

**ESPERIENZA PROFESSIONALE**

2021 – In corso

**Assistant Professor di Marketing**

John Cabot University

*Attività o settore* Università

2018 – In corso

**Research Fellow – X.ITE Research Centre**

Università Luiss - Roma, Italia

- Sviluppo di progetti di ricerca applicata

*Attività o settore* Centro di Ricerca

2018 – In corso

**Lecturer**

Luiss Business School – Roma, Italia

- Docente a contratto – “Percorso di sviluppo Manageriale”
- Docente a contratto – “Digital Marketing” nell’ambito delle Marketing Summer School
- Docente a contratto – “Marketing Lab” nell’ambito dell’Executive MBA

*Attività o settore* Università

**ISTRUZIONE E FORMAZIONE**

2019 – 2022

**Dottorato di Ricerca in Marketing**

Sapienza Università di Roma – Via Salaria, 113 – Roma (RM)

2016 – 2018

**Laurea Magistrale in Marketing** **Voto: 110/110**

Università Luiss Guido Carli

2013 – 2016

**Laurea Triennale in Marketing, Comunicazione d’impresa e Advertising** **Voto: 110/110 e Lode**

Università LUMSA

**COMPETENZE PERSONALI**

Lingua madre Italiano

Altre lingue

	COMPRESIONE		PARLATO		PRODUZIONE SCRITTA
	A colto	Lettura	Interazione	Produzione orale	
Inglese	C1	C1	C1	C1	C1
Spagnolo	B1	B1	B1	B1	B1

Competenze digitali

AUTOVALUTAZIONE				
Elaborazione delle informazioni	Comunicazione	Creazione di Contenuti	Sicurezza	Risoluzione di problemi
Avanzato	Avanzato	Avanzato	Intermedio	Avanzato

Livelli: Utente base - Utente intermedio - Utente avanzato

[Competenze digitali - Scheda per l'autovalutazione](#)

Sostituire con altre competenze informatiche possedute. Specificare in quale contesto sono state acquisite. Esempi:

- Conoscenza avanzata della suite Microsoft Office (Powerpoint, Excel, Word, Outlook)
- Conoscenza avanzata della suite Adobe (Photoshop, Illustrator, Lightroom)
- Conoscenza avanzata dei software per l'analisi statistica, SPSS, Stata e R
- Conoscenza avanzata delle piattaforme di Marketing e Analytics di Google e Facebook
- Buona conoscenza dei principali Content Management Systems (CMS), Wordpress, Joomla, Magento

Patente di guida B

ALLEGATI

ULTERIORI INFORMAZIONI

Pubblicazioni

- 2024 Bartoli C., Baccelloni A., Ungaro L., Mattiacci A. (2024). Small and Medium Enterprises meet the Metaverse. An explorative study on the wine industry. *The International Journal of Entrepreneurship and Innovation*
- 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*
- 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
- 2023 He, J., Mazzù, M. F., & Baccelloni, A. (2023). A 20-Country Comparative Assessment of the Effectiveness of Nutri-Score vs. NutriInform Battery Front-of-Pack Nutritional Labels on Consumer Subjective Understanding and Liking. *Nutrients*, 15(13), 2852.
- 2023 Mazzù, M. F., Romani, S., Marozzo, V., Giambarresi, A. and Baccelloni, A., (2023). Improving the understanding of key nutritional elements toward healthier and more informed food choices: the effect of FOPLs bundles. *Nutrition*, 111849.
- 2022 Mazzù, M. F., Plateo, E., Baccelloni A., Lavini, L. and Finistauri, P., (2022). "Unveiling Main Trends Affecting the Fast-evolving Chinese Customers: An Expert-based Perspective on Opportunities and Challenges for Made-in-Italy Brands". *Micro & Macro Marketing*, 3, 1-42.
- 2022 Mazzù, M. F., Baccelloni, A. and Lavini, L., (2022). Blockchain Adoption in The Dairy Sector: Enabling Trust Formation Toward Purchase Intention, *Italian Journal of Marketing*
- 2021 Mazzu, M. F., Romani, S., Baccelloni, A. and Gambicorti, A., (2021). A cross-country experimental study on consumers' subjective understanding and liking on front-of-pack nutrition labels. *International Journal of Food Sciences and Nutrition*, 72(6), 833-847.
- 2022 Mazzù, M. F., Romani, S., Baccelloni, A. and Lavini, L., (2022). Introducing the Front-Of-Pack Acceptance Model: the role of usefulness and ease of use in European consumers' acceptance of Front-Of-Pack Labels. *International Journal of Food Sciences and Nutrition*, 73(3), 378-395.
- 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.
- Mazzù, M.F., Della Sala, I., Baccelloni, A., Signorini A. (2022). Measuring the Impact of Mixed Reality in high-end products: A Three-Horizon Framework Integrating Technological and Organizational Readiness. *Management Research Letters*
- 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
- Baccelloni, A., (2022). I sistemi di pagamento nella cashless society, 34° Rapporto Italia 2022 - Percorsi di ricerca nella società italiana, Vol. 34
- Baccelloni, A., (2021). La diffusione in Italia degli assistenti virtuali e gli smart objects, 33° Rapporto Italia 2021 - Percorsi di ricerca nella società italiana, Vol. 33
- 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
- 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.
- 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.
- 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.
- Signorini, A., Feri, A., Baccelloni, A. (2024). Investigating Consumer Perceptions of Brand Personality and Reactions in the Automotive Industry by ChatGPT. *SinergiaSIMA 2024*
- 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. *Creating value for markets and companies going through technology and crisis: the function of marketing*, AIDEA 2023 - XL Convegno Nazionale - 5-6 ottobre 2023
- Dipartimento di Scienze Aziendali - Management & Innovation Systems, Università degli Studi di Salerno
- Signorini, A., Feri, A., Baccelloni, A. (2023). SHIFTing brand experiences of NGOs brands in the Metaverse, 16th Global Brand Conference, Branding in the Metaverse 2023, University of Bergamo Italy 3rd-5th May
- 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
- 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
- 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
- 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)
- 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*
- 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*
- 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*
- Bellocchio, G., Baccelloni, A. and Mazzù, M.F., (2022). Sustainability in the Sport Industry: A new player in the field. *SIM Conference, Conference proceedings*
- Giambarresi A., Baccelloni, A. and Mattiacci, A., (2022), *Direct-To-Consumer Brands and Strategies: A systematic literature review*", *SIMA Conference, Conference proceedings*
- 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*

- 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)
- 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)
- Baccelloni A., (2020). "AI-based Customization: A systematic Literature Review on Recommendation Agents", SIM Conference 2020 (Conference Proceedings)
- Baccelloni, A. and Mazzù, M.F. (2023), Arts Marketing. Strumenti e modelli manageriali per la valorizzazione dei beni culturali. Apogeo Education, Maggioli Editore

**Dati personali** Autorizzo il trattamento dei miei dati personali ai sensi del Decreto Legislativo 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali".