

Curriculum vitae

Camilla Barbarossa

1. Current position and affiliation:

September 2017 - ongoing:
Associate Professor in Marketing
Toulouse Business School
Department of Marketing

- Social & Innovation Marketing Lab - TBS Research Centre
- TBS Center of Excellence in CSR-Sustainable Development

2. Main research interests

- Ethical and pro-environmental consumer behavior;
- Corporate social responsibility (CSR);
- Crisis management;
- Country-of-origin effects and national stereotypes;
- Artificial Intelligence and (consumer) relationship journey in the internet of things.

3. Education and training:

- 31/05/2021: Abilitazione Scientifica Nazionale, professore universitario di II fascia in 13-B2 Economia e Gestione delle Imprese (art. 16, Legge 240 - 2010).
- 16-01-2012: Ph.D. in Business Administration and Management, faculty of Economics, Sapienza University of Rome, Italy.
- 2008: Master of Science in Management, Innovation and Internationalization of Firms, faculty of Economics, Sapienza University of Rome, Italy, 110/110 cum laude.
- 2006: Bachelor Degree in Economics, Finance and Firm Management Law, faculty of Economics, Sapienza University of Rome, Italy, 110/110 cum laude
- 3/7-09-2012: Summer School "Experimental research" at Università della Calabria – SDIPA.
- 26/29-07-2010: Summer School "Structural equation modeling" at Università della Calabria – SDIPA .
- 20/24-07-2009: Summer School "Applied multivariate statistics for the social sciences" at Università della Calabria – SDIPA.

4. Previous academic positions:

- 01-10-2014 - 31-08-2017: Assistant Professor (RTD A) in Management and Organization, LUMSA University, Department of Human Studies, Rome.
- 01-01-2013 - 30-09-2014: Post-doctoral fellow in Marketing at LUISS Guido Carli University, Department of Business and Management.
- 01-05-2012 - 19-12-2012: Post-doctoral fellow in Marketing at Sapienza University of Rome, Department of Management.

5. Visiting fellowship:

- 01-05-2016 - 30-06-2016 – Visiting scholar at University of Antwerp, Faculty of Economics, Department of Marketing, Belgium.
- 01-07-2014 - 30-09-2014 – Visiting scholar at INSEAD, Social Innovation Centre, France.
- 01-03-2011 - 30-09-2011 – Visiting scholar at University of Antwerp, Faculty of Economics, Department of Marketing, Belgium.

6. Publications:

- 1 De Pelsmacker P., Moons I., Barbarossa C. (forthcoming). Sustainable consumer behavior. How to convince consumers to behave more eco-friendly? In *Critical Contributions to Economics and Beyond*, Eds. Buts C. and Van Puyvelde S., VUBPRESS, Brussels.
- 2 Nosi C., D'Agostino A., Pratesi C., Barbarossa C., "Evaluating a social marketing campaign on healthy nutrition and lifestyle among primary-school children: An embedded experimental design". Under review. *Evaluation and Program Planning* (IF₂₀₁₉ = 1.519).
- 3 Barbarossa C., Mandler, T. (2020). Not all wrongdoers are equal in the public's eye. A moderated mediation model of national stereotypes, consumer emotions, and retaliatory intent in corporate crises. *Journal of International Marketing*, doi: 1069031X20983806 (A ANVUR; ABS 3, IF₂₀₁₉ = 4.574).
- 4 Moons, I., De Pelsmacker, P., & Barbarossa, C. (2020). Do personality- and self-congruity matter for the willingness to pay more for ecotourism? An empirical study in Flanders, Belgium. *Journal of Cleaner Production*, 1, 122866, <https://doi.org/10.1016/j.jclepro.2020.122866>, ISSN 0959-6526 (A ANVUR; IF₂₀₁₉ = 7.246).
- 5 Borau S., Elgaaied-Gambier L., Barbarossa C. (2020). The green mate appeal: Men's pro-environmental consumption is an honest signal of commitment to their partner. *Psychology and Marketing*, <https://doi.org/10.1002/mar.21321>, ISSN: 15206793 (A ANVUR; ABS 3; IF₂₀₁₉ = 2.37).
- 6 Barbarossa C. and Murphy P. E. (2020) "The Buffering and Backfiring Effects of CSR Strategies During a Crisis: A US Perspective" in "Rethinking Business Responsibility in a Global Context - Challenges to Corporate Social Responsibility, Sustainability and Ethics", Eds. Bodo Schlegelmilch and Ilona Szócs, Springer Nature. ISBN: 978-3-030-34260-9.
- 7 Schill, M., Godefroit-Winkel, D., Diallo, M. F., & Barbarossa C. (2019). Consumers' Intentions to Purchase Smart Home Objects: Do Environmental Issues Matter? *Ecological Economics*, 161, 176-185, <https://doi.org/10.1016/j.ecolecon.2019.03.028>, ISSN: 0921-8009 (A ANVUR; ABS 3; IF₂₀₁₉ = 4.482).
- 8 Moons, I., Barbarossa, C., & De Pelsmacker, P. (2018). The Determinants of the Adoption Intention of Eco-friendly Functional Food in Different Market Segments. *Ecological Economics*, 151, 151-161, <https://doi.org/10.1016/j.ecolecon.2018.05.012>, ISSN: 0921-8009 (A ANVUR; ABS 3; IF₂₀₁₉ = 4.482).
- 9 Barbarossa, C., De Pelsmacker, P., & Moons, I. (2018). Effects of country-of-origin stereotypes on consumer responses to product-harm crises. *International Marketing Review*, 35(3), 362-389, <https://doi.org/10.1108/IMR-06-2016-0122>, ISSN: 0265-1335 (A ANVUR; ABS 3; IF₂₀₁₉ = 2.907); Awarded as highly commended paper in the 2019 Emerald Literati Network Awards for Excellence in Research by *International Marketing Review*.

