

Cesare Amatulli

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 Dipartimento Jonico in "Sistemi Giuridici ed Economici del Mediterraneo: società, ambiente, culture"
 Università degli Studi di Bari "Aldo Moro"
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ACADEMIC APPOINTMENTS

- 2018-Present **Associate Professor of Business Management**
University of Bari, Bari, Italy
- 2015-2018 **Assistant Professor of Business Management**
University of Bari, Bari, Italy
- 2017-Present **Adjunct Professor of Luxury Marketing**
MSc in Marketing, University of Bari, Italy
- 2012-Present **Adjunct Professor**
LUISS Guido Carli University, Rome, Italy
- 2015-2019 **Adjunct Professor**
EMC Business School, Paris, France
- 2016-Present **Member of the Doctoral Committee**, PhD Program in "Mediterranean right economies and cultures", University of Bari, Italy.
- June 2015-
October 2015 **Visiting Researcher**
Hertfordshire Business School, London, UK
- Spring 2014 **Visiting Scholar**
Ross School of Business, University of Michigan, USA.
- Spring 2013 **Visiting Scholar**
Ross School of Business, University of Michigan, USA
- 2011-2013 **Adjunct Professor**
LUM Jean Monnet University, Bari, Italy
- 2012-2013 **Research Fellow**
University of Salento, Lecce, Italy
- 2011 **Adjunct Professor**
International University of Monaco (IUM), Monte-Carlo, Principality of Monaco
- 2004-2010 **Adjunct Professor**
University of Bari, Italy

EDUCATION

- 2007 **PhD (Thesis in Marketing)**
University of Bari, Italy
- 2007 **International Master in Fashion Experience and Design Management (MAFED)**
SDA Bocconi School of Management, Milan, Italy
- 2005 **Postgraduate course of "Marketing"**
London School of Economics

- 2004 **Postgraduate course of "Fashion Brand Management"**
London College of Fashion
- 2002 **Undergraduate degree in Business and Economics**
University of Bari, Italy

GRANTS

SIM (Società Italiana Marketing) 2017

- Title of the project: *"How to Improve Social Media Marketing Strategies of Luxury Companies: Images or Text?"*
- Type of grant: "Grant Società Italiana Marketing 2017" (Research Grant of the Italian Society of Marketing)
- Principal Investigators: Prof. C. Amatulli and Prof. L. Petruzzellis
- Grant received: 12.000 euro
- Financed by: Italian Society of Marketing
- Institution: University of Bari
- Duration: 12 months

PRIN 2009

- Title of the project: *Il comportamento di consumo degli anziani: Effetti per le strategie di marketing delle imprese*
- Type of grant: "PRIN 2009" (Research Projects of National Relevance)
- Principal Investigator: Prof. G. Guido (University of Salento)
- Grant received: 28.982 euro
- Financed by: co-financed by the MIUR (Italian Ministry of University and Research)
- Institution: University of Salento and University of Padua
- Duration: 24 months

5x1000

- Title of the project: *Il comportamento di consumo degli anziani: Una ricerca sperimentale sul ruolo dell'età cognitiva nei processi di scelta e d'acquisto delle marche di lusso*
- Type of grant: "5 per Mille per la Ricerca 2012"
- Principal Investigator: Prof. A.M. Peluso (University of Salento)
- Grant received: 17.570 euro
- Financed by: MIUR (Italian Ministry of University and Research)
- Institution: University of Salento
- Duration: 12 months

CUIS

- Title of the project: *L'implementazione di un modello di marketing territoriale per l'identificazione, la creazione e la gestione di un meta-distretto produttivo pugliese*
- Type of grant: CUIS (Consorzio Universitario Interprovinciale Salentino) 2013
- Principal Investigator: Prof. G. Guido (University of Salento)
- Grant received: 20.000 euro
- Financed by: CUIS, Comune di Galatina (Lecce), Consorzio ASI (Area di Sviluppo Industriale)
- Institution: University of Salento
- Duration: 18 months

RESEARCH

Main Research Interests

My research deals with consumer behavior and is based on both qualitative and quantitative methods. In particular, most of my studies include experiments with the aim to underline cause-effect relationships between communication stimuli and consumers' behaviors/attitudes. Most of my ongoing research investigates when, how and why marketing stimuli may lead to more sustainable

(pro-social, pro-environmental) behavior. More specifically, many current studies I am working on focuses on luxury and sustainability, with the aim to understand how luxury brands may leverage on sustainability to increase consumers' positive attitudes towards their products. Other studies investigate sustainability in the tourism sector. One of my main research topics is fashion and luxury consumption with a focus on the psychological mechanisms underlying consumers' purchases. Other current research projects regard the role of (positive and negative) emotions and the antecedents of WOM and eWOM. I have already published several academic papers on older consumers, more specifically on the role of their feel age and the related effects on their self-esteem and their consumption interests. I am currently working on other projects on the same topic but extended to the role of psychological age in sustainable development among older people. Other studies are related to print advertising, luxury branding, destination branding personality, retailing and customer experience, social media and online reviews, the role of the Country-of-Origin, the use of the type of language (abstract vs. concrete) in communication and Corporate Social Responsibility from the consumers' point of view. New research projects are going to investigate the role of beauty in sustainable development and are going to involve neuroscience methodologies.

Working Papers

"An Investigation of Unsustainable Luxury: How Guilt Drives Negative Word-of-Mouth" (Co-authors: M. De Angelis, G. Pino, G. Guido). Paper under review at the *International Journal of Research in Marketing*.

"Consumer Reactions to Unsustainable Luxury: A Cross-Country Analysis" (Co-authors: M. De Angelis, G. Pino). Paper under review at the *International Marketing Review*.

"The Atypicality of Sustainable Luxury: Evidence on the Positive Consumer Responses to Sustainability in Luxury Branding" (Co-authors: G. Guido, C. Donato). Paper submitted at the *Journal of Consumer Research*.

