

**Marco Artusi**

Contract Professor

Department of Communication and Economics

University of Modena and Reggio Emilia, Italy

Email: marco.artusi@unimore.it

*(phone number available upon request)*

**ACADEMIC PROFILE**

Applied scholar in strategy, branding, and digital transformation, with over twenty years of university-level teaching experience and an established record of international research and publications. My research examines how artificial intelligence and algorithmic systems are reshaping the evaluation, functioning, and strategic role of brands within contemporary markets.

My current work focuses on the transformation of brand equity in AI-mediated decision environments, where brands are no longer assessed exclusively by consumers but increasingly evaluated, interpreted, and operationalized by algorithms. I investigate how this shift affects customer journeys, decision-making processes, and the cognitive and computational mechanisms through which brand value is formed, stored, and activated.

Adopting a theory-informed and applied approach, my research bridges strategic management, marketing theory, and consumer behavior to develop conceptual frameworks and models that explain brand dynamics in human–algorithm interaction contexts. My work aims to contribute to ongoing debates on computational brand equity, algorithmic visibility, and the evolving role of brands as strategic inputs in digital and AI-driven markets.

I have taught a wide range of undergraduate, graduate, and executive-level courses in strategy, marketing, branding, and digital business, serving consistently as course leader and program contributor. My research has been published in international peer-reviewed journals and academic outlets, with an active research program including manuscripts submitted to leading international journals and several working papers currently under development.

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**CURRENT ACADEMIC APPOINTMENT**

Contract Professor, Department of Communication and Economics

University of Modena and Reggio Emilia, Italy

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**RESEARCH INTERESTS AND INTELLECTUAL AGENDA**

My academic interests examine how artificial intelligence and algorithmic systems are transforming the strategic role of brands, evaluation processes, and decision-making mechanisms along the customer journey and within consumer behavior. In particular, I focus on how AI-mediated decision environments reconfigure the ways in which brand value is created, interpreted, and activated, shaping both human perceptions and computational evaluations performed by algorithmic systems.

This intellectual agenda is grounded in long-standing university teaching experience in strategy, marketing, branding, and digital business, and is developed to support theory-informed teaching, academic writing, and applied reflection on emerging market dynamics in digital and AI-driven contexts. My work integrates perspectives from strategic management, marketing theory, and consumer behavior, with the aim of contributing to contemporary academic discussions while maintaining strong relevance for teaching and executive education.

**1. Algorithmic Brand Evaluation and the Transformation of Brand Equity**

This line of inquiry explores how brands are increasingly evaluated not only by consumers but also by algorithmic systems operating as autonomous or semi-autonomous decision agents. The focus is on understanding how brand-related signals are interpreted and operationalized within AI-based systems, and how this process reshapes the strategic meaning of brand equity.

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The objective is to reinterpret classic branding frameworks (e.g., Keller, Aaker) in light of AI-mediated market environments, conceptualizing brand equity as a dynamic construct emerging from the interaction between human perceptions and computational assessments.

**2. Computational Brand Equity and AI-Mediated Customer Journeys**

This line of work examines how AI-driven touchpoints, recommendation systems, and generative interfaces reshape customer journeys and alter the mechanisms through which brand value is formed, stored, and activated. Particular attention is devoted to the shift from predominantly memory-based brand processes to more computational and algorithmic forms of brand influence.

This perspective highlights implications for strategic control, differentiation, and long-term brand authority in digital and AI-driven markets, contributing to broader debates on digital customer journeys and platform-mediated decision making.

**3. Human–Algorithm Misalignment in Brand-Related Decisions**

This line of inquiry focuses on situations in which human brand evaluations diverge from algorithmic brand assessments, and on the consequences of such misalignment for consumer choice, trust, and perceived decision quality.

The analysis addresses when and why misalignment emerges and how it influences preference formation, decision confidence, and strategic outcomes for firms operating in AI-mediated choice environments.

**4. Brand as a Strategic Input in AI-Driven Decision Systems**

This line of work conceptualizes brands not only as outcomes of market interactions, but also as strategic inputs embedded within AI-based decision systems that govern visibility, ranking, and selection processes.

The focus is on the role of brands within algorithmic governance mechanisms and platform ecosystems, and on how firms adapt branding strategies in environments characterized by increasing automation and delegation of decision authority.

Overall, this intellectual agenda is designed to bridge theory and teaching, offering students analytical tools and critical perspectives for understanding branding and strategy in AI-driven markets, while supporting ongoing academic writing and scholarly engagement.

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**PUBLICATIONS****Articles in International Peer-Reviewed Journals**

- Ktoridou, D., Epaminonda, E., Kaufmann, H. R., & Artusi, M. (2008). *Mobile Technologies as Marketing Communication Tools: Attitudes, Challenges and Opportunities*. **International Journal of Management Cases**, pp. 414–422.
- Artusi, M., & Maurizzi, A. (2016). *The Involvement Process Through the Internet in the 2010 Italian Regional Elections*. **Journal of Political Marketing**, 15(1). Taylor & Francis.
- Artusi, M., & Maurizzi, A. (2011). *British General Elections: The Involvement Process Through the Internet*. **International Journal of Technology Marketing**, 6(1).