- 10 Barbarossa C. (2018) "Consumer reactions to food crimes and harms". In *A Handbook of Food Crime: Immoral and Illegal Practices in the Food Industry and What to Do about Them*, Eds. Gray A., Hinch R., Policy Press, University of Bristol, UK, ISBN: 978-1447356288.
- 11 Barbarossa, C., De Pelsmacker P., Moons I. (2017). Personal values, green self-identity and electric cars adoption. *Ecological Economics*, 140, 190-200, <https://doi.org/10.1016/j.ecolecon.2017.05.015>, ISSN: 0921-8009 (A ANVUR; ABS 3; IF₂₀₁₉ = 4.482).
- 12 Grappi, S., Romani, S., & Barbarossa, C. (2017). Fashion without pollution: How consumers evaluate brands after an NGO campaign aimed at reducing toxic chemicals in the fashion industry. *Journal of Cleaner Production*, 149 (April), 1164-1173, <https://doi.org/10.1016/j.jclepro.2017.02.183>, ISSN: 0959-6526 (A ANVUR; IF₂₀₁₉ = 7.246).
- 13 Barbarossa, C. & De Pelsmacker, P. (2016). Positive and negative antecedents of purchasing eco-friendly products: a comparison between green and non-green consumers. *Journal of Business Ethics*, 134(2), 229-247, <https://doi.org/10.1007/s10551-014-2425-z>, ISSN: 0167-4544 (A ANVUR; ABS 3; Financial Times 50; IF₂₀₁₉ = 4.141).
- 14 Barbarossa, C., De Pelsmacker P., Moons I. & Marcati, A. (2016). The influence of country-of-origin stereotypes on consumer responses to food safety scandals: The case of the horsemeat adulteration. *Food Quality and Preference*, 53 (October), 71-83, <https://doi.org/10.1016/j.foodqual.2016.05.015>, ISSN: 0950-3293 (A ANVUR pubblicato prima del 31-12-2017; IF₂₀₁₉ = 4.842).
- 15 Barbarossa, C., Beckmann, S., De Pelsmacker P., Moons I. & Gwozdz, W. (2015). A self-identity based model of electric car adoption intention: A cross-cultural comparative study, *Journal of Environmental Psychology*, 42, 149-160, <https://doi.org/10.1016/j.jenvp.2015.04.001>, ISSN: 0272-4944 (IF₂₀₁₉ = 3.301).
- 16 Barbarossa, C. & Pastore, A. (2015). Why environmentally conscious consumers do not purchase green products: a cognitive mapping approach, *Qualitative Market Research: An International Journal*, 18 (2), 188-209, <https://doi.org/10.1108/QMR-06-2012-0030> ISSN: 1352-2752 – Awarded as highly commended paper in the 2016 Emerald Literati Network Awards for Excellence for *Qualitative Market Research: An International Journal*.
- 17 Vernuccio M., Pagani M., Barbarossa C. & Pastore A. (2015). Antecedents of brand love in online network-based communities. A social identity perspective, *Journal of Product and Brand Management*, 24 (7), 706-719, <https://doi.org/10.1108/JPBM-12-2014-0772>, ISSN 1061-0421 (IF₂₀₁₉= 1.832).
- 18 Barbarossa C., De Pelsmacker P., Beckmann S., Moons I., (2015). The formation of usage intention of electric cars: A comparative study of Denmark, Belgium and Italy. In *Analyzing the Culturally Diverse Consumer in the Global Marketplace*, Ed.s Alcàntaru-Pilar, J.M., del Barrio Garcia, S., Crespo-Almedros, E., Porcu, L. ISBN: 978-1466682627.
- 19 Barbarossa, C. (2014). La comunicazione organizzativa interna nelle organizzazioni di consumo etico: alcune riflessioni sui gruppi di acquisto solidale, *Esperienze d'Impresa*, 1, 109-124, DOI: [10.3280/EI2014-001005](https://doi.org/10.3280/EI2014-001005), ISSN: 1971-5293.
- 20 Barbarossa, C. (a cura di) (2015). *Casi di Marketing (Vol. 11)*, Franco Angeli, ISBN: 978-88-97-403-9.
- 21 Barbarossa, C. (2015). Product-harm crisis: Una sistematizzazione dei contributi accademici sugli eventi critici che colpiscono i prodotti di marca. In Barbarossa, C. (ed.), *Casi di Marketing (Vol. 11)*, pp. 25-36, Franco Angeli, ISBN: 978-88-97-403-9.
- 22 Barbarossa C., Fracassi E. (2013). "Analisi delle caratteristiche delle imprese laziali e opportunità di internazionalizzazione nei paesi asiatici", in *L'internazionalizzazione delle PMI laziali nei*

