Advertising: Bi-directional Relationships between Celebrities and Product Classes. In: EIASM (European Institute for Advanced Studies in Management) workshop. Rotterdam.

SOSCIA, I. and BAIETTI, I. (1999). L'utilizzo del testimonial in comunicazione: relazioni bi-direzional tra celebrità e categorie di prodotti. In: Convegno Nazionale AIDEA Giovani. Ancona.

Other research activities