"The Appeal of Sustainable Luxury Hospitality: The Role of Perceived Hotel Authenticity" (Co-authors: M. De Angelis, A. Stoppani). Paper submitted at for the *Annals of Tourism Research*.

"How the Manipulation of Sense of Balance may Influence the Intention to Buy Sustainable Products: The Role of Sense of Comfort and Type of Product" (Co-authors: M. De Angelis, S. Romani and A. Peluso). Paper in preparation for the *Journal of Marketing*.

"Older Consumers and Sustainable Development: The Role of Temporal Focus" (Co-authors: A. Peluso, C. Yoon, G. Guido). Paper in preparation for the *Journal of Consumer Research*.

"Omnichannel Strategy in Retailing: A Marketing Perspective" (Co-authors: M. Capestro, G. Pino. A. Del Regno). Paper in preparation for the *International Journal of Physical Distribution & Logistics Management*.

"How Abstractness Increases Positive Attitudes toward Print Advertisements: The Role of Ambiguity and Self Identification" (Co-authors: S. Puntoni, G. Pino, M. Capestro, A. Peluso). Paper in preparation for the *Journal of Marketing Research*.

"The Extended Vision of Word-of-Mouth in the Era of Alexa and Siri" (Co-authors: V. Tassiello, M. De Angelis). Final paper in preparation.

"Sharing Extreme Opinions about Controversial Topics: The Moderating Role of Online Communication Channel" (Co-authors: V. Tassiello, M. De Angelis, M. Costabile). The research has been presented at the 2015 EMAC Regional Conference. Final paper in preparation.

Published Papers

"An Investigation on the Effectiveness of Hedonic versus Utilitarian Message Appeals in Luxury Product Communication", (Co-authors: M. De Angelis, C. Donato), *Psychology & Marketing*, 2019 (ISSN: 0742-6046. DOI: <https://doi.org/10.1002/mar.21320>).

- "Scale Development for Measuring Internalized versus Externalized Luxury Consumption Motivations and Consumers' Segmentation" (Co-authors: G. Guido, A. Peluso, C. De Matteis, L. Piper, G. Pino), *Italian Journal of Marketing*, forthcoming (ISSN: 2662-3323)
- "Communicating the Luxury Dream: The Moderating Role of Brand Prominence on the Effect of Abstract Versus Concrete Language on Consumer Responses" (Co-authors: M. De Angelis, C. Donato), *Mercati & Competitività*, forthcoming (ISSN 1826-7386).
- "Product Touch in the Real and Digital World: How Do Consumers React?" (Co-authors: G. Pino, R. Natarajan, M. De Angelis, A. Peluso, G. Guido), *Journal of Business Research*, forthcoming (ISSN: 0148-2963. DOI: <https://doi.org/10.1016/j.jbusres.2019.10.002>).
- "Temporal Dynamism in Country-of-Origin Effect: The Malleability of Italians' Perceptions Regarding the British Sixties" (Co-authors: M. De Angelis, S. Halliday, J. Morris, F. Mulazzi), *International Marketing Review*, Vol. 36, No. 6, 2019, pp. 955-978 (ISSN: 0265-1335).
- "Analyzing Online Reviews in Hospitality: Data-Driven Opportunities for Predicting the Sharing of Negative Emotional Content" (Co-authors: M. De Angelis, A. Stoppani), *Current Issues in Tourism*, Vol. 22, No. 15, 2019, pp. 1904-1917 (ISSN: 1368-3500).
- "Social Media Marketing and Luxury Consumption: A Literature Review" (Co-authors: G. Colella, M.P. Martinez-Ruiz), *International Journal of Marketing Studies*, Vol. 11, No. 4; 2019, pp. 30-52 (ISSN: 1918-719X).
- "When Feeling Younger Depends on Others: The Effects of Social Cues on Older Consumers" (Co-authors: A. Peluso, C. Yoon, G. Guido), *Journal of Consumer Research*, Vol. 45, No. 4, 2018, pp. 691-709 (ISSN: 0093-5301).
- "Understanding purchase determinants of luxury vintage products" (Co-authors: G. Pino, M. De Angelis, R. Cascio), *Psychology & Marketing*, Vol. 35, No. 8, 2018, pp. 616-624 (ISSN: 0742-6046).
- "Consumers' perceptions of luxury brands' CSR initiatives: An investigation of the role of status and conspicuous consumption" (Co-authors: M. De Angelis, D. Korschun, S. Romani), *Journal of Cleaner Production*, Vol. 194, 2018, pp. 277-287 (ISSN: 0959-6526).
- "Brand prominence and social status in luxury consumption: A comparison of emerging and mature markets" (Co-authors: G. Pino, A. Peluso, R. Natarajan, G. Guido), *Journal of Retailing and Consumer Services*, Vol. 46, 2019, pp. 163-172 (ISSN: 0969-6989)
- "The Importance of Dream in Advertising: Luxury Versus Mass Market" (Co-authors: M. De Angelis, M. Pichierri, G. Guido.) *International Journal of Marketing Studies*, Vol. 10, No. 1, 2018, pp. 71-81 (ISSN 1918-719X E-IS).
- "The Effect of Negative Message Framing on Green Consumption: An Investigation of the Role of Shame" (Co-authors: A. Peluso, M. De Angelis, I. Soscia, G. Guido), *Journal of Business Ethics*, Vol. 157, No. 4, 2019, pp. 1111-1132 (ISSN: 0167-4544).
- "Determinants of Southern Italian Households' Intention to Adopt Energy Efficiency Measures in Residential Buildings" (Co-authors: M. I. Prete, L. Piper, C. Rizzo, G. Pino, M. Capestro, A. Mileti, M. Pichierri, A. Peluso, G. Guido), *Journal of Cleaner Production*, 2017, Vol. 153, pp. 83-91 (ISSN: 0959-6526).
- "Service in Luxury Retailing in the 21st Century: An Exploratory Look at the Pleasure Boating Sector" (Co-authors: R. Natarajan, M. Capestro, M. Carvignese, G. Guido), *Psychology & Marketing*, 2017, Vol. 25, No. 5, pp. 569-579 (ISSN: 0742-6046).
- "Luxury advertising and recognizable artworks: New insights on the 'art infusion' effect" (Co-authors: G. Pino, A. Peluso, G. Guido), *European Journal of Marketing*, 2017, Vol. 51, No. 11/12, pp. 2192-2206 (ISSN: 0309-0566).
- "The role of design similarity in consumers' evaluation of new green products: An investigation of

luxury fashion brands" (Co-authors: M. De Angelis, F. Adiguzel), *Journal of Cleaner Production*, 2017, Vol. 141 (January), pp. 1515-1527 (ISSN: 0959-6526).