mercati asiatici: opportunità strategiche e modalità di accesso (in collaborazione con il Consiglio Regionale dell'Economia e del Lavoro del Lazio), Edizioni Scientifiche Italiane, Roma, ISBN: 978-88-495-2570-0.

- 23 Pastore A., Barbarossa C. (2013). "Gli obiettivi e le metriche", in Mattiacci A., Pastore A. *Marketing. Il management orientato al mercato*, Hoepli, ISBN: 978-8820357061.
- 24 Barbarossa C. (2013). "Forum 2012", in Giraldi A. (a cura di), *Casi di Marketing* (vol. 9, Franco Angeli, Milano, ISBN: 8820431963.
- 25 Vernuccio M., Barbarossa C., Giraldi A., Ceccotti F. (2012). Determinants of e-brand attitude. A structural modeling approach, *Journal of Brand Management*, 19 (6), 500-512, <https://doi.org/10.1057/bm.2011.59>, ISSN: 1350-231X (IF₂₀₁₉ = 1.795).
- 26 Pastore A., Barbarossa C. (2012). Green consumer behaviour. An exploration of values held by subjectivist consumers, *Mercati e Competitività*, 1, 155-177. DOI: 10.3280/MC2012-001010, ISSN: 1826-7386.
- 27 Barbarossa C., (2010). Il ruolo della farmacia, in Pastore A., Vernuccio M. (ed.s) (2010) "Evoluzione dello scenario e analisi economica dell'impresa farmacia. Un focus sulla Regione Lazio", Aracne Editrice, ISBN: 978-8854835375.
- 28 Vernuccio M., Giraldi A., Barbarossa C., (2010). L'evoluzione dello scenario e la percezione degli esperti del settore, in Pastore A., Vernuccio M. (ed.s) (2010), in "Evoluzione dello scenario e analisi economica dell'impresa farmacia. Un focus sulla Regione Lazio", Aracne Editrice, ISBN: 978-8854835375.
- 29 Barbarossa C., (2009). Analisi della customer satisfaction e livello di servizio, in Pastore A., Vernuccio M. (2009), "La distribuzione dei farmaci PHT. Un focus sulla Regione Lazio", Aracne Editrice, ISBN: 978-8854825291.
- 30 Vernuccio M., Ceccotti F., Barbarossa C., Giraldi A. (2010). I driver percettivi dell'atteggiamento verso la marca digitale. Un'analisi empirica, *Finanza Marketing e Produzione*, 4(Dicembre), 119-159, ISSN: 1593-2230.
- 31 Pastore A., Barbarossa C. (2010). La gestione strategica dell'architettura di marca nei settori convergenti technology driven, *Sinergie*, 82 (Maggio-Agosto), 163-182. ISSN: 0393-5108.

