

Curriculum Vitae Prof.ssa Ilaria Baghi

Informazioni personali

Nata a Parma, l'11/12/1979.

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Educational and Research Qualifications

- **2022:** National Scientific Qualification as Full Professor for the competitive sector 13/B2 - SECS/P-08.
- **2018:** Associate Professor SECS/P-08 at the Department of Communication and Economics, University of Modena and Reggio Emilia.
- **2014:** Confirmed in the role of Researcher SECS/P-08.
- **2013:** National Scientific Qualification as Associate Professor for the competitive sector 13/B2 - SECS/P-08.
- **2011:** Researcher SECS/P-08 at the Department of Communication and Economics, University of Modena and Reggio Emilia.
- **2009:** Winner of the scholarship and advanced training in "Marketing and Communication: Brand Identity as a Communication System" at the Department of Cognitive, Social, and Quantitative Sciences, University of Modena and Reggio Emilia (Decree 265, September 2008).
- **2008:** Ph.D. in Business Economics (20th cycle 2004/2008) from Ca' Foscari University of Venice. Doctoral Thesis: "Cause Related Marketing and its Influences on Consumer Decision-Making: Experimental Analysis". Supervisor: Prof. M. Tedeschi.
- **2004:** Five-year degree in Communication Sciences, specializing in Corporate Institutional Communication, from the Faculty of Communication Sciences, University of Modena and Reggio Emilia. Advisor: Prof. M. Tedeschi.

Institutional Roles

- **From 2018 to present:** Associate Professor at the University of Modena and Reggio Emilia, Department of Communication and Economics.
- **From 2013 to present:** Member of the Commissione paritetica of the Department of Communication and Economics, University of Modena and Reggio Emilia.
- **From 2014 to present:** Member of the international relations committee of the Department of Communication and Economics, University of Modena and Reggio Emilia.

Research Activities

Coordination of Funded Research Projects

- **2015-2017:** Scientific director of the research project “Cultural influence in consumers’ reaction to product-harm crisis: a cross-cultural investigation in Japan and Italian market,” winner of the departmental research project funding – University Research Fund (FAR) 2015.

Participation in Funded Research Projects

- **2023-present:** Member of the research unit of the Department of Communication and Economics at the University of Modena and Reggio Emilia in the PRIN 2022 project titled “Customer Delight (CD) in new technological environments powered by artificial intelligence,” protocol 2022NS_004, national scientific director Prof.ssa Silvia Grappi.
- **2021-2022:** Member of the research unit for the project “Customer Delight (CD) in new technological environments powered by artificial intelligence,” winner of the interdisciplinary mission-oriented University Research Fund (FAR) 2021.
- **2010-2012:** Member of the research unit of the Department of Communication and Economics at the University of Modena and Reggio Emilia in the PRIN 2008 project titled “Counterfeit branded products: consumer choices and brand implications,” protocol 2008N579SS_004, national scientific director Prof. Marco Belfanti.

Recent Publications

Antonetti, P., & Baghi, I. (2024). Who can afford to blame? Sender effects in blame-shifting crisis communications. *European Journal of Marketing*. Online first.

Antonetti, P., Baghi, I., & Valor, C. (2024). The mitigation of brand crises: towards broader, deeper and more diverse research directions. *Journal of Marketing Management*, 40(3-4), 183-189. <https://doi.org/10.1080/0267257X.2024.2313306>

Grappi, S., Bergianti, F., Gabrielli, V., & Baghi, I. (2024). The effect of message framing on young adult consumers’ sustainable fashion consumption: The role of anticipated emotions and perceived ethicality. *Journal of Business Research*, 170, 114341. <https://doi.org/10.1016/j.jbusres.2023.114341>

Antonetti, P., & Baghi, I. (2023). Projecting lower competence to boost apology effectiveness: Underlying mechanism and boundary conditions. *Journal of the Academy of Marketing Science*, 51(3), 695-715. <https://doi.org/10.1007/s11747-022-00903-5>

Baghi, I. (2022). Chi può permettersi di dare la colpa? Un'indagine empirica sull'efficacia dello scapegoating in risposta ad una crisi d'impresa, Franco Angeli, Milano ISBN: 9788835136620

Baghi, I., & Gabrielli, V. (2021). The role of betrayal in the response to value and performance brand crisis. *Marketing Letters*, 32(2), 203-217. ISSN: 0923-0645, doi:10.1007/s11002-021-09559-7

Baghi, I., & Antonetti, P. (2021). The higher they climb, the harder they fall: The role of self-brand connectedness in consumer responses to corporate social responsibility hypocrisy. *Corporate Social*

Responsibility and Environmental Management. Vol 28, 1216–1230 ISSN: 1535-396, doi: 10.1002/csr.2122

Gabrielli, V., Baghi, I., & Bergianti, F. (2021). Brand scandals within a corporate social responsibility partnership: asymmetrical effects on for-profit and non-profit brands. *Journal of Marketing Management*, 1-32, ISSN 0267-257X, doi: 10.1080/0267257X.2021.1928267

Antonetti, P., & Baghi, I. (2021). How the sender's positioning and the target's CSR record influence the effectiveness of scapegoating crisis communications. *Marketing Letters*, vol. 23, 411-423. ISSN: 0923-0645, doi: 10.1007/s11002-021-09577-5

Gabrielli, V., & Baghi, I. (2020). Unveiling the corporate brand: the role of portfolio composition. *Journal of Consumer Marketing*. Vol 3 (3), 279-290, ISSN: 0736-3761 doi: 10.1108/JCM-12-2018-2995

Baghi, I., & Gabrielli, V. (2019). The role of crisis typology and cultural belongingness in shaping consumers' negative responses towards a faulty brand. *Journal of Product & Brand Management*, Vol 28 (5), 653–670, ISSN: 1061-0421, doi: 10.1108/JPBM-03-2018-1806

Antonetti, P., & Baghi, I. (2019). When blame-giving crisis communications are persuasive: A dual-influence model and its boundary conditions. *Journal of Business Ethics*, 172, 59–78, ISSN: 1573-0697, doi: 10.1007/s10551-019-04370-x

Gabrielli, V., & Baghi, I. (2019). How to choose the endorser: An experimental analysis on the effects of fit and notoriety. *Mercati e Competitività*, vol 4, ISSN 1826-7386

Baghi, I., & Gabrielli, V. (2018). Brand prominence in cause-related marketing: luxury versus non-luxury. *Journal of Product & Brand Management*. Vol 27 (6) 716–731, ISSN: 1061-0421, doi 10.1108/JPBM-07-2017-1512

Baghi, I., & Antonetti, P. (2017). High-fit charitable initiatives increase hedonic consumption through guilt reduction. *European Journal of Marketing*. vol. 51, p. 2030-2053, ISSN: 0309-0566, doi: 10.1108/EJM-12-2016-0723

Baghi, I., Gabrielli, V., & Grappi, S. (2016). Consumers' awareness of luxury brand counterfeits and their subsequent responses: when a threat becomes an opportunity for the genuine brand. *Journal of Product & Brand Management*. 25/5, 452–464. ISSN 1061-0421, doi: 10.1108/JPBM-11-2014-0747