"Modern and Ancient Migrants' Narratives Through ELF. An Experiential-Linguistic project in Responsible Tourism" (Co-authors: M. G. Guido, L. Errico, P. Iaia), *Lingue e Linguaggi*, 2017, Vol. 17, pp. 87-124 (ISSN: 2239-0367).

"ELF Narratives of Ancient and Modern 'Odysseys' across the Mediterranean Sea: An Experiential-Linguistic Approach to the Marketing of Responsible Tourism" (Co-authors: M. G. Guido, L. Errico, and P. L. Iaia), *Cultus: the Journal of Intercultural Mediation and Communication*, 2016, Vol. 1, No. 9, pp. 90- 116 (ISSN: 2035-3111).

"How language abstractness affects service referral persuasiveness" (Co-authors: M. De Angelis, M. Costabile, and V. Tassiello), *Journal of Business Research*, 2016, Vol. 72, pp. 119-126 (ISSN: 0148-2963).

"The Influence of Corporate Social Responsibility on Consumers' Attitudes and Intentions Toward Genetically Modified Foods: Evidence from Italy" (Co-authors: G. Pino, M. De Angelis and A. Peluso), *Journal of Cleaner Production*, 2016, Vol. 112, No. 4, pp. 2861-2869 (ISSN: 0959-6526).

"Luxury Purchasing among Older Consumers: Exploring inference of Cognitive Age from Status, and Style Motivations" (Co-author: G. Guido and R. Nataraajan), *Journal of Business Research*, 2015, Vol. 68, No. 9, pp. 1945-1952 (ISSN: 0148-2963).

"Context Effects on Older Consumers' Cognitive Age: The Role of Hedonic vs. Utilitarian Goals" (Co-authors: G. Guido and A. Peluso), *Psychology & Marketing*, 2014, Vol. 31, No. 2, pp. 103-114 (ISSN: 0742-6046).

"Linguistic and Symbolic Elements in Luxury Fashion Advertising: A Qualitative Analysis" (Co-authors: G. Pino, M. Iodice and R. Cascio), *International Journal of Business and Management*, 2016, Vol. 11, No. 9, pp. 265-271 (ISSN: 1833-3850).

"Does Popularity in Social Networks Influence Purchasing and Lifestyle Decisions? The Meaning of Online Friendship" (Co-author: G. Guido), *Journal of Media Business Studies*, 2014, Vol. 11, No. 3, pp. 1-21 (ISSN: 1652-2354).

"Externalized vs. Internalized Consumption of Luxury Goods: Propositions and Implications for Luxury Retail Marketing" (Co-author: G. Guido), *The International Review of Retail, Distribution and Consumer Research*, 2012, Vol. 22, No. 2, pp. 189-207 (ISSN: 0959-3969).

"Determinants of Purchasing Intention for Fashion Luxury Goods in the Italian Market: A Laddering Approach" (Co-author: G. Guido), *Journal of Fashion Marketing and Management*, 2011, Vol. 15, No. 1, pp. 123-136 (ISSN: 1361-2026).

"Strategic Analysis through the General Electric/McKinsey Matrix: An Application to the Italian Fashion Industry" (Co-authors: G. Guido and T. Caputo), *International Journal of Business and Management*, 2011, Vol. 6, No. 5, pp. 61-75 (ISSN: 1833-3850).

"Tourist Destinations and Luxury Commerce: Business Opportunities" (Co-authors: M.P. Martínez-Ruiz and N. Martínez-Caraballo), *Journal of Place Management and Development*, 2010, Vol. 3, No. 3, pp. 205-220 (ISSN: 1753-8335).

"Mix-and-Match Fashion Trend and Luxury Brand Recognition: An Empirical Test Using Eye-Tracking" (Co-authors: G. Guido, C. Tomacelli, A. Mileti, I. Prete and A. Longo), *Fashion Theory*, 2015, Vol. 20, No. 3, pp. 341-362 (ISSN: 1362-704X).

"Il Linguaggio del Silenzio nella Comunicazione Pubblicitaria della Moda e del Lusso: Un'indagine Semiotica" (Co-authors: G. Guido, P. Iaia and S. Aquaro), *Lingue e Linguaggi*, 2015, Vol. 13, pp. 7-22 (ISSN: 2239-0367).

Published Books

“Sustainable Luxury Brands: Evidence from Research and Implications for Managers” (2017) (Co-Authors: M. De Angelis, M. Costabile, G. Guido), Palgrave Macmillan Publisher Ltd. (with a “Foreward” by R. Bagozzi and an “Endorsement” by P. Kotler) (ISBN: 978-1-137-60158-2).

“Luxury Marketing: Vendere il lusso nell’epoca della sostenibilità” (2018) (Co-author: M. De Angelis), LUISS University Press (ISBN: 9788861052963).

Amatulli C. (2009), *Il lusso esteriorizzato e il lusso interiorizzato. Una ricerca empirica sui motivi d’acquisto e le strategie di marketing dei luxury goods*, Bari: Cacucci (ISBN: 978-88-8422-824-6).

Amatulli C. (2005), *Moda: Marketing Linguaggi Segni*, Bari: Cacucci (ISBN: 88-8422-410-1).

