

# VALENTINA MAZZOLI

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Google Scholar: <https://scholar.google.com/citations?user=kbxT4TIAAAJ&hl=en>

## ----- CURRENT POSITION -----

### **Assistant Professor (Junior, RTD-A)**

University of Verona – Department of Management – Verona  
February 2023 - Present

### **Lecturer at New York University Florence Campus**

New York University – Florence  
Course: Social Media Strategy  
January 2023 - Present

### **Lecturer at Kent State University Florence Campus**

Kent State University – Florence  
Course: International Business  
January 2022 - Present

## ----- EDUCATION -----

### **Awarded with the National Scientific Qualification as Associate Professor of Management (SECS-P/08)**

May 2021

### **PhD in Business Administration and Management**

**University of Pisa** - Pisa  
November 2015 - February 2019  
• Thesis: "NEGATIVE CUSTOMER-BRAND RELATIONSHIPS: ANTECEDENTS AND CONSEQUENCES OF NEGATIVE EMOTIONS RELATED TO BRAND TRANSGRESSIONS IN SOCIAL MEDIA COMMUNICATION"

### **Visiting PhD Student**

**University of Roehampton** - London  
January 2018 - July 2018

### **Master Degree in Marketing and Management**

**University of Florence** - Florence  
September 2011 - April 2014  
• Thesis: "Italian high-end brands: an exploratory research in the French Market"

### **Bachelor Degree in Business Administration**

**University of Florence** - Florence  
September 2007 – July 2011  
• Thesis: "Brands and country of origin effect: the Ferrero business case"

## ----- OTHER COURSES -----

### **Course in Qualitative Research**

**University of Florence** – Florence  
December 2022

**Master in Digital Marketing**

**Digital Coach** - Milan  
April 2020 – April 2021

**Experimental Design & Analysis**

**University of Calabria** - Cosenza  
September 2017

**Multivariate analysis for social sciences**

**University of Calabria** - Cosenza  
September 2016

**Textual Analysis with Nvivo**

**University of La Sapienza Rome** - Rome  
April 2016

**Research methods for social sciences**

**University of Calabria** - Cosenza  
July 2015

----- **WORK EXPERIENCES** -----

**Assistant Professor (Junior, RTD-A)**

University of Verona – Department of Management – Verona  
February 2023 – Present

**Post-doc Research Fellow in Marketing**

University of Florence – Florence  
November 2020 – January 2023

**Financial Advisor**

**BCC Banca di Credito Cooperativo di Pontassieve** - Florence  
August 2019 – August 2020

**Research Assistant in Marketing**

University of Florence – Florence  
November 2018 – August 2019

**Marketing Advisor (freelance)**

Trezerodue srl - Florence  
November 2017 - August 2019

**Research Assistant in Marketing**

University of Florence – Florence  
September 2014 - October 2015

----- **TEACHING EXPERIENCES** -----

**Lecturer at New York University Florence Campus**

New York University – Florence  
Course: Social Media Strategy  
January 2023 - Present

**Lecturer at Kent State University Florence Campus**

Kent State University – Florence  
Course: International Business  
January 2022 - Present

**Adjunct Professor at Rennes School of Business**

Rennes School of Business – Winter School 2023 held in Florence  
Course: Advance Strategy  
January 2023

**Adjunct Professor of Marketing**

University of Florence – Florence  
Course: Marketing  
September 2021 – December 2022

**IFTS Marketing for tourism**

February 2019

**Teaching Assistant at New York University**

New York University (Florence Campus)  
Course “Introduction to Marketing”  
September 2018 – December 2018

**Master in Big Data Analytics and Technology Management (MABIDA)**

University of Florence – Florence  
Course: “Branding”  
September 2017

**Teaching Assistant at New York University**

New York University (Florence Campus)  
Course “Introduction to Marketing”  
February 2016 – March 2016

----- **REVIEWER ACTIVITY** -----

- Journal of Product and Brand Management
- Journal of Global Fashion Marketing
- Psychology and Marketing
- European Journal of Marketing
- Journal of Business Research
- Qualitative Market Research
- Industrial Marketing Management

----- **OTHER ACTIVITIES** -----

**Doctoral Colloquium:** 2017 Gamma Doctoral Colloquium Marketing & Management in Global Fashion Disciplines, University of Vienna. (July 6<sup>th</sup>, 2017)

**Doctoral Colloquium:** D&R Colloquium SIM. University of Bologna (29-30 May 2017)

**Workshop presenter:** Acuti, D., **Mazzoli**, V., Donvito, R. (2017, May). “City brand image monitoring: the integration of visual and textual social media data”. In Workshop Emerging trends in qualitative research proceedings. Pisa, 19th May 2017.

