



CURRICULUM VITAE EUROPASS

ANGELO BACCELLONI

2021 - in corso

Assistant Professor of Marketing

John Cabot University, Roma

Docente di corsi di Principi di Marketing, Comportamento del Consumatore, Ricerca di Mercato e Marketing e Marketing Internazionale presso il Dipartimento di Business Administration.

2018 - in corso

Lecturer

Luiss Business School, Roma

Docente su Executive courses (EMBA, General Management e Executive Master in Marketing Management); Master of Science in Marketing e Digital Marketing; Summer University in Marketing; Summer School in Marketing

2023 - in corso

Professore a contratto

Università Luiss Guido Carli, Roma

Docente di Omnichannel Approach to Retailing, Customer Relationship Management e Sales Management

2023 - in corso

Professore a contratto

Sapienza Università di Roma, Roma

Docente di Omnichannel Marketing

2018 - in corso

Research Fellow

X.Ite - Research Centre on New Technologies and Behaviors, Università Luiss

Ricercatore presso il centro di ricerca sulle nuove tecnologie e comportamenti, con focus su marketing digitale, algoritmi di raccomandazione e comportamento del consumatore.

2023 - in corso

Research Fellow

Centro di Ricerca Strategic Change "Franco Fontana", Università Luiss

Ricercatore presso il centro di ricerca con focus su trasformazione digitale e dinamiche di mercato.

ISTRUZIONE E FORMAZIONE

2019 - 2022

Dottorato di Ricerca in Marketing

Sapienza Università di Roma

Supervisori: Prof. Alberto Mattiacci e Prof. Francesco Ricotta. Specializzazione in marketing digitale, algoritmi di raccomandazione e comportamento del consumatore.

2016 - 2018

Laurea Magistrale in Marketing (110/110)

Università Luiss, Roma

Tesi: "The influence of recommendation algorithms on consumer decision-making process: an empirical research on search, experience and credence goods" - Relatore: Matteo De Angelis

2013 - 2016

Laurea Triennale in Marketing e Comunicazione d'Impresa (110/110 cum Laude)

Università Lumsa, Roma

Tesi: "The Intangible assets as a company value driver: the Telecom Italia SpA case" - Relatore: Alessandro Giosi

Formazione Post-Lauream

2022

Hierarchical Models

University of Oxford, UK

2021

Advanced Empirical Modeling, Multivariate Statistical Methods, Network Analysis, Data Science and Maximum Likelihood Estimation

University of Michigan, US

2020

Structural Equation Modeling in R

University of Cambridge, UK

2020

Mediation, Moderation e Conditional Model Processing

Erasmus University of Rotterdam, NL

2020

Statistical Learning e Machine Learning in R

2019**Statistics, Text Mining and Cluster Analysis with SPSS***Sapienza Università di Roma, IT***COMPETENZE LINGUISTICHE**

Lingua	Comprensione	Parlato	Scritto
Italiano	Madrelingua	Madrelingua	Madrelingua
Inglese	C1	C1	C1
Spagnolo	B2	B2	B2

COMPETENZE DIGITALI

Categoria	Software/Competenze	Livello
Suite Office	MS Excel, MS PowerPoint, MS Word, MS PowerBI	Avanzato
Analisi Statistica	SPSS/SPSS AMOS, R, Python, STATA	Avanzato
Analisi Qualitativa	NVivo, VOSViewer	Avanzato
Design Grafico	Adobe Suite (Photoshop, Illustrator)	Intermedio

PUBBLICAZIONI SCIENTIFICHE**Articoli su Riviste Peer-Reviewed**

2025 Baccelloni A., De Angelis M., Ricotta F., Mazzù M.F.M. (2025). oo Narrow to Help? Unveiling How Recommendation Agents' Specialization Impacts User Choices. *Journal of Interactive Marketing*