Published Book Chapters

“Luxury Consumption and Digital Marketing: New Solutions for Tourism Marketers” (Co-authors: G. Pino, P. Del Vecchio, S. Pignatelli), in *Industrial and Managerial Solutions for Tourism Enterprises*, edited by A. Akbaba and V. Altıntaş, PA: IGI Global, 2020, (ISBN13: 9781799830306. DOI: 10.4018/978-1-7998-3030-6).

“Self-Construals Theory Applications for an Effective Communication of Sustainable Luxury” (co-authors: M. De Angelis, L. Gallo), in *Handbook of Research on Circular Economy and Re-Commerce in the Fashion Industry*, edited by A Shrivastava, G. Jain and J. Paul, Hershey, PA: IGI Global, forthcoming.

“Sustainable Development in the Apparel Industry. The Role of Consumers’ Fashion Consciousness for Fast Fashion versus Luxury Brands” (co-authors: M. De Angelis, G. Pinato), in *Sustainability in the Textile and Apparel Industries*, edited by S.S. Muthu and M.A. Gardetti, Springer International, forthcoming.

“The Artification of Luxury: How Art can affect Perceived Durability and Purchase Intention of Luxury Products” (co-authors: M. De Angelis, M. Zaretti), in *Sustainable Luxury and Craftsmanship*, edited by M.A. Gardetti and I. Coste-Manière, Springer Nature Singapore, forthcoming.

"Sustainable Luxury: The Effect of Corporate Social Responsibility Strategy and Luxury Consumption Motivations" (co-authors: C. Donato, M. De Angelis,) in *Understanding Luxury Fashion, Palgrave Advances in Luxury*, edited by I. Cantista and T. Sádaba, Palgrave Macmillan, Cham, 2019, 123-146 (ISBN: 978-3-030-25653-1. DOI: https://doi.org/10.1007/978-3-030-25654-8_6)

“Ethical consumption. The role of emotions in the purchase of Fair Trade apparel products” (Co-authors: M. De Angelis, V. Bucciarelli), in *Handbook of Research on Contemporary Consumerism*, edited by H.-R. Kaufmann and M. F. K. Panni, Hershey, PA: IGI Global, 2019, 1-20 (ISSN: 2327-5502. DOI: 10.4018/978-1-5225-8270-0.ch001)

“Electronic Word-of-Mouth in the Service Industry: An Empirical Analysis on Sharing Economy Services” (Co-authors: M. De Angelis, R. Florio) in *Exploring the Power of Electronic Word-of-Mouth in the Services Industry*, edited by H.-R. Kaufmann and S.M. Correia Loureiro, Hershey, PA: IGI Global, 2019, 179-197 (ISBN: 2327-5502. DOI: 10.4018/978-1-5225-8575-6.ch011)

“Responsible Luxury Development: A Study on Luxury Companies’ CSR, Circular Economy and Entrepreneurship” (Co-authors: C. Donato, M. De Angelis) in *Sustainable Luxury – Cases on Circular Economy and Entrepreneurship*, edited by M. Gardetti and S. Senthilkannan Muthu, Springer International, 2018, 21-38 (ISBN: 978-981-13-0623-5. DOI: 10.1007/978-981-13-0623-5_2)

“Design similarity as a tool for sustainable new luxury product adoption: The role of luxury brand knowledge and product ephemerality” (Co-authors: F. Adiguzel, M. De Angelis) in *Sustainable Luxury, Entrepreneurship, and Innovation*, edited by M. A. Gardetti and S. S. Muthu, 2017, Springer International, 2018, 167-184 (ISBN: 978-981-10-6715-0).

