



Valentina Pitardi

Ph.D. in Management and Marketing

Department of Business and Management
LUISS University
Viale Romania, 32 00197 Rome, Italy

I'm a scholar within the subject area of Marketing and Branding, mainly focused on consumer behaviour and brand narrative in online environment and digital marketing. My current research interests deal with customer brand engagement and decision making to understand consumer experience in the omni-channel perspective.

CURRENT POSITION

Nationality
Italian

2016-2017 **Adjunct Professor of International Marketing**
Department of Business and Management, LUISS University,
Rome (*Course taught in english*).

Language
Italian (mother tongue)
English (Fluent)
French (Good)

2015-2016 **Adjunct Professor of Services Marketing**
Department of Business and Management, LUISS University,
Rome.

2015 - 2016 **Adjunct Professor of Trade and Retail Marketing**
Department of Business and Management, LUISS University,
Rome (*Course taught in english*)

PREVIOUS ACADEMIC POSITION

2015 **Research Teaching Assistant**
Product and Brand management, Marketing Metrics, Web Analytics
Marketing Chairs. Department of Business and Management,
LUISS University, Rome.

2008- 2015 **Research Teaching Assistant**
Brand Management and Digital Marketing Chairs. Department of
Communication and Social Science, Sapienza University, Rome.

EDUCATION

2009-2013 **Ph.D. in Business Management**
Thesis: *Drivers of Customer Brand Engagement in Social Media
Sites* (Advisor: Prof. A. Rea). Department of Management and
Technologies, Sapienza University of Rome.

2006-2008 **Master's Degree *summa cum laude* in Business
Communication and Organizational Strategy.**
Thesis: *British or international MINI? The Country of Origin effect
on Brand* (Supervisor: Prof. A. Rea). Faculty of Communication
and Media Studies, Sapienza University of Rome.

2005-2006 **Master Executive in Communication, marketing, advertising
and publishing industry**, Awarded by Lazio Region.

HONORS, SCHOLARSHIPS AND AWARDS

- 2015 *Service Science Best Paper Award* at Naples Forum on Service, Naples, 10-12 June for the article "The viable decision Maker for CAS survival". Co-authors: Francesca landolo and Luca Carrubbo.
- 2015 *Best Paper Award* at International Marketing Trends Conference, Paris, January 23th-24th for the article "Drivers of Customer Brand Engagement in social media sites. An exploratory analysis".
- 2011-2012 *Research grant* for the project "Manipulation of brand identity and meaning on social network sites. A Socio-cognitive analysis". Team: Prof. A. Rea, Prof. L. Giuliano, Prof. G. Anzera, University of Rome, financed by the MIUR, Italian Ministry of University and Research.
- 2009-2012 PhD Scholarship at the University of Rome

PUBLICATIONS

Book Chapters

[1] L. Michellini, G. Iasevoli, V. Pitardi (2015). "The Innovative Social Oriented Start-Up: The Role of Entrepreneurship Ecosystem and its Impact on the Social Capital," in *Social Change: Perspectives, Challenges and Implications for the Future*, Nova Science Publishers, New York, ISBN: 978-1-63483-639-5.

Articles in refereed journals

[1] Carrubbo L., landolo F., Pitardi V. , Calabrese M. (2016). The viable decision maker for CAS survival: How to change and adapt through fitting process. *Journal of Service Theory and Practice*. (Forthcoming)

Articles in national and international conference proceedings

[1] Dessart L., Pitardi V. (2016). How Youtube storytelling can win consumers' heart: the case of NIVEA. *Advances in Consumer Research*, vol. 44, Association for Consumer Research (ACR) North American Conference, Berlin, October 27-30, 2016.

[2] Carrubbo L., landolo F., Pitardi V. (2015). The viable decision maker for CAS survival: How to change and adapt through fitting process. *Proceedings Naples Forum on Service*, June 9th-12th, Naples, Italy. ISBN 979-12-200-0486-2.

[3] Pitardi, V. (2015). Driver of Consumer Brand Engagement in Social Media Sites. An explorative analysis; *14th International Conference Marketing Trends*, Jan. 23th-24th, Paris, France. ISBN 978-2-9532811-2-7.