**Conferences organization:** GFMC2015, University of Florence; Thoughts Leader Conference 2019, University of Florence.

**Session Chair:** EMAC 2018; 2020 Global Marketing Conference

## ----- SOFTWARE AND INFORMATICAL SKILLS -----

- Microsoft Excel
- Microsoft Power Point
- SPSS
- NVivo
- Amos
- Qualtrics
- Prolific academic
- Google analytics
- Wordpress
- Sicra 2.0

## ----- PUBLICATIONS -----

### SCIENTIFIC PUBLICATIONS

- Nechaeva, O., Donvito, R., **Mazzoli**, V. (2023). "Brand Engagement into Self-Concept and Culture: a Literature Review for a Future Research Agenda". *Journal of Brand Management*. (forthcoming).
- Fani, V., **Mazzoli**, V., Acuti, D. (2022). 'I wanna be sustainable, but I don't wanna show it!': The effect of sustainability cues on young adult consumers' preferences". *Business Strategy and the Environment*. (forthcoming)
- Acuti, D., Vocino, A., **Mazzoli**, V., & Donvito, R. (2020). The effects of QR delivered content on perceived product value. *Journal of Strategic Marketing*, 1-23. Doi: <https://doi.org/10.1080/0965254X.2020.1813794>
- Grazzini, L., Acuti, D., **Mazzoli**, V., Petruzzellis, L., & Korschun, D. (2020). Standing for politics: What consequences for brands?. *Italian Journal of Marketing*, 1-17. Doi: <https://doi.org/10.1007/s43039-020-00001-w>
- Aiello, G., Donvito, R., Acuti, D., Grazzini, L., **Mazzoli**, V., Vannucci, V., & Viglia, G. (2020). Customers' willingness to disclose personal information throughout the customer purchase journey in retailing: the role of perceived warmth. *Journal of Retailing*. Doi: <https://doi.org/10.1016/j.jretai.2020.07.001>
- Razmus, W., **Mazzoli**, V., Acuti, D., & Grabner-kräuter, S. (2020). Brand engagement in self-concept: a comparative study in Austria, Italy and Poland. *Journal of Consumer Marketing*. Doi: <https://doi.org/10.1108/JCM-09-2019-3412>
- **Mazzoli**, V., Grazzini, L., & Donvito, R. (2019). Consumers' reaction to brands political activity. *Micro & Macro Marketing*, 28(3), 539-564. Doi: 10.1431/95042
- Acuti, D., **Mazzoli**, V., Grazzini, L., & Rinaldi, R. (2019). New patterns in wine consumption: the wine by the glass trend. *British Food Journal*. Doi: <https://doi.org/10.1108/BFJ-04-2019-0299>
- Acuti, D., Grazzini, L., **Mazzoli**, V., & Aiello, G. (2019). Stakeholder engagement in green place branding: A focus on user-generated content. *Corporate Social Responsibility and Environmental Management*, 26(2), 492-501. Doi: <https://doi.org/10.1002/csr.1703>
- **Mazzoli**, V., Grazzini, L., Donvito, R., & Aiello, G. (2019). Luxury and Twitter: an issue of the right words. *Qualitative Market Research: An International Journal*, 22(1), 33-49. Doi: <https://doi.org/10.1108/QMR-01-2017-0051>.
- **Mazzoli**, V., Acuti, D., Donvito, R., & Ko, E. (2019). Dressing your soul: The role of brand engagement in self-concept. *Mercati e competitività-Open Access*. ISSN 1826-7386, ISSNe 1972-4861.
- Acuti, D., **Mazzoli**, V., Donvito, R., & Chan, P. (2018). An instagram content analysis for city branding in London and Florence. *Journal of Global Fashion Marketing*, 9(3), 185-204. Doi: <https://doi.org/10.1080/20932685.2018.1463859>