7. Conferences

1. Barbarossa C., Romani S., Chen Y., Korschun D. (2021) "Doing good for humanity, the community, or the planet: Exposing consumers to morally congruent CSR has beneficial effects for business and society", online EMAC 2021 Conference, ESIC Business & Marketing School, May 25-28.
2. Barbarossa C., De Pelsmacker P. Moons I. (2020), "Whether, how, and when country stereotypes bias consumer punitive intent following corporate misconduct: a similarity-contingency approach", XVII Convegno Annuale della Società Italiana di Marketing. 28-30 Ottobre, Castellanza (VA).
3. Querci, I., Barbarossa C., Romani S., Ricotta S. (2020), "Tearing down the rules surrounding the social dilemma: The effect of information detail and control on consumers' data collection concerns", XVII Convegno Annuale della Società Italiana di Marketing. 28-30 Ottobre, Castellanza (VA), ISBN: in progress
4. Querci I., Romani S., Ricotta F., Barbarossa C. (2019), "Against the IoT: a multi-method examination of the barriers to the adoption of smart objects" 48th EMAC Conference, May 28-31, University of Hamburg, Germany, ISBN: 978-3-9821146-0-6.

5. Moons, I., Barbarossa, C., & De Pelsmacker, P. (2019) "Personality fit, self-identity congruity, and the willingness to pay more for ecotourism", 18th International Marketing Trends Conference 17-19 January, Venice, ISBN: 978-2-490372-06-5.
6. Barbarossa C. (2018) "The effects of consumer ethnocentrism, animosity, cosmopolitanism, and affinity on consumer responses to foreign wrongdoers: The moderating role of country-of-origin stereotypes". XV Convegno Annuale della Società Italiana di Marketing, 18 - 19 Ottobre, Bari. ISBN: 978-88-943918-2-4.
7. Barbarossa C., De Pelsmacker P., Moons I. (2017). "National stereotypes and corporate social irresponsibility: the effects of country-of-origin competence and warmth on consumer responses to company misconduct", 2017 AMA Winter Conference, February 17-19, Orlando, Florida, ISBN: 0-87757-361-1.
8. Moons, I. DePelsmacker P., Barbarossa, C. (2017). "The drivers of the usage intention of Spirulina algae in food in different market segments", 16th International Marketing Trends Conference 16th International, January 26-28, Madrid, ISBN 978-2-9532811-2-5.
9. De Pelsmacker P., Barbarossa C., & Moons I. (2016). "Self-identity and electric cars adoption. The moderating role of personal values", 45th European Marketing Academy Conference (EMAC), 24-27 May, Oslo, ISBN: 978-82-8247-284-5.
10. De Pelsmacker P., Moons I. & Barbarossa C. (2016). "A self-identity driven model of electric car adoption and the moderating role of personal values", 15th International Marketing Trends Conference, 26-28 January, Venice, ISBN: 978-2-9532811-2-5.
11. Grappi S., Romani S., Barbarossa C. (2015), "Luxury without pollution: How consumers evaluate luxury brands after an NGO campaign", 2015 Global Fashion Management Conference, June 25-28, Florence, Italy, ISBN 978-88-907 662-I -3.
12. Barbarossa C., Marcati A. (2015), "Consumer reactions to a product-harm crisis: the role of perceived country of origin's competence and warmth", 44th European Marketing Academy Conference (EMAC), 26-29 May, Leuven, ISBN: 978-90823-8330-0.
13. Barbarossa C., De Pelsmacker P., Beckmann S., Mons I. (2015), "Self-identity as a basis for electric car adoption : a crosscultural study in Denmark, Belgium and Italy", Bridging the gap: 14th International Conference on Research in Advertising, ICORIA 2015, July 2-4, London.
14. Barbarossa C., Beckmann S., Moons I., De Pelsmacker P. (2014), "Cross-cultural differences in the formation of attitudes and usage intention of electric cars: A comparative study of Denmark, Belgium and Italy", 43rd European Marketing Academy (EMAC) Conference, 3-6 June, Valencia, ISBN 978-84-370-9453-3.
15. Dalli D., Barbarossa C. (2014), "Individual motives and collective experiences of ethical consumption. The case of Ethical Purchasing Groups in Italy", 43rd European Marketing Academy (EMAC) Conference, 3-6 June, Valencia, ISBN 978-84-370-9453
16. Vernuccio M., Pagani M., Barbarossa C., Pastore A. (2014), "The effects of social-interactive engagement and social identity on brand love in online network-based communities", 43rd European Marketing Academy (EMAC) Conference, 3-6 June, Valencia, ISBN 978-84-370-9453-3.
17. Vernuccio M., Pagani M., Barbarossa C., Pastore A. (2014), "The role of social-interactive engagement and social identity in the development of brand love through Facebook fan page", Academy of Marketing Science (AMS) Annual Conference, 21-23 May, Indianapolis, ISBN 978-3-319- 11814-7.
18. Barbarossa C., Dalli D. (2014), "Motivazioni individuali ed esperienze collettive di consumo etico: il caso dei Gruppi di Acquisto Solidale", XI Convegno annuale della Società Italiana

Marketing, 18- 19 Settembre, Università degli Studi di Modena e Reggio Emilia. ISBN 978-88-907662-2-0.