2025 Ricotta, F., Passarelli M., Baccelloni A., (2025) Empowering Entrepreneurship through High-growth Firms: Insights from a Decade-long Bibliometric Analysis. *Corporate Governance and Research & Development Studies*

2025 Bartoli C., Baccelloni A., Di Leo A., Mattiacci A. (2025). Blending digital and physical experiences in luxury wine hospitality: an experiential approach to technology integration. *British Food Journal*

2025 Bartoli C., Baccelloni A., Ungaro L., Mattiacci A. (2025). Small and Medium Enterprises meet the Metaverse. An explorative study on the wine industry. *The International Journal of Entrepreneurship and Innovation*

- 2024** MF Mazzù, M De Angelis, A Andria, A Baccelloni (2024). Humans or AI: How the Source of Recommendations Influences Consumer Choices for Different Product Types. *California Management Review*, 118, 105202.
- 2024** Mazzù, M. F., He, J., & Baccelloni, A. (2024). Unveiling the impact of front-of-pack nutritional labels in conflicting nutrition information—A congruity perspective on olive oil. *Food Quality and Preference*, 118, 105202.
- 2023** Mazzù, M. F., Marozzo, V., Baccelloni, A., & Giambarresi, A. (2023). The effects of combining front-of-pack nutritional labels on consumers' subjective understanding, trust, and preferences. *Psychology & Marketing*.
- 2023** Mazzù, M. F., Pozharliev, R., Andria, A., & Baccelloni, A. (2023). Overcoming the blockchain technology credibility gap. *Psychology & Marketing*.
- 2023** Mazzù, M. F., Baccelloni, A. and Romani, S. (2023). Counteracting Noncommunicable Diseases with Front-of-Pack Nutritional Labels' Informativeness: An Inquiry into the Effects on Food Acceptance and Portions Selection. *British Food Journal*
- 2023** He, J., Mazzù, M. F., & Baccelloni, A. (2023). A 20-Country Comparative Assessment of the Effectiveness of Nutri-Score vs. NutrInform Battery Front-of-Pack Nutritional Labels on Consumer Subjective Understanding and Liking. *Nutrients*, 15(13), 2852.
- 2022** Mazzù, M. F., Baccelloni, A., Romani, S. and Andria, A., (2022). The role of trust and algorithms in consumers' front-of-pack labels acceptance: a cross-country investigation. *European Journal of Marketing*, doi 10.1108/EJM-10-2021-0764
- 2021** Baccelloni, A. and Ricotta, F., (2021). Algoritmi di raccomandazione e reti di influenza implicite. *MK, ABI Servizi – Bancaria Editore*, 6, p. 2-10
- 2021** Baccelloni, A. and Ricotta, F., (2021). Algoritmi di raccomandazione e reti di influenza implicite. *MK, ABI Servizi – Bancaria Editore*, 6, p. 2-10
- 2021** Mazzù, M. F., Marozzo, V., Baccelloni, A. and de'Pompeis, F., (2021). Measuring the Effect of Blockchain Extrinsic Cues on Consumers' Perceived Flavor and Healthiness: A Cross-Country Analysis. *Foods*, 10(6), 1413.
- 2021** Baccelloni, A., Giambarresi, A. and Mazzù, M. F., (2021). Effects on Consumers' Subjective Understanding and Liking of Front-of-Pack Nutrition Labels: A Study on Slovenian and Dutch Consumers. *Foods*, 10(12), 2958.
- 2021** Mazzù, M. F., Romani, S., Baccelloni, A. and Simonetti, E., (2021). In Search of Superiority: Exploring the Effectiveness Gap of Front-of-Pack Nutritional Labels. An Assessment of Consumer's Decision-Making Process Toward Healthier Food Choices. *Journal of Food Science and Nutrition*, 7, 1-5.

