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Académie : Innovation

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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., CHEREAU, P., SOSCIA, I. et 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. et SOSCIA, I. (2020). Mobility as a Service: An Exploratory Study of Consumer Mobility Behaviour. *Sustainability*, 12(19), pp. 15.

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- TURRINI, A., SOSCIA, I. et 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. et 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).
- SOSCIA, I., GIROLAMO, S. et BUSACCA, B. (2010). The Effect of Comparative Advertising on Consumer Perceptions: Similarity or Differentiation? *Journal of Business and Psychology*, 25, pp. 109-118.
- SOSCIA, I. et 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.
- SOSCIA, I. et OSTILLIO, M.C. (2005). Comunicazione integrata di marketing alias IMC: un nuovo scenario per la comunicazione? *Economia & Management*.
- SOSCIA, I. et COTTARELLI, P. (2005). Immaginazione; fantasie e ricordi: quando la pubblicità anticipa le emozioni del consumo. *Micro & Macro Marketing - il Mulino*, (1), pp. 5-26.
- OSTILLIO, M.C., SOSCIA, I. et 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.

Ouvrages et édition d'ouvrages

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

Chapitres d'ouvrage

- ATAKAN, S. et SOSCIA, I. (2021). The Role of Emotions in Designing Innovative Food Experiences for Consumer Well-Being: Contributions to Design Thinking. Dans: Winded Batat (ed.). *Design Thinking for Food Well-Being*. 1st ed. Springer, pp. 115-137.
- PIANCATELLI, C. et SOSCIA, I. (2021). Le ricerche per la comunicazione di massa. Dans: *Ricerche di marketing*. 1st ed. McGraw-Hill Education.
- SOSCIA, I. (2018). La soddisfazione del cliente: Un'emozione quasi fantastica. Dans: Enrico Valdani (ed.). *Marketing. Una disciplina fantastica*. 1st ed. Milano: EGEA, pp. 485-495.
- SOSCIA, I. et TROILO, G. (2011). Ricerche quantitative di marketing. Dans: Enrico Valdani (ed.). *Marketing Management*. 1st ed. EGEA, pp. 183-203.
- SOSCIA, I. et CARU, A. (2011). Esperienze di consumo e marketing esperienziale. Dans: Enrico Valdani (ed.). *Marketing Management*. 1st ed. EGEA, pp. 403-429.
- SOSCIA, I. et MOLTENI, L. (2009). Le ricerche di mercato. Dans: Sandro Castaldo (ed.). *Marketing e Fiducia*. 1st ed. Il Mulino.

SOSCIA, I. et ADDIS, M. (2006). Acquisti, consumo ed emozioni. Dans: *Management*, vol.11. 1st ed. Università Bocconi Editore.

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

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

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

Articles académiques non revus

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*.

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.
- SOSCIA, I., ADDIS, M. et MINIERO, G. (2008). How much do experiential events contribute in building brand image? Dans: EACR - European Conference on Consumer Research. Milan.
- 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.
- SOSCIA, I., BUSACCA, B. et PITRELLI, E. (2007). Guilt decreasing marketing communication: an unexplored appeal. Dans: EIASM (European Institute for Advanced Studies in Management) workshop. Reykjavik.
- SOSCIA, I., ADDIS, M. et MINIERO, G. (2006). The role of experiential marketing in brand repositioning. A quasi-experiment in the spirit industry. Dans: EIASM (European Institute for Advanced Studies in Management) workshop. Athens.
- SOSCIA, I., BUSACCA, B. et LA FALCE, L. (2004). Consumer choice processes in highly complex situations. Dans: EIASM (European Institute for Advanced Studies in Management) workshop. Murcia.
- SOSCIA, I., BUSACCA, B. et VIANI, E. (2004). Responses to humorous advertising: the mediating effect of the type of product and the type of message. Dans: ICORIA Conference. Oslo.
- 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-direzionali tra celebrità e categorie di prodotti. Dans: Convegno Nazionale AIDEA Giovani. Ancona.

Autres activités de recherche