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**Articles in National Academic Journals**

- Artusi, M., & Maurizzi, A. *Le nuove frontiere del marketing politico: Internet come strumento di costruzione e gestione del consenso*. **Mercati e Competitività, FrancoAngeli**, n. 3/2010.
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### Book Chapters and Case Studies

- Artusi, M., Gandolfi, V. (2003). *La performance sociale*. In V. Gandolfi (a cura di), **Il governo delle imprese – Economia e Management**. Edizioni Uninova.
- Artusi, M., Gambi, P., Gandolfi, V. (2006). *Il caso FIMMA S.r.l.* FrancoAngeli.
- Artusi, M. (2002). *Internet marketing: strumenti, evoluzioni e prospettive*. Edizioni B4C.
- Artusi, M., Galleani, N., Brini, I. (2003). *I casi: Amazon.com Inc. ed eToys.com Inc. – strategie ed azioni a confronto*. Edizioni B4C.
- Artusi, M., Mesenzani, M. (2005). *Realizzare la strategia attraverso le relazioni con il cliente. Sistema & Impresa*, ESTE Edizioni.

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### Proceedings of International Conferences

- Artusi, M., & Maurizzi, A. (2011). *Social media engagement in the 2010 UK elections: Does Facebook represent real participation?* **Euromed Academy of Business Conference**, Elounda, Crete. Full paper.
- Artusi, M., & Maurizzi, A. (2010). *Building and Managing Political Consensus through Internet: A Projectual Model*. **Political Networks Conference, Duke University (USA)**. Full paper.

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### Managerial and Practitioner-Oriented Publications

- Artusi, M., & Picin, L. (2014). *Le strategie per combattere l'anti-branding*. **Harvard Business Review Italia**, April 11, 2014.
- Artusi, M., & Maurizzi, A. (2009). *Un modello strategico di web sociale per le imprese e la politica*. Invited commentary on Kane, G. C., Fichman, R. G., Gallagher, J., & Glaser, J., *Community Relations 2.0*. **Harvard Business Review Italia**, December 2009.

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### Manuscripts Submitted

- *Distributed Brand Evaluation: A Theoretical Architecture for Markets of High Algorithmic Mediation*. Submitted to **Journal of the Academy of Marketing Science**.
- *Brand Power Transfer in Algorithmically Mediated Markets: A Causal Framework for Preference, Trust, and Control Redistribution*. Submitted to **Journal of the Academy of Marketing Science**.

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### Working Papers – Core Theoretical Development

- *When Brands Are Evaluated by Algorithms*.
- *From Memory-Based to Computational Brand Equity*.
- *Human vs Algorithmic Brand Equity Misalignment*.

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### Additional Research Projects in Progress

Additional projects within this research stream examine the role of brands as strategic inputs in AI-based decision systems, the managerial implications of AI-driven brand commoditization processes, and the development of indicators for algorithmic brand visibility.

## TEACHING EXPERIENCE

### University Teaching (Undergraduate and Graduate Levels)

#### University of Modena and Reggio Emilia

Department of Communication and Economics

- Laboratory of Strategy and Advertising Creativity (Course leader – currently active)
- Brand Strategy and Digital Communication (Course leader)

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- Economics and Performance of Public and Private Organizations Master's Degree Program in Economics and Law for Enterprises and Public Administrations (Course leader)
- E-Business / Internet Marketing (Course leader)
- Marketing and Networks (Course leader – including distance learning formats)

*Courses delivered continuously over multiple academic years.*

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**University of Parma****Faculty of Economics and Business**

- Business Planning - Integrative course within Business Economics and Management
- Excellent Firms and Strategic Analysis - Integrative course within Business Economics and Management

*(Teaching activity carried out as Contract Professor over multiple academic years.)*

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**Graduate, Master, and Executive Teaching**

- Teaching activities in ASFOR-accredited university Master's programs, covering:
    - business strategy
    - strategic and operational marketing
    - digital marketing and Internet marketing
    - customer relationship management
    - supervision and mentoring of final project work
  - Faculty member in Master's programs in Internet Economy Management and executive education initiatives focused on:
    - digital transformation
    - digital business models
    - strategy and innovation
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**Professional and Corporate Education**

- Faculty member in advanced training programs for industrial and service organizations, with a focus on:
    - business strategy
    - marketing and branding
    - digital communication
    - business model transformation
  - Design and delivery of specialized training programs in strategic marketing and digital transformation.
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**Academic Supervision and Seminar Activities**

- Supervisor of numerous undergraduate and graduate theses in the areas of:
    - marketing
    - consumer behavior
    - digital marketing
    - digital business models
  - Coordination and participation in academic seminars and lecture series on:
    - strategy
    - digital marketing
    - e-business
    - technological transformation of markets
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**Teaching activities emphasize the integration of theory, empirical analysis, and managerial relevance.**

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Parma, June 2026