### CONFERENCE PROCEEDINGS

- **Mazzoli**, V., Grazzini, L., Donvito, R., Zarantonello, L. "Explaining consumers' reactions to the decision to drop or stay with the offensive celebrity endorser", In: XIX<sup>th</sup> SIM Conference Proceedings, Salerno, 20-21 Ottobre 2022.
- Pizzi, G., Vannucci, V., **Mazzoli**, V., Donvito, R. "I, Chatbot! The Impact Of Anthropomorphism And Gaze Direction On Willingness To Disclose Personal Information And Behavioral Intentions: An Abstract", In: 2022 Academy of Marketing Science (AMS) Conference at Monterey (California), May 2022 (forthcoming).

- Nechaeva, O., Donvito, R., **Mazzoli**, V. "Defining potential research directions of brand engagement into self-concept: consumer' cultural dimensions perspective", In: 2021 Global Fashion Management Conference at Seoul (Virtual conference), November 2021. Pp. 400-404. <https://doi.org/10.15444/GFMC2021.07.03.02>.
- Boujena, O., Godey, B., Ulrich, I., Manthiou, A., Pederzoli, D., Donvito, R., Aiello, G., **Mazzoli**, V. "Measuring customer engagement on social media: towards a more qualitative and comprehensive approach", In: 2021 Global Fashion Management Conference at Seoul (Virtual conference), November 2021, pp. 229-230. <https://doi.org/10.15444/GFMC2021.04.01.03>.
- **Mazzoli**, V., Zarantonello, L., Donvito, R. (2021). "Brand e trasgressioni: le principali conseguenze nella comunicazione sui social media", In: XVIII<sup>th</sup> SIM Conference Proceedings. ISBN: 978-88- 943918-6-2, Ancona, 14-15 Ottobre 2021.
- Aiello, G., Donvito, R., Grazzini, L., **Mazzoli**, V., Vannucci, V. (2020). "L'omnicanalità come intersezione tra canali distributivi e tecnologie digitali: risultati di una revisione concettuale della letteratura". In: XVII<sup>th</sup> SIM Conference Proceedings. ISBN: 978-88-943918-4-8, Castellanza, 29-30 Ottobre 2020.
- Aiello, G., Donvito, R., Dasmi, C., Acuti, D., **Mazzoli**, V. (2020). CSR communication in retail using QR Code". In: XVII<sup>th</sup> SIM Conference Proceedings. ISBN: 978-88-943918-4-8, Castellanza, 29-30 Ottobre 2020.
- Acuti, D., **Mazzoli**, V., Donvito, R., Vocino, A. (2020). "Self-conscious moral emotions and word-of-mouth diffusion in response to corporate behaviors". In: 2020 GMC at Seoul (Virtual Conference) Proceedings.
- Grazzini, L., Acuti, D., **Mazzoli**, V., Petruzzellis, L., & Korschun, D. (2019, Ottobre). Standing for politics: What consequences for brands?. In XVI SIM Conference Proceedings, Piacenza, 24-25 Ottobre 2019. ISBN 978-88-943918-3-1.
- Benesperi, D., Acuti, D., **Mazzoli**, V., Pederzoli, D., Aiello, G. (2019, July). Analysis and interpretation of the sustainable retailing literature: a focus on the different market fields. In 2019 Global Fashion Management Conference at Paris Proceedings, pp. 260-265. Doi: <https://doi.org/10.15444/GFMC2019.02.06.05>.
- **Mazzoli**, V., Grazzini, L., Acuti, D., Donvito, R. (July, 2019). Digital advertising and privacy implications: the effect of the advertising source on the customer-brand relationship. In 2019 Global Fashion Management Conference at Paris Proceedings, pp. 29-34. Doi: <https://doi.org/10.15444/GFMC2019.01.03.02>