2023 Baccelloni, A. and Mazzù, M.F. (2023), *Arts Marketing. Strumenti e modelli manageriali per la valorizzazione dei beni culturali*. Apogeo Education, Maggioli Editore

PROGETTI DI RICERCA E SOVVENZIONI

2023

Research Grant – ITA Airways

"L'impatto dell'Intelligenza Artificiale Generativa sull'industria dell'aviazione"

2023

Research Grant – Automobile Club D'Italia

"Indagine sulla percezione dell'evoluzione dell'automobile"

2022

Research Grant – Meta

"Metaverso ed Interazione Sociale in Contesti di Formazione: Comprensione degli Effetti di Horizon Workrooms sulle Pratiche di Teamwork Virtuale"

2022

Research Grant – Fondazione Banfi

"Luxury wine experience: a new way of enjoying a glass of wine mixing technology and hospitality"

2021-2023

Research Grant – Federalimentare

"Analisi della comprensione soggettiva e gradimento dei sistemi di etichettatura nutrizionale fronte-pacco"

2019

Ph.D. Scholarships – MUR

Borsa di studio per il Dottorato di Ricerca

2019

Euro-African Network of Excellence for Entrepreneurship and Innovation (INSTART)

Programma Erasmus+

CONFERENZE E PRESENTAZIONI

2025 Vocca R., Mazzù MF, Baccelloni A (2025). The Appeal of Moderate Incongruence: Investigating the 1 Impact of Product-Celebrity Mismatch on Consumer Intentions.

2024 Signorini, A., Feri, A., Baccelloni, A. (2024). Investigating Consumer Perceptions of Brand Personality and Reactions in the Automotive Industry by ChatGPT. SinergiaSIMA 2024

2023 Mazzù, M.F., Della Sala, I., and Baccelloni, A. (2023). Sustainability perceptions of high-end fashion products in the Metaverse: a comparative investigation on different media settings. AIDEA 2023 - XL Convegno Nazionale, Università degli Studi di Salerno

2023 Signorini, A., Feri, A., Baccelloni, A. (2023). SHIFTing brand experiences of NGOs brands in the Metaverse, 16th Global Brand Conference, University of Bergamo Italy

2023 Bartoli, C., Baccelloni, A. and Di Leo, A. (2023). **Unveiling Phygital Luxury Experience in Wine Hospitality: Exploring the Integration of Digital Technologies in Wine Luxury Tourism**, *Paper Development Workshop, Università Politecnica delle Marche, Ancona, July 11th 2023*

2023 Mazzù, M.F., Noto, G., Baccelloni, A., Cesaroni F., (2023). **Balancing sustainability performance dimensions: A system dynamics perspective**. *Sinergie-SIMA Management Conference 2023 entitled "Rediscovering local roots and interactions in management"*, Bari, June 29th and 30th, 2023

2023 Mazzù, M.F., Della Sala, I., and Baccelloni, A. (2023). **Beyond the Virtual Realm: an introductory investigation on Inward and Outward Emotional Responses to Sustainable Fashion Products in the Metaverse**. *Sinergie-SIMA Management Conference 2023 entitled "Rediscovering local roots and interactions in management"*, Bari, June 29th and 30th, 2023

2023 Ungaro, L., Bartoli, C., Baccelloni, A. and Mattiacci, A., (2023). **Wine metaverse. Is the wine experience yet in the metaverse era?** *International Marketing Trends Conference, 2023 (Approved)*

2023 Feri, A., Baccelloni, A. and Feri, A. (2023). **ChatGPT in the driver's seat: exploring perceptions of brand personality in the automotive industry**. *Sharing Ideas, Advancing Scholarship. John Cabot University. June 16th 2023*

2023 Signorini, A., Baccelloni, A. and Feri, A. (2023). **Estimation of the benefits of the combination of the vaccine RTS/AS101 with seasonal malaria chemoprevention (SMC)**. *Sharing Ideas, Advancing Scholarship. John Cabot University. June 16th 2023*

2023 Baccelloni, Signorini, A., and Feri, A. (2023). **The Effects of Recommendation Algorithms' Specialization on Consumers' Outcomes**. *Sharing Ideas, Advancing Scholarship. John Cabot University. June 16th 2023*