- "Condividere opinioni estreme: il ruolo moderatore delle piattaforme digitali e del rischio sociale" (co-authors: V. Tassiello, M. De Angelis) in "Micro & Macro Marketing", n. 3, 2017, edited by "Il Mulino" (ISSN: 1121-4228).
- "Unsustainable Luxury and Negative Word-Of-Mouth: the Role of Shame and Consumers' Cultural Orientation" (M. De Angelis, G. Pino, G. Guido), in NA - Advances in Consumer Research Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, 2017, Duluth, MN : Association for Consumer Research, Pages: 498-499 (ISBN: 9780915552771).
- "Efficacia delle raccomandazioni online relative ai servizi: il ruolo del tipo di linguaggio del mittente e della conoscenza previa del destinatario" (co-authors: V. Tassiello, M. De Angelis) in "Micro & Macro Marketing", n. 1, 2018, edited by "Il Mulino" (ISSN: 1121-4228).
- "Un'analisi sui commenti in inglese nelle web-community dei luxury brand. Spunti per le strategie del marketing del lusso "Made in Puglia" (co-authors: A. Peluso, G. Colella) in "Strategie di comunicazione dei prodotti di lusso attraverso l'inglese come 'lingua franca' internazionale", edited by M.G. Guido, Vol. 20, special issue of "Lingue e Linguaggi", 2017, 273-291 (ISSN: 2239-0367).
- "Topic Controversy and WOM: The Effect of Opinion Extremeness on Sharing" (Co-authors: V. Tassiello, M. De Angelis, M. Costabile), in NA - Advances in Consumer Research, Vol. 44, M. Page and S. Puntoni (Eds.), 2016, Duluth, MN: Association for Consumer Research, Pages: 651-652 (ISBN: 9780915552245).
- "Luxury, Sustainability, and Corporate Social Responsibility: Insights from Fashion Luxury Case Studies and Consumers' Perceptions" (Co-Authors: M. D'Anolfo, M. De Angelis and G. Pino) in *Sustainable Management of Luxury*, edited by M. A. Gardetti, 2016, Springer International Publishing (ISBN: 978-981-10-2916-5).
- "The Relationship Between Fast Fashion and Luxury Brands: An Exploratory Study in the UK Market" (Co-Authors: A. Mileti, V. Speciale and G. Guido) in *Global Marketing Strategies for the Promotion of Luxury Goods*, edited by F. Mosca and R. Gallo, 2016, pp. 240-261, Hershey, PA: IGI Global (ISBN: 9781466699588).
- "Private Label in the Tourism Industry: The Effects of Economic Crises" (Co-Authors: J. J. Blazquez-Resino and G. Pino) in *Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy*, edited by M. Gómez-Suarez and M. P. Martínez-Ruiz, 2016, pp. 513-538, Hershey, PA: IGI Global (ISBN: 9781522502203).
- "The Luxury Fashion Market in Russia: Evolution and Future Opportunities" (Co-Authors: M. De Angelis, I. Bugakova, G. Guido and E. Stagno) in *Handbook of Research on Global Fashion Management and Merchandising*, edited by A. Vecchi and C. Buckley, 2016, pp. 670-693, Hershey, PA: IGI Global (ISBN: 9781522501107).
- "How to Make Better Consumers in Luxury: The Role of Shame and Empathy" (Co-authors: De Angelis, M., Peluso, A. M., Soscia, I., Bagozzi, R. P., and Guido) in *Rediscovering the Essentiality of Marketing*, edited by L. Petruzzellis and R. S. Winer, 2016, pp. 529-533, Springer International Publishing. (ISBN 978-3-319-29877-1).
- "Customer-Centric Strategies in Place Marketing: An Analysis of Places' Identities and Perceived Images", Chapter 21, (Co-authors: G. Guido, A. Peluso, I. Prete, G. Pino and C. Pace) in *Customer-Centric Marketing Strategies: Tools for Building Organizational Performance*, edited by H.-R. Kaufmann and M. F. K. Panni, 2012, pp. 435-452, Hershey, PA: IGI Global (ISBN: 978-1466-6252-4-2).
- "Destination personality as a strategic construct for the development of districts' image" (Co-authors: G. Guido, A. Peluso, I. Prete and C. Pace) in *ICTDM 2009 - International Conference on Tourism Development and Management*, 2010, pp. 201-204 (ISBN: 978-9963-9799-0-5).
- "Il turismo da crociera come opportunità di sviluppo territoriale: uno studio esplorativo" (Co-authors: G. Pino, A. Peluso, C. Tomacelli and G. Guido,) in *Il territorio come giacimento di vitalità per l'impresa. Conference proceedings: XXIV Sinergie Conference*, 2012, pp. 373-383 (ISBN: 978-88-907394-0-8).

"Brand and Knowledge for Excellence in Fashion Marketing" in *Marketing From the Trenches: Perspectives on the Road Ahead*, edited by the Atiner (Athens Institute for Education and Research), 2006, pp. 105-117 (ISBN: 960-6672-06-9).

"La Capacità Innovativa dei Sistemi Territoriali Locali Salentini", (Co-authors: G. Pino and A. Peluso), in *Lo Sviluppo Sostenibile: Ambiente, Risorse, Innovazione, Qualità*, edited by G. Guido and S. Massari, 2013, pp. ial , Milan: Franco Angeli (ISBN: 978-88-204-4749-6).

Other Publications

Fashion Marketing, Wiley Encyclopedia of Management, Marketing, Vol. 9, edited by Cary L. Cooper (3rd edition, 2015).

Conference Proceedings

"Luxury Brands' Pursuit of Sustainability: How Atypicality Perceptions Drive Consumers' Responses" (Co-authors: M. De Angelis, C. Donato), The Association for Consumer Research Conference (ACR), October 17-20, 2019, Atlanta, USA.

"The Role of Luxury Consumption Motivations in Luxury Brand Communication" (Co-authors: M. De Angelis, C. Donato) 2019 Academy of Marketing Science World Marketing Congress, July 9-12, 2019, Edinburgh, Scotland.

"Sociodemographic Antecedents of Psychological Flow: Evidence from Outdoor Adventure Tourism" (Co-authors: A. Peluso, L. Petruzzellis, G. Guido), 2019 Academy of Marketing Science World Marketing Congress, July 9-12, 2019, Edinburgh, Scotland.

"Luxury Versus Mass Market: Unsustainability, Guilt and Negative Word-of-Mouth" (Co-authors: M. De Angelis, G. Pino, G. Guido), 41st Annual ISMS Marketing Science Conference, June 20 – 22, 2019, Rome, Italy.

"Product Touch in the Real and Digital World: How Do Consumers React?" (Co-authors: G. Pino, R. Natarajan, M. De Angelis, A. Peluso, G. Guido), 10th INEKA (Formerly GIKA) "Innovation, Entrepreneurship, Knowledge Academy" Conference, June 11-14, 2019, Verona, Italy.

"Predictors of Negative Emotional Content in Online Review in the Hospitality Sector" (Co-authors: M. De Angelis, A. Stoppani), 14th International Forum on Knowledge Asset Dynamics IFKAD, June 5-7, 2019, Matera, Italy.

"Negative Word of Mouth about Luxury Goods: An Empirical Investigation of the Role of Guilt Feelings" (Co-authors: M. De Angelis, G. Pino, G. Guido), 48th EMAC Annual Conference, May 28-31, 2019, Hamburg, Germany.

"An investigation of the role of conspicuous consumption orientation and brand prominence in luxury brands' communication" (Co-authors: M. De Angelis, C. Donato), 48th EMAC Annual Conference, May 28- 31, 2019, Hamburg, Germany.

"Sustainable luxury: the effect of luxury consumption motivations on corporate social responsibility strategies" (Co-authors: M. De Angelis, C. Donato), 21st Academy of Marketing Science World Marketing Congress (AMS WMC) 2018, June 27-29, Porto, Portugal.

"The effect of language in luxury brands' communication: an investigation of the moderating role of consumer and product-related factors" (Co-authors: M. De Angelis, C. Donato), XV Convegno Annuale della Società Italiana Marketing 2018, October 18-19, Bari, Italy.