- **Mazzoli**, V., Acuti, D., Donvito, V., (2019, June). Self-conscious moral emotions and word-of-mouth diffusion in response to corporate behaviours. In INEKA 2019. Verona, 11-13 Giugno 2019.
- Di Domenico, G., **Mazzoli**, V., Aiello, G., (2018, October). Omnichannel retailing ed opportunità digitali: un'analisi quali-quantitativa della tecnologia Beacon in-store. In SIMktg XV Annual Conference Proceedings. Bari, 18-19 Ottobre 2018.
- Wiedmann, K.P., Donvito, R., Acuti, D., **Mazzoli**, V., Aiello, G. (2018, October). The conceptualization of corporate identity through the lens of the "Balancing Identity" personality metaphor: the contribution of the German scientific debate. In SIMktg XV Annual Conference Proceedings. Bari, 18-19 Ottobre 2018.
- **Mazzoli**, V., Acuti, D., Donvito, R., & Aiello, G. (2018, July). THE PARADOX OF PARODY: DISRUPTIONS OF NEW SOCIAL MEDIA CONTENTS. In 2018 Global Marketing Conference at Tokyo (pp. 469-469). Doi: <https://doi.org/10.15444/GMC2018.04.05.03>
- Acuti, D., Grazzini, L., **Mazzoli**, V., & Aiello, G. (2018, July). GREEN PLACE BRANDING: THE ROLE OF USER-GENERATED CONTENT. In 2018 Global Marketing Conference at Tokyo (pp. 253-253). Doi: <https://doi.org/10.15444/GMC2018.02.10.09>.
- Grazzini, L., Acuti, D., **Mazzoli**, V., & Donvito, R. (2018, July). IS SUSTAINABILITY SO APPEALING? A FOCUS ON LUXURY INDUSTRY. In 2018 Global Marketing Conference at Tokyo (pp. 440-440). Doi: <https://doi.org/10.15444/GMC2018.04.02.05>
- **Mazzoli**, V., Acuti, D., Donvito, R., & Vocino, A.. (2018, May). CSR and moral emotions in customer-brand relationships: the moderating role of brand-engagement in self-concept and brand loyalty. In EMAC 2018 Proceedings. Glasgow, 29th May – 1st June 2018.
- Vannucci, V., **Mazzoli**, V., Donvito, R., Aiello, G. (2018). Digital Retailing: An Abstract for Preliminary Results of a Systematic Literature Review. In: Back to the Future: Using Marketing Basics to Provide Customer Value. AMSAC 2017. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. p. 1-4, Springer, Cham, ISBN: 978-3-319-66022-6, doi: 10.1007/978-3-319-66023-3
- **Mazzoli**, V., Acuti, D., Donvito, R. (2017, October). Do you really feel a superhero? Antecedents and consequences of brand engagement in self-concept. In SIMktg XIV Annual Conference Proceedings. Bergamo, 26-27 Ottobre 2017. ISBN 978-88-907662-9-9.
- **Mazzoli**, V., Grazzini, L., Lombardi, S., Sassetto, S. (2017, September). "Leveraging organizations' political activity for consumer engagement". In 2017 British Academy of Management Conference Proceedings. Warwick 5th – 7th September 2017. ISBN 978-0-9956413-0-3
- **Mazzoli**, V., Acuti, D., Donvito, R. (2017, July). "Can You Judge the Book by its Cover? Antecedents and Consequences of Brand Engagement in Self Concept". In 2017 Global Fashion Management Conference at Vienna, Vienna, 6th - 9th July 2017. ISSN 2288-825X. Doi: <https://doi.org/10.15444/GFMC2017.03.06.02>