19. Barbarossa C., Grappi S., Romani, S. (2013) "Brand crisis e consumer brand relationship: percezione di responsabilità e reazione del consumatore. X Convegno Annuale della Società Italiana di Marketing, 3-4 ottobre, Milan.
20. Barbarossa C., Miceli G.N., De Pelsmacker P.(2012), "Measuring eco-friendly consumption motivation: development and validation of an efficient measurement scale", 41th European Marketing Academy (EMAC) Conference, 21-25 May, Lisbon, ISBN: 978-989-732-004-0.
21. Barbarossa C. (2012), "Positive and negative motives towards the purchasing of eco-friendly products. A multigroup comparison between green and non-green consumers in Italy", 11th International Marketing Trends Conference, 19-27 January, Venice, ISBN 978-2-9532811-9-4.
22. Barbarossa C., Vernuccio M. (2011), "Deepening the complexity of green purchasing behaviour. A structural modeling approach", VIII Convegno Annuale della Società Italiana di Marketing, 22-23 September, Rome.
23. Barbarossa C., (2012), "The Economic Rationale behind the Green Gap: A scale for appraising consumers' economic reasons for not engaging in eco-friendly products consumption", IX Convegno annuale della Società Italiana Marketing, 20-21 Settembre 2012, Università di Benevento, ISBN: 978-88-907662-0-6.
24. Pastore A., Barbarossa C. (2011), "Almost green. Exploring why environmentally minded consumers do not follow their intentions", 40th European Marketing Academy (EMAC) Conference, 23-27 May, Ljubljana. ISBN: 9789612402112.
25. Pastore A., Barbarossa C. (2011), "Why people do not buy environmentally friendly products? An exploratory approach", 10th International Marketing Trends Conference, 20-22 January, Paris. ISBN: 9782953281125.
26. Vernuccio M., Graldi A., Barbarossa C., Ceccotti F. (2010), "Drivers of e-brand attitude. A structural modeling approach", 39th European Marketing Academy (EMAC) Conference, 1-4 June, Copenhagen, ISBN 9788792569011.
27. Pastore A., Barbarossa C., Mandaric M. (2009), "Sustainability, competitiveness and trends in brand management during economic downturn", 7th International Conference "Dealing with the global economic crisis by companies and economies conference", Belgrade, ISBN: 978-86-7747-377-8.
28. Pastore A., Barbarossa C. (2009), "Brand architecture strategy e convergenza settoriale", VI Convegno Annuale della Società Italiana di Marketing, 6-7 Novembre, Firenze.

8. Invited talks and seminars

1. 14-01-2021: Toulouse School of Management, International Day. Seminar: "Safety vs. sustainability: Do we balance our need to stay safe with environmental consciousness?"
2. 14-11-2019: Doctoral Programme in Social Sciences, Department of Economics and Management, University of Trento. Seminar: "Doing good for humanity, the community or the planet! Consumers reward CSR-practicing retailers according to their focal moralities".
3. 22/24-04-2018: 6th Symposium on Marketing Ethics and CSR, Nottingham Business School, Nottingham Trent University. Talk: "Consumer reactions to CSR activities: the moderating role of consumer moral foundations".
4. 19/21-04-2015: 3rd Symposium on Marketing Ethics and CSR, Notre Dame Rome Global Gateway, Roma. Talk "Consumer Reactions to a Product-Harm Crisis: The Role of Perceived Country of Origin Competence and Warmth".

5. 4-06-2015: Center for Relationship Banking and Economics (CERBE), LUMSA University, Seminar: "Cross-cultural differences in the formation of attitudes and usage intention of electric cars: A comparative study of Denmark, Belgium and Italy".
6. 10/11-04-2014: 2nd Symposium on Marketing Ethics and CSR, University College Cork, Cork. Talk "The formation of usage intention of electric cars: A comparative study of Denmark, Belgium and Italy".
7. April 2013: 1st Symposium on Marketing Ethics and CSR, Notre Dame London Centre, London. Talk "Consumers' perceptions of eco-friendly products inadequacy: A comparison between low-involvement and high-involvement products".
8. 2013: Doctoral programme in Management, Università di Urbino Carlo Bo, Urbino. Seminar: "Fattori propulsivi e deterrenti all'adozione dei prodotti eco-friendly e conseguenti strategie di comunicazione aziendale. Un'analisi multi-metodo".

