

Maria Carmen Di Poce

CURRENT POSITION

PhD Student in Management
Department of Management of Sapienza, University of Rome

ACADEMIC PREPARATION

SEPTEMBER 2023 | **Summer School of Structural Equation Models - Basic Course**
University of Calabria

SEPTEMBER 2023 | **Summer School of Structural Equation Models - Advanced Course**
University of Calabria

JULY 2022 | **Summer School of Multivariate Analysis**
University of Calabria

JULY 2022 | **Summer School of Experimental Design and Analysis**
University of Calabria

JANUARY 2022 | **Winter School of Designing Research**
SIMA - Italian Management Society

JANUARY 2022 | **Winter School of Academic Writing Skills**
VU Graduate Winter School - Vrije Universiteit Amsterdam

APRIL 2021 | **Training Course in Managing Oppositional Behavior**
certificate by GRAF - Gruppo Rete per l'Apprendimento e la Formazione

JANUARY 2021 | **Master's Degree in Management**
specialisation in **Marketing**, Faculty of Economics
Sapienza, University of Rome
Thesis in Marketing Research with title: "*Barriers to adoption of the Immuni application in digital Italy. A study on the psychological resistance of the individual.*"
Graduation grade: **110 with honours**

JULY 2020 - DECEMBER 2020 | **Advanced Training Course**
"*Cultures against gender-based violence: a transdisciplinary approach*"
Department of Communication and Social Research
certified by Sapienza, University of Rome

APRIL 2018 | **Bachelor's Degree in Business Administration**
Faculty of Economics
University of Studies of Cassino and Southern Lazio
Thesis in Marketing with title: "*Neuromarketing and expectation architecture in Food&Wine: theoretical models and case analysis.*"
Graduation grade: 108/110



PERSONAL INFORMATION



LINGUISTIC SKILLS

- Mother tongue: Italian
 - Other language: English, certificate in Business English Level B2 - Upper Intermediate issued by British Council
- Currently studying for further improvement

PAPERS SUBMITTED AND IN PREPARATION

Di Poce, M.C., Barbarossa, C., Pastore A. (2024), Consumers in the grip of emotions: how does climate change threat influence food consumption?, *Journal of Business Ethics*

Pastore, A., Barbarossa, C., Di Poce, M.C. (2024), Ragione e sentimento. Le reazioni dei consumatori alla minaccia del cambiamento climatico: una revisione narrativa della letteratura, *Scritti in onore del Prof. Petix*.

PUBLICATIONS AND PROCEEDINGS

Di Poce, M.C., Barbarossa, C., Pastore, A. (2024), Eating our eco-anxieties away: How climate change threat and collective impotence fuel the consumption of vice food, EMAC Annual Conference, Bucharest.

Barbarossa, C., Di Poce, M.C., Pastore, A. (2024), Climate change, safety threat, and consumer food responses, presented at International Marketing Trends Conference, Venice, 18-20 January.

Barbarossa, C., Di Poce, M.C., Pastore, A. (2023), Climate change, needs frustration, and consumer responses, presented at European Marketing Academy (EMAC) Regional Conference, University of Piraeus, 27-29 September.

Barbarossa, C., Patrizi, M., Vernuccio, M., Di Poce, M.C. (2023), Exploring young adults' unwillingness to adopt COVID-19 contact tracing apps: A mixed-method study, *Sinergie Italian Journal of Management*.

Barbarossa, C., Vernuccio, M., Patrizi, M., Di Poce, M. C., Pastore, A. (2022), The resistance toward COVID-19 contact tracing apps: A study of psychological reactance among young adults in Italy, *Health Policy*.

Di Poce, M.C., Barbarossa, C., Pastore, A. (2022), Climate Change threats, needs frustration, and consumer responses: An exploratory study, presented at Sinergie-SIMA Management Conference "BOOSTING KNOWLEDGE & TRUST FOR SUSTAINABLE BUSINESS", Bocconi University, 30th June and 1st July.

Barbarossa, C., Vernuccio, M., Patrizi, M., Di Poce, M. C., Pastore, A. (2021), The failure of COVID-19 contact tracing apps: A psychological reactance theoretical perspective, presented at European Marketing Academy (EMAC) Regional Conference, Kozminski University, 23-24 September.

CURRENT RESEARCH INTERESTS

- *Consumer responses under external threats*
- *Climate change threat*
- *Appraisal Theory*
- *Emotions*
- *Eco-emotions*
- *Emotion regulation strategies*
- *Food consumption*