- **Mazzoli**, V., Donvito, R., Grazzini, L. (2017, July). "Assessing Online Brand Experience through Consumer Brand Engagement Behaviors". In 2017 Global Fashion Management Conference at Vienna, Vienna, 6th - 9th July 2017. ISSN 2288-825X. Doi: <https://doi.org/10.15444/GFMC2017.06.02.01>
- Acuti, D., **Mazzoli**, V., Donvito, R., Chan, P. (2017, July). "Are fashion cities really fashion cities? An analysis on city brand associations". In 2017 Global Fashion Management Conference at Vienna, Vienna, 6th - 9th July 2017. ISSN 2288-825X. <https://doi.org/10.15444/GFMC2017.03.06.03>
- **Mazzoli**, V., Acuti, D., Magherini, L., Bandinelli, R., Donvito, R., & Floriani, D. E. (2017, April). Fashion# MadeinItaly: What Do You Mean?. In Workshop on Business Models and ICT Technologies for the Fashion Supply Chain (pp. 37-51). Springer, Cham.
- Acuti, D., Magherini, L., **Mazzoli**, V., Bandinelli, R., Donvito, R., Rinaldi, R., Aiello, G. (2017, April). "QR Code and the Wine Sector: What Contents? An Exploratory Research Study on the Wine Industry". In: Rinaldi R., Bandinelli R. (eds) Business Models and ICT Technologies for the Fashion Supply Chain. IT4Fashion 2016. Lecture Notes in Electrical Engineering, vol 413. Springer, Cham
- Aiello, G., Donvito, G., **Mazzoli**, V., Grazzini, L. (2016, July)." The Luxury Dimensions In The Area Of Social Media: An Exploration Of Luxury Brands Associations". In 2016 Global Marketing Conference at Hong Kong Proceedings: 398-403 (July 2016) <http://dx.doi.org/10.15444/GMC2016.04.04.05>.
- Aiello, G., Donvito, R., **Mazzoli**, V., Grazzini, L. (2016, June). "Fashion luxury brands through online brand associations". In XXVIII Sinergie Annual Conference Management in a Digital World. Decisions, Production, Communication, Conference Proceeding 9-10 June 2016 - University of Udine (Italy). ISBN 97888907394-7-7. DOI 10.7433/SRECP.EA.2016.27.
- Acuti, D., **Mazzoli**, V., Donvito, R., Aiello, G. (2016, October). "QRCode: what contents? A focus on wine industry". In SIMktg XIII Annual Conference Proceedings. Cassino 20-21 Ottobre 2016. ISBN 978-88-907662-6-8.7
- Aiello, G., Donvito, R., **Mazzoli** V., Acuti, D., Grazzini, L. (2015, July). "Determinants of SMEs growth: the balance between innovation and tradition as key factor for Italian small business development", 2015 American Marketing Science (AMS) Conference, Bari, July 2015. ISSN 2363-6165 ISSN 2363-6173 (electronic); ISBN 978-3-319-29876-4 ISBN 978-3-319-29877-1 (eBook); DOI 10.1007/978-3-319-29877-1
- Aiello, G., Donvito, R., **Mazzoli** V., Acuti, D. (2015, June). "Exclusivity versus accessibility: can social media represent an opportunity for luxury brands in Italy?", 2015 Global Fashion Management Conference (GFMC), Florence, June 2015. ISSN 2288-825X
- Aiello, G., Donvito, R., **Mazzoli** V., Acuti, D. (2015, June). "Network and sustainable fashion management: a comparison between two perspectives within reuse and recycle processes", 2015 Global Fashion Management Conference (GFMC), Florence, June 2015.
- Acuti, D., Baldi, A., Bandinelli, R., degl'Innocenti, E., **Mazzoli**, V., & Tufarelli, M. (2015, June). HOW AN INTERDISCIPLINARY APPROACH CAN INFLUENCE PROJECTS RELATED TO THE MADE IN ITALY ENHANCEMENT: PRELIMINARY OUTCOMES OF THE RITRATTO PROJECT. In 2015 Global Fashion Management Conference at Florence (pp. 233-239).
- Aiello, G., Donvito, R., Acuti, D., **Mazzoli**, V., Grazzini, L. (2015). Growth Factors of Made In Italy Smes: The Results Of A Multiple Case Analysis. In SIMktg XII Annual Conference Proceedings. Torino 22-23 Ottobre 2015. ISBN 978-88-907662-4-4.
- Aiello, G., Donvito, R., **Mazzoli** V., Grazzini, L. "Il rapporto tra marca e made in nella valorizzazione dei processi di sviluppo internazionale: gli esiti di una case analysis relativa a Poltrona Frau, 2014 Società Italiana di Marketing (Simktg) conference, September 2014.