"How abstract claims affect consumer's attitude towards advertising: analysing the role of consumer's mental simulation and identification" (Co-authors: M. Capestro, G. Pino, M. Pichierri), XV Convegno Annuale della Società Italiana Marketing 2018, October 18-19, Bari, Italy.

"Luxury Brands and Sustainability: The Differential Role of CSR Dimensions and Consumers' Traits", (Co-authors: M. De Angelis, D. Korschun, S. Romani), 47th EMAC Annual Conference, May 29- June 1, 2018, Glasgow, UK.

"An Empirical Analysis of Consumers' Perceptions of Luxury Brands' CSR initiatives" (Co-authors: M. De Angelis, D. Korschun, S. Romani), EACR 2018, European Conference 2018 of the Association for Consumer Research, June 21-23, 2018, Ghent, Belgium.

"Luxury and sustainability: The role of corporate social responsibility" (Co-authors: C. Donato, M. De Angelis), XIV Convegno Annuale della Società Italiana Marketing 2017, October 26-27, Bergamo, Italy.

"Sustainable Luxury Development and Word-of-Mouth: The Role of Shame and Cultural Orientation" (Co-Authors: M. De Angelis, G. Pino), XIV Convegno Annuale della Società Italiana Marketing 2017, October 26-27, Bergamo, Italy.

"A linguistic approach for the luxury advertising: Effects on consumer perceptions" (Co-authors: G. Pino, M. Capestro), XIV Convegno Annuale della Società Italiana Marketing 2017, October 26-27, Bergamo, Italy.

"Unsustainable Luxury and Negative Word-Of-Mouth: the Role of Shame and Consumers' Cultural Orientation" (M. De Angelis, G. Pino, G. Guido), The Association for Consumer Research Conference (ACR), October 26-29, 2017, San Diego, USA, 2017.

"Negative Word-of-Mouth about Unsustainable luxury Products: An Examination of Shame and Cultural Orientation" (Co-Authors: M. De Angelis, G. Pino, G. Guido), EMAC Conference Leaving Footprints, May 23-26, 2017, University of Groningen, The Netherlands.

"Internalised and Externalised Luxury Consumption: Scale Development and Correlations with Personality Traits and Negative Values" (Co-authors: G. Pino, G. Guido, C. De Matteis), The Luxury Conference, September 15-16, 2017, London.

"Topic Controversy and WOM: The Effect of Opinion Extremeness on Sharing" The Association for Consumer Research Conference (ACR) 2016, Berlin, Germany, 2016.

"Sharing Extreme Opinions About Controversial Topics: The Moderating Role of Online Communication Platforms", EMAC Conference - Marketing in the Age of Data, BI Business School, Oslo, Norway, 2016.

"The Effect of Touch on Consumer Attitude Towards Autotelic and Instrumental Products", EMAC Conference - Marketing in the Age of Data, BI Business School, Oslo, Norway, 2016.

"Similar to Myself or to the Green? The Effect of Introducing Different Types of Green New Products on Luxury Brand Evaluation and Purchase Intention", 2016 Monaco Symposium on Luxury, Emerging Challenges in Luxury Marketing, Monte-Carlo, 2016.

"Similar to Myself or to the Green? The Effect of Introducing Different Types of Green New Products on Luxury Brand Evaluation and Purchase Intention", EMAC Conference - Marketing in the Age of Data, BI Business School, Oslo, Norway, 2016.

"Lingua Franca Narratives of Ancient and Modern Odysseys Across the Mediterranean Sea: An Experiential-Linguistic Approach to the Marketing of Responsible Tourism", Tourism Across Cultures: Accessibility in Tourist Communication, Lecce, Italy, 2016.

"Consumers' Pro-Environmental Behaviors: The Role of Framing and Emotions", Association for Consumer Research North American Conference - Advancing Connections, New Orleans, LA, USA, 2015.

"Extreme Versus Balanced Positions on Controversial Topics: The Role of Need to Stand Out", Association for Consumer Research North American Conference - Advancing Connections, New Orleans, LA, USA, 2015.

"An Empirical Analysis of the WOM Extremeness in Controversial Topics", 6th EMAC Regional Conference - Marketing Theory Challenges in Emerging Markets, WU Vienna, Austria, 2015.

"How to Make Better Consumers in Luxury: The Role of Shame and Empathy" (Co-authors: De Angelis, M., Peluso, A. M., Soscia, I., Bagozzi, R. P., and Guido), *Rediscovering the Essentiality of Marketing* (pp. 529-533). Springer International Publishing. Proceedings of the 2015 Academy of Marketing Science (AMS) World Marketing Congress. ISBN 978-3-319-29877-1.

"Aging and Product Choice: The Effects of Feel-Age and Social Context" (Co-authors: C. Amatulli, G. Guido, and C. Yoon), *Advances in Consumer Research: Back to Fun*, Vol. 42, J. Cotte and S. Wood (Eds.), 2014, Association for Consumer Research, Duluth (MN): 108-109. Proceedings of the Association for Consumer Research (ACR) North American Conference, Baltimore (MD), October 23rd-26th 2014. ISBN: 9780915552740.

"International Advertising of Fashion Luxury Brands: A Multidisciplinary Qualitative Analysis", XI Convegno Nazionale della Società Italiana Marketing (SIM), *Food Marketing: mercati, filiere, sostenibilità e strategie di marca*, Modena, Italy, 2014.

"Mix-and-Match Fashion Trend and Luxury Brand Recognition: An Empirical Test Using Eye-Tracking", International Marketing Trends Conference, Paris, France, 2013. ISBN: 9782953281125.

"Does popularity in social networks influence purchasing and lifestyle decisions? The meaning of online friendship" X Convegno Nazionale della Società Italiana Marketing (SIM), *Smart Life: dall'innovazione tecnologica*, Milan, Italy, 2013.