9. Teaching experience:

1. 01-09-2019 - ongoing: "Theories of consumer behavior in times of corporate crisis", PhD Programme in Management (CV Marketing), Toulouse School of Management, Toulouse (EPAS - EFMD Programme Accreditation System).
2. 01-09-2020 - ongoing: "CSR in a global context" (Master of Social Science) (15 x 2 h), Toulouse Business School, Toulouse and Barcellona campuses (AACSB, AMBA, EQUIS).
3. 01-09-2020 - ongoing: "Crisis Communication" (Master of Social Science) (9 h), Toulouse Business School, Toulouse Campus (AACSB, AMBA, EQUIS).
4. 01-09-2020 - ongoing: "Communication strategies in crisis situations" (Master of Social Science) (24 x 2 h), Toulouse Business School, Toulouse Campus (AACSB, AMBA, EQUIS).
5. 01-09-2018 - 01-09-2020: "Crisis Communication: Theory and Practice" (Master of Social Science) (27 h), Toulouse Business School, Toulouse Campus (AACSB, AMBA, EQUIS).
6. 01-09-2018 - 01-09-2020: "Marketing solutions toward sustainability" (Master of Science) (30 h), Toulouse Business School, Toulouse Campus (AACSB, AMBA, EQUIS).
7. 01-09-2018 - 01-09-2020: "Developing sustainable solutions in an international context" (Master of Social Science) (30 h), Toulouse Business School, Paris Campus (AACSB, AMBA, EQUIS).
8. 01-09-2017 - ongoing: "Business and Marketing" (L3 Programme grande école PGE) (45 h), Toulouse Business School, Toulouse Campus (AACSB, AMBA, EQUIS).
9. 01-09-2017 - 01-09-2018: "Digital communication" (Master of Science) (12 h), Toulouse Business School, Toulouse Campus (AACSB, AMBA, EQUIS).
10. 01-09-2017 - 01-09-2018: "Marketing planning and case studies" (Master of Science) (12 h), Toulouse Business School, Toulouse Campus (AACSB, AMBA, EQUIS).
11. 01-09-2017 - 01-09-2018: "Practicing pricing" (Master of Science) (9 h), Toulouse Business School, Toulouse Campus (AACSB, AMBA, EQUIS).
12. 01-09-2017 - 01-09-2018: "Marketing innovation and creativity" (Bachelor) (15 x 2 h), Toulouse Business School, Toulouse Campus (AACSB, AMBA, EQUIS).
13. from 2014 to 2017: "Programmazione ed organizzazione degli eventi" (40 h, 6 CFU) (Master of Science in Comunicazione d'impresa, marketing e nuovi media), LUMSA, Department of Social Sciences.
14. from 2014 to 2017: "Strategie e organizzazione della comunicazione" (40 h, 6 CFU) (Bachelor degree in Scienze della comunicazione, informazione, marketing), LUMSA, Department of Social Sciences.

15. 11-11-2015 - 9-12-2015: "Marketing Simulation Course, (24 h, 3 CFU), Master of Science in Business Administration, Università degli Studi di Roma Tor Vergata.
16. from 2012 to 2015: "Marketing game (Markstrat simulation)" (30 h, 3 CFU) (Bachelor degree in Scienze della comunicazione, informazione, marketing), LUMSA, Department of Social Sciences.
17. 24-02-2014 - 15-05-2014: "Green Consumption Lab" (30 h, 4 CFU) (Bachelor degree), LUISS Guido Carli, Department of Business and Management.

10. Awards

1. 04-12-2020 - Outstanding Reviewer Award by Emerald Literati Awards for Excellence in research, for *International Marketing Review*.
2. 09-10-2019 - Highly commended paper in the 2019 Emerald Literati Network Awards for Excellence in Research. Awarded article: Barbarossa, C., De Pelsmacker, P., & Moons, I. (2018). Effects of country-of-origin stereotypes on consumer responses to product-harm crises. *International Marketing Review*, 35(3), 362-389.
3. 07-01-2019: "Choice Outstanding Academic Title for 2018" by Policy Press, for Barbarossa C. (2019) "Consumer reactions to food crimes and harms". In *A Handbook of Food Crime: Immoral and Illegal Practices in the Food Industry and What to Do about Them*, Eds. Gray A, Hinch R., Policy Press, University of Bristol, UK.
4. 26-04-2016: Highly commended paper in the 2016 Emerald Literati Network Awards for Excellence in Research. Awarded article: Barbarossa, C. & Pastore, A. (2015). Why environmentally conscious consumers do not purchase green products: a cognitive mapping approach, *Qualitative Market Research: An International Journal*, 18(2), 188-209.
5. 11-07-2013: Winner of the national competition "Enel Energia per la Ricerca", held by Fondazione CRUI and Fondazione Centro Studi Enel. Awarded research project: "Fattori propulsivi e deterrenti all'adozione delle automobili elettriche e conseguenti strategie di comunicazione aziendale. Un'analisi multi-metodo" - *Sezione A10 - Qualità dell'aria e mobilità elettrica*.