2022 Bellocchio, G., Baccelloni, A. and Mazzù, M.F., (2022). **Sustainability in the Sport Industry: A new player in the field**. *SIM Conference, Conference proceedings*

2022 Giambarresi A., Baccelloni, A. and Mattiacci, A., (2022), **Direct-To-Consumer**

Brands and Strategies: A systematic literature review, *SIMA Conference, Conference proceedings*

2022 Mazzù, M. F., Romani, S., Baccelloni, A. and Lavini, L., (2022), **Measuring Consumers' Acceptance in Food Labels: a Cross-Country Investigation on Usefulness, Ease of Use and Trust**" *International Marketing Trends Conference, 2022*

2022 Part of the Organizing Committee of **Innovative Approaches to Urban Studies: Tourism Perspectives, 2022**, CORIS and *Sapienza Università di Roma, 5th April, 2022* - Organizing Committee, <https://urbanstudiescoris.dorik.io>

2021 Mazzù, M. F., Baccelloni, A. and Lavini, L., (2021). **Blockchain Adoption in The Dairy Sector: Enabling Trust Formation Toward Purchase Intention**, *SIM Conference. 2021 (Conference Proceedings)*

2021 Mazzù, M. F., Romani, S., Marozzo, V., Giambarresi, A. and Baccelloni, A., (2021). **Subjective Understanding and Liking: the impact on consumers of different type of bundles of Front-of-Pack labels**, *SIM Conference. 2021 (Conference Proceedings)*

2020 Baccelloni A., (2020). **"AI-based Customization: A systematic Literature Review on Recommendation Agents"**, *SIM Conference 2020 (Conference Proceedings)*

ORGANIZZAZIONE DI EVENTI SCIENTIFICI

2023-2024

Membro del Comitato Organizzatore

Second and Third Annual Research Workshop of the Frank J. Guarini School of Business. Sharing Ideas Advancing Knowledge.

2022

Membro del Comitato Organizzatore

Innovative Approaches to Urban Studies: Tourism Perspectives, CORIS e Sapienza Università di Roma

CASE STUDY

2022 Baccelloni, A. and Mattiacci, A., (2022). in **"Dietro le quinte del Marketing: la Martech (ma non abbiate paura)"** di Masini, S. (Ed.). (2023). **Neo marketing ed emozioni sostenibili: Miti e mode, illusioni e inganni del consumatore digitale**. FrancoAngeli., *Vol. 34*

2022 Baccelloni, A., (2022). **I sistemi di pagamento nella cashless society**, *34° Rapporto Italia 2022 - Percorsi di ricerca nella società italiana, Vol. 34*

2021 Baccelloni, A., (2021). **La diffusione in Italia degli assistenti virtuali e gli smart**

2021 Baccelloni, A., Olivieri, M.G., Fattoruso, G. and Squillante, M., (2021). **Il processo decisionale del consumatore: un approccio multicriteriale**”, *Senza Valore - Editoriale Scientifica, Vol. 80*

2021 Mazzù, M.F., Romani, S., Baccelloni, A. and Simonetti, E.,(2021). **Subjective Understanding and Liking: the impact on consumers of different type of Front-of-Pack labels on Polish consumers** in *Future of the Traditional Diets, Petruzzelli Editore.*

2021 Mazzù, M. F., Benetton, A., Baccelloni, A. and Lavini, L.,(2021). **A Milk Blockchain-Enabled Supply Chain: Evidence From Leading Italian Farms.** In *Blockchain Technology Applications in Businesses and Organizations* (pp. 73-98). IGI Global.

2021 Mazzù, M. F., Baccelloni, A. and Zito, S., (2021). **Segnali tattili ed euristiche del consumatore: Il ruolo del packaging design sulla willingness-to-pay.** *Cosmetic Technology 3, 24-27.*

2020 Miniero, G., Pizzetti, M., Baccelloni, A. and Ricotta, F., (2021). **Design Thinking for Food Well-Being: An Adolescent Language Perspective.** In *Design Thinking for Food Well-Being*, (pp. 137-152). Springer, Cham.