"Elderly Consumers and Cognitive Age Dimensions: The Influence of Hedonic/Utilitarian Contextual Factors on Perceived Youthfulness", Royal Statistical Society International Conference, Telford, UK, 2012.

"Cruise Tourism and Local Economic Development: An Exploratory Research", XXIV Convegno Annuale di Sinergie, Lecce, Italy, 2012.

"The Perception of Politics' Hypocrisy by Older Voters", V National Congress of Ageing Psychology SIPI (Italian Society of Ageing Psychology), Treviso, Italy, 2012.

"Influence of Cognitive Age and Socio-Psychographics in the Purchasing of Luxury Goods by Elderly Consumers", International Marketing Trends Conference, Venice, Italy, 2012. ISBN: 9782953281125.

"Luxury Commerce and Tourist Destinations: Business Opportunities", International Marketing Trends Conference, Venice, Italy, 2010. ISBN: 9782953281125.

"Assessing the maximum level of customer satisfaction in grocery stores: A comparison between Spain and the USA", International Marketing Trends Conference, Venice, Italy, 2010. ISBN: 9782953281125.

"La integración de las funciones de Marketing e innovación en producto: Fomentando el uso de las TIC en el desarrollo de un comportamiento cooperativo", International Marketing Trends Conference, Venice, Italy, 2010. ISBN: 9782953281125.

"Destination personality as a strategic construct for the development of districts' image", International Conference on Tourism Development and Management, Kos, Greece, 2009.

"Vocation vs. perceived image of cultural districts in heritage marketing", 1st International Tourist Forum on Tourism as an Opportunity for Recreation and a Chance for the Development of Regions, Międzyzdroje, Poland, 2009.

"The Meanings of Fashion Luxury Goods: Externalized vs Internalized Consumption", International Conference on Global Fashion Marketing, Florence, Italy, 2009.

“Determinanti latenti nell’intenzione d’acquisto dei fashion luxury goods: un’indagine qualitativa di tipo laddering”, VI Convegno Annuale della Società Italiana Marketing, Fashion Marketing, Florence, Italy, 2009.

“Brand and Knowledge for Excellence in Fashion Marketing”, 3rd International Conference on Business, Economics, Management and Marketing, Athens, Greece, 2005.

“Strategic Management of Technology for Fashion Marketing”, 14th International Conference on Management of Technology, IAMOT 2005, Vienna, Austria, 2005.

Invited Academic Seminars

“How to Improve European Consumers’ Life: An Overview on New Potential Research Topics”, European Commission’s Joint Research Centre, Brussels, April 11th, 2019

“Developing Luxury Brands”, SKEMA Business School, Sophia Antipolis, France, 2013 and 2014

“Vertical Integration, Diversification, and Differentiation in Fashion and Luxury Companies” University of Salento, Lecce, Italy, 2012

“Production Planning and Control in Fashion and Luxury Companies”, University of Salento, Lecce, Italy, 2011

“Marketing and Territorial Marketing”, University of Salento, Lecce, Italy, 2010

“The MecAnalyst methodology for luxury marketing research”, University of Salento, Lecce, Italy, 2009

TEACHING

- 2016-Present **Marketing**
MSc in Business Strategy & Management, University of Bari, Italy
- 2019-Present **Tourism Marketing**
MSc in Business Strategy & Management, University of Bari, Italy
- 2017-2019 **Luxury Marketing**
MSc in Marketing, University of Bari, Italy
- 2018-Present **Social Advertising**
MSc in General Management, LUISS Guido Carli University, Rome, Italy
- 2018-2019 **Advanced Marketing Management**
MSc in International Management, LUISS Business School, Rome, Italy
- 2015-2019 **Sustainable Luxury Development**
MBA in Luxury Management, EMC Business School, Paris, France
- 2013-2015 **Trade and Retail Marketing**
MSc in General Management, LUISS Guido Carli University, Rome, Italy
- 2012-2014 **Distribution and Sales**
MSc in General Management, LUISS Guido Carli University, Rome, Italy
- 2013-2014 **Retail Management**
Master in Retail Management, LUM Jean Monnet University, Bari, Italy
- 2013- 2014 **Luxury Marketing**
Master in Retail Management, LUM Jean Monnet University, Bari, Italy

- 2011–2013 **Marketing and Retail of Luxury Brands**
MSc in General Management, LUM Jean Monnet University, Bari, Italy
- 2011 **Luxury Product Development & Management**
Master in Luxury Goods and Services and MBA, International University of Monaco (IUM),
Monte-Carlo, Principality of Monaco
- 2011 **Retail Marketing & Operations**
Master in Luxury Goods and Services, International University of Monaco (IUM), Monte-Carlo,
Principality of Monaco
- 2008–2010 **Retail Marketing**
MSc in Business and Economics, University of Bari, Italy
- 2004–2010 **Fashion Marketing**
MSc in Business and Economics, University of Bari, Italy

EXECUTIVE EDUCATION

- 2014-2015 **Marketing Management (tutorship)**
EMBA (Executive MBA), LUISS Business School, Rome, Italy
- 2004 **Marketing and Sales Techniques**
Sport&More, Italy

SELECTED MEDIA COVERAGE

“Age is Just a Number! The Science of Feeling Young”, *Canvas8*, April 27 2018 (URL:
<https://www.canvas8.com/content/2018/04/27/science-of-feeling-young.html?error=loginRequired>).

CONSULTING/MANAGERIAL EXPERIENCE

- 2009 **Natuzzi Group**, Italy
Marketing strategy and marketing intelligence
- 2008 **Sergio Rossi (Gucci Group)**, Italy
Competitive intelligence analysis, marketing research, branding strategies, collection
plans.
- 2007 **Giorgio Armani**, Italy
SDA Bocconi project (June–December), Marketing research and competitive intelligence
analysis.
- 2002 **Innovazione & Sviluppo**, Italy
Market research and marketing planning

SERVICE

Scientific activities in Ph.D. programs

- 2013: External evaluator
PhD Candidate: Christian Tirelli, Ph.D. Program in *Firm Strategy and Marketing*.
Thesis: *Assessing the Main Influences on the Food Buying Decision Process of Sojourners*.
University of Castilla-La Mancha, Spain.