[4] Pitardi V., Rea A. (2014). The perceptions of Millennials in Italian wine purchase experience. An application of the Zaltman Metaphor Elicitation Technique, *Proceedings SIM (Italian Marketing Academy) XI Annual Conference*, 2014, Sept. 18th-19th, Modena. ISBN: 978-88-907662-2-0.

[5] Pitardi V., Rea A. (2014). Drivers of Consumer Brand Engagement in Social Media Sites. An explorative analysis; *12Th International Conference on*

Communication and Mass Media, ATINER, 2014, May 12t-15th, Athens, Greece. ISBN: 978-618-5065-38-6, <http://www.atiner.gr/abstracts/2014ABST-MED.pdf>

[6] Pitardi. V. (2014). Driver of Consumer Brand Engagement in Social Media Sites. An explorative analysis. *4th Forum on Markets and Marketing 2014* (FMM2014), June 16th-19th, Karlstad University, Sweden.

[7] Rea A., Pitardi V. (2012). Can wine blogger affect the purchase intention? *VI Annual Meeting American Association of Wine Economist*, June 7th-10th, Princeton, NJ, USA.

[8] Rea A., D'Antone S., Pitardi V. (2011). Wine and Origin: looking for a mediterranean link. *Eighth Day of Mediterranean Marketing*, Nov. 2011, University of Pisa.

[9] V. Pitardi (2011). Brand Meaning Process in Online Environment. *Proceedings SIM (Italian Marketing Academy) VIII Annual Conference, 2014*, Sept. 22th-23th, Rome.

Valentina Pitardi

PhD in Management and Marketing

TEACHING

PROGRAMME	TEACHING FIELD	YEAR	INSTITUTION-COUNTRY
Bachelor	Marketing	2009-2012	Sapienza University
	Services Marketing	2015-2016	Luiss University
Master	Brand Management	2009-2014	Sapienza University
	Digital Marketing	2014-2015	Sapienza University
	Trade and Retail Marketing (<i>english</i>)	2015-2016	Luiss University
	International Marketing (<i>english</i>)	2016-2017	Luiss University
Executive Education	Relationship Marketing CRM	2009-2011	Sapienza University
	Customer Value Chain	2016	Luiss BS
	Segmentation- Positioning	2016	Luiss BS
	Integrated Communication	2016	Luiss BS

SERVICE ACTIVITY

2015 Research Project "*Networked Society in Italy: Feelings, Opinions and Behaviours*", Luiss Business School.

2015 Research Project "*Promotion of digital innovation and technology: the case of publishing industry*", Lazio Region, LUMSA University.

- 2013 Research Project, *“Marketing Strategy on Sparkling Wine Market”*, Wine Management Lab, SDA Bocconi, School of Management.
- 2012 Research Project *“The wine experiential purchase of Millennials group”*, Wine Management Lab, SDA Bocconi, School of Management.

WORKSHOPS AND TRAINING

- 2011 International School of Text Automatic Analysis and Text mining models and methods,. Package Taltac 2, Lexico, DTM-Vin, SAS ed R. Department MEMOTEF, Sapienza University of Rome.
- 2009 School of Statistics, Feb. 2009. Package SPSS 15.0, CISC Department of Communication, Sapienza University of Rome.
- 2003 School of Qualitative Research, Prof. R. Cavallaro,
2002 Montorio nei Frentani (CB), Italy.

PROFESSIONAL EXPERIENCES

- 2011- 2013 **External Junior Researcher** at Wine Management Lab SDA Bocconi University, Milan.
Research activity on specific research projects. Main topic: consumer behaviour, marketing practice and branding in Wine Market. Data analysis (SPSS, Lexico, Taltac)
- 2013 **Branding Consultant** at Mostra D’Oltremare, Naples.
Planning Brand strategies to improve the business performance on events markets and reinforce their brand reputation on the national and international market.
Working on Marketing plans for portfolio exhibition development.
- 2012 **Social media Consultant** Azienda Agricola Fratelli Berlucci.
Development and management of social media strategies for client and prospects.
Content creation and community management activities
- 2007 **PR Account Assistant** ImageLine Communications, London,UK.
Arranged Media Kits for different clients; tracked and monitored press clippings and advertisement in order to evaluate press coverage and advertisement effectiveness.

AFFILIATIONS TO SCIENTIFIC ASSOCIATIONS AND SOCIETIES

- 2016 - Present Association for Consumer Research (ACR)
- 2009 - Present Junior member of Italian Marketing Academy (SIM)