ALTRI CONTRIBUTI

2022 Baccelloni A. and Mazzù, M.F., (2022), Focus Box in **“Marketing Management” di Philip Kotler, Kevin Keller, Fabio Ancarani e Michele Costabile, Pearson. 2022, ISBN 9788891909961**

2021 Baccelloni A., (2021), Focus Box in **“Marketing: il management orientate al mercato” di Alberto Mattiacci e Alberto Pastore, Hoepli. 2021, ISBN-108836005128**

RESEARCH GRANTS/PROGETTI DI RICERCA APPLICATA

2025 Research Grant – Intesa SanPaolo – “Osservatorio Look4ward”

2025 Research Grant – Open Fiber – “Digital Maturity Assesment per le imprese associate a Confartigianato”

2025 Research Grant – Confartigianato – “Fiber for Human Value La fibra come motore di sviluppo economico e sociale”

2024 Research Grant – Fincatieri – “Fincantieri Future on Board: leveraging the multigeneration power”

2024 Research Grant – Rome Technopole – “Sviluppo e valutazione dell’impatto del piano strategico del tecnopolo”

2024 Research Grant – *Starting Finance e Agenzia Italiana per la Gioventù – “Valutazione dei driver per lo sviluppo della cultura finanziaria”*

2023 Research Grant – *ITA Airways, “L’impatto dell’Intelligenza Artificiale Generativa sull’industria dell’aviazione”*

2023 Research Grant – *Automobile Club D’Italia, “Indagine sulla percezione dell’evoluzione dell’automobile”*

2022 Research Grant – *Meta, “Metaverso ed Interazione Sociale in Contesti di Formazione: Comprensione degli Effetti di Horizon Workrooms sulle Pratiche di Teamwork Virtuale”*

2022 Research Grant – *Ministero delle Imprese e del Made in Italy, “Misurazione della performance della campagna beIT”*

2022 Research Grant – *Banfi Spa, “Luxury wine experience: a new way of enjoying a glass of wine mixing technology and hospitality”*

2021-in corso Research Grant–*Federalimentare, “Analsi della comprensione soggettiva e gradimento dei sistemi di etichettatura nutrizionale fronte- pacco”*

2019 Ph.D. Scholarships – *MUR*

2019 Euro-African Network of Excellence for Entrepreneurship and Innovation (INSTART) – *Erasmus+ Program*

ATTIVITÀ DI INSEGNAMENTO

2023 – in corso **Courses of Marketing and Market Research, John Cabot University, Business Administration Department**, John Cabot University, Assistant Professor of Marketing

2023 – in corso **Courses of Consumer Behaviour, John Cabot University, Business Administration Department**, John Cabot University, Assistant Professor of Marketing

2022 – in corso **Course of Integrated Marketing Planning - Executive Programme in General Management**, Luiss Business School, Lecturer

2023 – in corso **Courses of Principles of Marketing, John Cabot University, Business Administration Department**, John Cabot University, Assistant Professor of Marketing

2023 – in corso **Course of Integrated Marketing Planning – Executive Master in Marketing Management – Major in Digital Marketing and Digital Export**, Luiss Business School, Lecturer

2023 – in corso **Course of Integrated Marketing Planning - Master in Marketing Management – Major in Digital Marketing and Digital Export**, Luiss Business School, Lecturer

2023 – in corso **Course of Integrated Marketing Planning - Master in Marketing**

Management – Major in Digital Marketing and Digital Export, Luiss Business School, Milano Lecturer

2023– in corso Course of Communication in International Markets - Master in International Management, Luiss Business School, Milano, Lecturer