2019: External evaluator

PhD Candidate: Cristian Rizzo, Ph.D. Program in *Economics, Management and Quantitative Methods*. Thesis: *Methodological Advancements in Marketing Management*.
University of Salento, Lecce, Italy.

2019: External evaluator

PhD Candidate: Annalisa Tarquini, Ph.D. Program in *Business Administration*. Thesis: *Luxury without craftsmanship? Explicating craftspeople career path decisions in the luxury industry via Social Cognitive Creer Theory*.
International University of Monaco, Monte Carlo, Principality of Monaco.

2019: External evaluator

PhD Candidate: Hector Hugo Pérez Villarreal, Ph.D. Program in *Economía y Empresa*.
Thesis: *Analysis of consumer behaviour in food consumption decision processes: Evidence found in fast food restaurants in Mexico*.
University of Castilla-La Mancha, Spain.

Ad-Hoc Reviewer

- Journal of Business Research
- Psychology & Marketing
- European Journal of Marketing
- Journal of Product and Brand Management
- Journal of Consumer Marketing
- Journal of Fashion Marketing and Management
- Current Issue in Tourism
- Qualitative Market Research: an International Journal
- Journal of Retailing and Consumer Services,
- Academy of Marketing Science World Marketing Congress
- European Association for Consumer Research Conference (EACR)
- European Marketing Association Conference (EMAC)

MSc and MBA Mentoring

2009–2010 International University of Monaco (IUM), Montecarlo, Principality of Monaco

LANGUAGES

Italian: mother tongue

English: fluent

Spanish: fluent



**DICHIARAZIONE ATTESTANTE L'ASSENZA DI CAUSE
DI INCONFERIBILITA' E INCOMPATIBILITA' DELLA COMMISSIONE ESAMINATRICE**

L'anno 2020 addì mercoledì 29 del mese di GENNAIO alle ore 14:00 presso gli Uffici di Pugliapromozione, in Bari Piazza Aldo Moro 33/A, il sottoscritto **Prof. Amatulli Cesare** componente della Commissione esaminatrice del Corso concorso "AVVISO DI SELEZIONE MEDIANTE CORSO CONCORSO RISERVATO AL PERSONALE INTERNO PER LA COPERTURA DI N. 08 POSTI DI CATEGORIA D – PROFILO ECONOMICO D1 A TEMPO PIENO ED INDETERMINATO", nominata con Determinazione del Direttore Generale nr. 6 del 10.01.2020 e successiva Determinazione del Direttore Generale nr. 28 del 28.01.2020, così composta:

- PRESIDENTE, Dott. Matteo MINCHILLO;
- COMPONENTE, Dott. Giovanni OCCHIOGROSSO;
- COMPONENTE, Dott. Oronzo BISANTI;
- COMPONENTE, Prof. Cesare AMATULLI;
- COMPONENTE, Avv. Stefano CAFFIO;
- SEGRETARIO VERBALIZZANTE, Sig. Giuseppe MORO.

Considerato il numero di concorrenti partecipanti al Corso Concorso in epigrafe;

Preso visione dell'elenco completo dei candidati che hanno presentato domanda di partecipazione;

Ai sensi degli art. 46 e 47 del D.P.R. n. 445/2000, consapevole delle responsabilità penali in caso di dichiarazioni mendaci ai sensi dell'art. 76 del D.P.R. n. 445/2000;

DICHIARA

1. che non sussistono situazioni di incompatibilità tra essi ed i concorrenti ai sensi degli articoli 51 e 52 del codice di procedura civile;
2. di non avere concorso con dolo o colpa grave accertati in sede giurisdizionale, in qualità di membro di commissione per l'affidamento di appalti

PugliaPromozione
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piazza A. Moro 33/A, 70122 – Bari
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bari.promozione@viaggiareinpuglia.it



Agenda Regionale del Turismo

- pubblici/concorso o selezione pubblica, o relativi all'approvazione di atti dichiarati conseguentemente illegittimi;
3. di non avere riportato condanne penali passate in giudicato per reati che comportino l'interdizione dai pubblici uffici, per reati che incidano sulla moralità professionale e per i reati di cui al D.lgs. n. 231/2001;
 4. di non essere a conoscenza di essere sottoposto a procedimenti penali;
 5. di impegnarsi ad astenersi dal partecipare ai lavori della commissione giudicatrice in presenza di interessi propri, finanziari e non, diretti e indiretti, che possano essere in conflitto, anche soltanto potenziale;
 6. che non sussistono cause di incompatibilità secondo quanto indicato ai precedenti punti;
 7. di impegnarsi, qualora in un momento successivo alla assunzione dell'incarico, sopraggiunga una delle condizione di incompatibilità di cui alle predette norme, ovvero una situazione o la conoscenza della sussistenza di una situazione, di conflitto di interessi, anche potenziale, a darne notizia all'Amministrazione o agli altri Componenti della Commissione e ad astenersi dalla funzione/incarico ricoperto;
 8. di essere informato, ai sensi del Decreto Legislativo 2003, n.196 e successive modifiche ed integrazioni, che i dati conferiti con la presente dichiarazione saranno utilizzati in relazione al procedimento amministrativo per il quale sono stati richiesti, nonché per gli adempimenti amministrativi ad essi conseguenti, ivi inclusa la pubblicazione dell'atto sul sito dell'ARET PugliaPromozione, nella Sezione denominata "Amministrazione Trasparente";

Pugliapromozione si riserva la facoltà di verificare la veridicità delle informazioni contenute nella presente dichiarazione.

Il presente atto è reso pubblico ai sensi di legge.

Letto, approvato e sottoscritto.

Bari, 29 Gennaio 2020

Prof. Cesare AMATULLI

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