11. Funded projects

1. 2017-2019: Partecipazione al progetto di ricerca "ValueAble network", bando ERASMUS+, linea KA2, Cooperation for innovation and the exchange of good practices (Project reference number 2017-1-IT01-KA202-006108). Partner: Associazione Italiana persone Down (IT) capofila, Associacao Portuguesa de Portadores de Trissomia 21 (PT), Down España (ES), Axis Hoteis & Golfe (PT), Solmelià Italia S.r.l. (IT), Down Alapitvany (HU), Hamburger Arbeitassistenz (DE), Libera Università Maria SS. Assunta (IT), Down Sendromu Dernegi (TR) Associazione Italiana Confindustria Alberghi (IT), European Hotel Managers Association, Ente Bilaterale Industria Turistica (IT), European Down Syndrome Association. Il progetto rappresenta la continuazione del precedente Erasmus+, OMO - On my own ... at work e riguarda l'inclusione lavorativa di persone con disabilità intellettive nel settore della hospitality. Le attività dell'unità LUMSA riguardano l'elaborazione della strategia di comunicazione, le attività di monitoraggio e la valutazione dell'impatto economico-sociale del progetto.
2. 2014-2017: partecipazione al progetto di ricerca "OMO - On My Own at work", bando ERASMUS+, linea KA2, Cooperation for innovation and the exchange of good practices (Project

Ref. n. 2014-1-IT01-KA202-002642). Coordinatore del progetto: Prof. Costanza Nosi. I partner del progetto: AIPD - Associazione Italiana Persone Down (capofila) (IT), Down España - Federación Española de Síndrome de Down (E), APPT21 - Associação Portuguesa de Portadores de Trissomia 21 (P), EDSA - European Down Syndrome Association, Anffas Onlus - Associazione Nazionale Famiglie di Persone con disabilità intellettiva e/o relazionale (IT), Libera Università Maria Ss. Assunta (IT), Alma Mater Studiorum - Università di Bologna (IT), Università Roma Tre (IT), Fondazione Adecco per le Pari Opportunità (IT), Axis Hotels Group (P). Progetto finalizzato all'inclusione lavorativa di persone con disabilità intellettive nel settore hospitality.

3. 2016-2017 - Principal investigator: "Not all corporate scandals are equal in the public's eye. An application of the Stereotype Content Model on consumer stakeholder responses to companies' moral transgressions." Centro di Ateneo per la ricerca e l'internazionalizzazione (CARI) Funding Research Projects, LUMSA University.
4. 2015-2016 - Principal investigator: "Consumer reactions to product-harm crisis: the moderating role of post-crisis communication strategies". CARI Funding Research Projects, LUMSA University.
5. 2015: "Organizzazioni ibride e creazione di valore nei rapporti impresa, consumatore e territorio. Modelli ed esperienze nella filiera agroalimentare". CARI Funding Research Projects, LUMSA University.
6. 2013: Principal investigator: "Fattori propulsivi e deterrenti all'adozione delle automobili elettriche e conseguenti strategie di comunicazione aziendale. Un'analisi multi-metodo" - *Sezione A10 - Qualità dell'aria e mobilità elettrica*. National award held by Fondazione CRUI and Fondazione Centro Studi Enel.
7. 2011-2012 – CREL (Consiglio Regionale dell'Economia e del Lavoro del Lazio) scholarship (Funding Research Projects about SMEs and their internationalization strategies in Asia).
8. 2012: "Le nuove frontiere del commercio elettronico: il social ed il mobile commerce. La prospettiva degli esperti di digital marketing". Funded by Sapienza University of Rome.
9. 2009-2010: "Evoluzione dello scenario e analisi economica dell'impresa farmacia. Un focus sulla Regione Lazio". Funded by Assiprofar Federfarma Roma.
10. 2009: "Il ruolo del country-of-origin effect nelle strategie competitive e nei processi di consumo. Un'indagine empirica in Italia". Funded by Sapienza University of Rome.
11. 2008-2009: "La distribuzione dei farmaci PHT nei canali diretto e 'in nome e per conto'. Valutazioni comparative e livelli di servizio nella Regione Lazio". Funded by Assiprofar Federfarma Roma.