2023 Course of Integrated Marketing Planning – Custom Programs for Renault– Luiss Business School, Lecturer

2023 Course of Integrated Marketing Planning – Custom Programs for Postel (Poste Italiane)– Luiss Business School, Lecturer

2023 Course of Omnichannel Marketing– Master’s Degree in Management – Sapienza University of Rome, Adjunct Professor

2022 – in corso Courses of Principles of Marketing, John Cabot University, Business Administration Department, John Cabot University, Visiting Professor of Marketing

2022 – in corso Courses of International Marketing, John Cabot University, Business Administration Department, John Cabot University, Visiting Professor of Marketing

2022 – in corso Course of New Product Management, John Cabot University, Business Administration Department, John Cabot University, Visiting Professor of Marketing

2022 – in corso Course of Integrated Marketing Planning – Executive Master in Marketing Management – Major in Digital Marketing and Digital Export, Luiss Business School, Lecturer

2022 – in corso Course of Integrated Marketing Planning - Master in Marketing Management – Major in Digital Marketing and Digital Export, Luiss Business School, Lecturer

2021 Course of Integrated Marketing Planning - Part-time MBA, Luiss Business School, Lecturer

2021 Summer University in Applied Brand and Product Management, Luiss University, Lecturer

2021 – in corso Course of Integrated Marketing Planning - Master in Marketing Management – Major in Digital Marketing and Digital Export, Luiss Business School, Lecturer

2021 Course of Marketing Planning - Executive Master in Marketing Management, Luiss Business School, Lecturer

2021 Course of Consumer Behavior – Master in Media Entertainment, Luiss Business School, Lecturer

2021 Course of Integrated Marketing Planning - Executive Programme in General Management Winter Edition, Luiss Business School, Lecturer

2021 Course of Integrated Marketing Planning - Master in Marketing Management – Major in Digital Marketing and Digital Export, Luiss Business School, Lecturer

2021 Course of Integrated Marketing Planning - Executive Programme in General Management Fall Edition, Luiss Business School, Lecturer

2021 Course of Integrated Marketing Planning - Executive Programme in General Management, Luiss Business School, Lecturer

2021 Course of Marketing Planning – Master in Management of Biomedical Products, Luiss Business School, Lecturer

2020 – in corso Course of Integrated Marketing Planning – Executive Master in Business Administration, Luiss Business School, Lecturer

2020 Course of Integrated Marketing Planning - Part-time MBA, Luiss Business School, Lecturer

2020 Course of Integrated Marketing Planning - Master in Marketing Management – Major in Digital Marketing and Digital Export, Luiss Business School, Lecturer

2020 Summer University in Applied Brand and Product Management, Luiss University, Lecturer

2020 Course of Channel Management - Master in Trade Marketing, Luiss Business School, Lecturer
2020 Course of Marketing – Summer School in Marketing, Luiss Business School, Lecturer

2021 Course of Advanced Marketing, Laurea Magistrale in Organizzazione, Marketing per la Comunicazione d’Impresa (MATIS), Sapienza Università di Roma, Teaching Assistant - Prof. Alberto Mattiacci

2020 Course of Advanced Marketing Management, Laurea Magistrale in Management, Luiss Guido Carli, Teaching Assistant – Prof. Marco Francesco Mazzù

2020 Course of Brand and Product Management, Laurea Magistrale in Marketing (MATIS), Sapienza Università di Roma, Teaching Assistant – Prof. Marco Francesco Mazzù

2020 Course of Advanced Marketing, Laurea Magistrale in Organizzazione, Marketing per la Comunicazione d’Impresa (MATIS), Sapienza Università di Roma, Teaching Assistant - Prof. Alberto Mattiacci

2019 Course of Advanced Marketing Management, Laurea Magistrale in Management, Luiss Guido Carli, Teaching Assistant - Prof. Marco Francesco Mazzù

2019 Course of Brand and Product Management, Laurea Magistrale in Marketing, Luiss Guido Carli, Teaching Assistant - Prof. Marco Francesco Mazzù