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Intérêts de recherche

Consumer behavior, Consumption emotions, Experiment, Survey

Formation

2023 HDR, Université de Lille, France

2003 Ph.D., Bocconi University, Italie

Expérience Professionnelle

Positions académiques principales

Depuis 2022 Professeur, SKEMA Business School, France

Publications

Articles académiques revus

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

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SOSCIA, I., ARBORE, A. et 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.

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

Ouvrages et édition d'ouvrages

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

Chapitres d'ouvrage

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

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

Editoriaux d'une revue

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

Actes d'une conférence

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

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

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

Présentations dans des conférences

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Autres activités de recherche