12. Institutional roles and academic activities

1. October 2020 - ongoing: chair "Public sector and non-profit marketing" track, European Marketing Academy Conference (EMAC).
2. 01-09-2020 - ongoing: coordinator of the module L3 - Business & Marketing (Programme Grande École (PGE), Toulouse Business School, Toulouse Campus (AACSB, AMBA, EQUIS): 12 tracks in French and 2 tracks in English (6 professors, about 400 students).
3. 01-09-2018 - ongoing: coordinator of the modules "Marketing solutions toward sustainability" (2 tracks).
4. 01-09-2019 - ongoing: Teaching committee member of Marketing Focus Teaching Area, Master in Marketing Management, Sapienza University of Rome.

5. 2018-2019 - ongoing: Teaching committee member of PhD Programme in Management (CV Marketing), Toulouse School of Management, Toulouse (EPAS - EFMD Programme Accreditation System).
6. a.a. 2018-2019 - ongoing: CSR delegate for the Marketing department across Toulouse Business School campuses.

13. Membership of academic societies and reviewing activity

- Dal 2018 - ongoing: Editorial board member of Journal of Consumer Marketing.
- 2019 - ongoing: Editorial board member of Italian Journal of Marketing.
- Dal 2019 - ongoing: member of Scientific Advisory Board of Sinergie Italian Journal of Management.

Member of:

- European Marketing Academy (EMAC)
- Società Italiana di Marketing (SIM)
- Società Italiana di Management (SIMA)
- Accademia italiana economia aziendale (AIDEA)

Ad hoc reviewer for: International Marketing Review, Journal of Business Research, Ecological Economics, Journal of Retailing and Consumer Services, Journal of Business Ethics, Italian Journal of Marketing, Journal of Consumer Marketing, European Marketing Academy (EMAC) Conference.

14. Scientific dissemination and media coverage

Data	Rivista o blog	Articolo e link
21-03-2017	LUISS Open:	<i>È colpa dell'azienda? Dipende dal paese d'origine. Attribuzione delle responsabilità e stereotipi internazionali.</i> Disponibile in italiano e inglese su: https://open.luiss.it/en/2017/03/21/e-colpa-dellazienda-dipende-dal-paese-dorigine-attribuzione-delle-responsabilita-e-stereotipi-internazionali/
17-09-2018	TBSearch	<i>Promoting the adoption of eco-friendly products across different consumer segments.</i> Disponibile in inglese, francese e spagnolo su: http://www.tbsearch.fr/promouvoir-ladoption-de-produits-respectueux-de-lenvironnement-aupres-de-differents-segments-de-consommateurs/
04-03-2019	ARAL Revista del Gran Consumo	<i>Cómo incentivar la compra de productos ecológicos.</i> Disponibile su: https://www.revistaaral.com/opinion/como-incentivar-la-compra-de-productos-ecologicos_380557_102.html
10-01-2020	The Irish Sun	<i>Being eco-friendly boosts a man's chances of pulling research reveals.</i> Disponibile su: https://www.thesun.ie/news/4975979/being-eco-friendly-boosts-a-mans-chances-of-pulling-research-reveals/
27-07-2020	The Conversation	<i>Les hommes éco-responsables sont aussi de meilleurs partenaires.</i> Disponibile su: https://theconversation.com/les-hommes-ecoresponsables-sont-aussi-de-meilleurs-partenaires-143130
28-07-2020	Psychologies Magazine	<i>Les hommes éco-responsables sont aussi... de meilleurs partenaires !</i> Disponibile su: https://www.psychologies.com/Planete/Eco-attitude/Ecocitoyen/Articles-et-Dossiers/Les-hommes-ecoresponsables-sont-aussi-de-meilleurs-partenaires
04-08-2020	L'Est Républicain	<i>Les hommes "écologes" séduisent plus les femmes.</i> Disponibile su: https://www.estrepublicain.fr/magazine-lifestyle/2020/08/04/les-hommes-ecolos-seduisent-plus-les-femmes
11-08-2020	Euronews	<i>Men who care about the environment are more attractive, says study.</i> Disponibile su: https://www.euronews.com/living/2020/08/11/men-who-care-about-the-environment-are-more-attractive-says-study
29-08-2020	France Culture	<i>L'écologie serait-elle une affaire de femmes ?</i> Disponibile su: https://www.franceculture.fr/environnement/lecologie-serait-elle-une-affaire-de-femmes
29-08-2020	La Verdad	<i>Hombres que se preocupan por el medio ambiente son mas sexys.</i> Disponibile su: https://laverdadnoticias.com/ecologia/Hombres-que-se-preocupan-por-el-medio-ambiente-son-mas-SEXYS-20200829-0181.html