
Silvia Grappi, PhD  [0000-0002-9700-4520](https://orcid.org/0000-0002-9700-4520)

University of Modena and Reggio Emilia

Department of Communication and Economics

Viale Allegri 9, 42121 Reggio Emilia (Italy)

e-mail: silvia.grappi@unimore.it

web page: <http://personale.unimore.it/rubrica/dettaglio/grappi>

ResearchGate profile: https://www.researchgate.net/profile/Silvia_Grappi

ACADEMIC POSITION

Full Professor in Marketing, Department of Communication and Economics, University of Modena and Reggio Emilia (UNIMORE).

Sustainability Delegate of the Department of Communication and Economics (UNIMORE)

Member of the Research Quality Commission of the Department of Communication and Economics (UNIMORE)

Member of the Teaching Commission of the Department of Communication and Economics (UNIMORE)

Coordinator of the Bachelor's Degree Program in "Digital Marketing" (UNIMORE)

PREVIOUS ACADEMIC POSITIONS

2019-2025 - Member of the UNIMORE Monitoring Commission for Research Quality

2018 - October: Visiting Scholar, University of Michigan - Stephen M. Ross School of Business. Research collaboration: Prof. Richard P. Bagozzi

2017-2019 - Coordinator of the Bachelor's Degree Program in "Economia e Marketing Internazionale (CLEMI)" at the University of Modena and Reggio Emilia (from November 1st, 2017 to October 31st, 2019)

2014-2019 - Associate Professor in Marketing, "Marco Biagi" Department of Economics, University of Modena and Reggio Emilia (from November 1st, 2014 to August 31st, 2019).

2012 - February: Visiting Scholar, University of Michigan - Stephen M. Ross School of Business. Research collaboration: Prof. Richard P. Bagozzi

2011 - February: Visiting Scholar, University of Michigan - Stephen M. Ross School of Business. Research collaboration: Prof. Richard P. Bagozzi

2010 - January-February: Visiting Scholar University of Michigan - Stephen M. Ross School of Business. Research collaboration: Prof. Richard P. Bagozzi

2009 - November: Visiting Scholar, University of Zaragoza - Faculty of Economics and Business Studies. Research collaboration: Prof. Julio Jiménez Martínez

2009 - January - March: Visiting Scholar, University of Michigan - Stephen M. Ross School of Business. Research collaboration: Prof. Richard P. Bagozzi

2005-2014 - Assistant Professor in Marketing, "Marco Biagi" Department of Economics, University of Modena and Reggio Emilia (from December 1st, 2005, to October 31st, 2014).

2005-2006 - Post Doc Research Fellowship, Department of Management, University of Modena and Reggio Emilia

2004-2005 - Post Doc Research Fellowship, Department of Communication and Economics, University of Modena and Reggio Emilia

EDUCATION

2004 PhD in Business Administration (Direzione Aziendale) - University of Bologna

2000 B.A and M.A. in Business Administration - University of Modena and Reggio Emilia

AWARDS

- 2021 – The manuscript “How consumer-based brand equity relates to market share of global and local brands in developed and emerging countries”, published in *International Marketing Review* has been awarded as the Outstanding Paper of 2020. Emerald Literati Network Awards for Excellence.
- 2018 - The manuscript “Consumer attitude toward reshoring: Related effects and relevant boundary conditions” published in *Mercati & Competitività*–The Journal of the Italian Marketing Association” has been awarded as the Best Paper published in the 2017. Awarded by the Italian Marketing Association.
- 2017 - The manuscript “Brand hate” published in *Journal of Product & Brand Management* has been awarded as the Outstanding Paper of 2017. Emerald Literati Network Awards for Excellence.
- 2017 - The manuscript “The relationship between brand love and actual brand performance” published in *International Marketing Review* has been awarded as the Outstanding Paper of 2017. Emerald Literati Network Awards for Excellence.
- 2016 - The manuscript “Consumer boycott of Companies Implementing offshoring strategies” published in *Mercati & Competitività*–The Journal of the Italian Marketing Association” has been awarded as the Best Paper published in the 2015. Awarded by the Italian Marketing Association.

PARTICIPATION IN SCIENTIFIC RESEARCH PROJECTS

2023-2025

PRIN (Research Projects of Relevant National Interest) 2022; Ministero dell’Università e della Ricerca. (Decreto Direttoriale n. 834 del 13-06-2023)

Principal Investigator: Silvia Grappi, Università di Modena e Reggio Emilia

Title: Customer delight: toward a new conceptualisation of the construct in technological environments powered by Artificial Intelligence

Partners: Università degli Studi di Macerata; Università Politecnica delle MARCHE

2021-2023

FAR 2021 Mission Oriented (UNIMORE)

Principal Investigator: Silvia Grappi, University of Modena and Reggio Emilia

Title: Customer Delight (CD) in new technological environments powered by artificial intelligence

2017-2018

FFABR (Finanziamento Attività Base di Ricerca) (production score: 87)

2016-2017

FAR 2015 (UNIMORE; Decreto rettorale n. 267/2016, Prot. n. 8167 del 28/06/2016)

Principal Investigator: Silvia Grappi, University of Modena and Reggio Emilia

Title: The company reshoring decisions: an analysis of the phenomenon in Emilia Romagna

2010-2012

MIUR (2008/2008N579SS_002)

National Scientific Coordinator: Belfanti Carlo Marco, University of Brescia

Local Coordinator: Veronica Gabrielli, University of Modena and Reggio Emilia

Title: Counterfeiting Brand

2009-2010

Competitive research project funded by Fondazione Cassa di Risparmio di Modena

Scientific Coordinator: Tiziano Bursi, University of Modena and Reggio Emilia

Title: Country Of Origin (Co) Effect: An International Comparative Analysis On Customer Buying Behaviour

International partners of the research project:

- University Jaume I of Castellón – Spain (Department of Business Administration and Marketing)
- Universidad De Zaragoza – Spain (Departamento De Economía Y Dirección De Empresas)
- Saint-Petersburg State University of Technology and Design - Russia (Department of Accounting and Audit)
- Peking University – China (Institute for Cultural Industries - ICIPKU)

2007-2008

Agence Nationale de la Recherche (2006/BLAN06-3_134654)

International coordinator: Prof. Dominique Roux, Université Paris XII

National Coordinator: Daniele Dalli, University of Pisa

Title: Brand detachment and rejection

OTHER RELEVANT SCIENTIFIC ACTIVITIES

Member of the Scientific Committee of the International Conference “*The Monaco Symposium on Luxury*”

Faculty member of the Ph.D. programme in Labor, Development and Innovation; Fondazione Marco Biagi

Guest editor of the special issue “*Consumer Negativity Towards Brands*” in Journal of Product & Brand Management (2019; Vol. 28, issue 5)

Member of the Editorial Board of the Journal “*Mercati e Competitività*” (until Autumn 2019)

Included in the “Register of Expert Peer Reviewers for Italian Scientific Evaluation” (REPRISE)

Ad hoc reviewer for international journals (among others, International Journal of Research in Marketing, Journal of Business Ethics, European Journal of Marketing, Tourism Management, Journal of Business Research, Journal of Brand Management, Journal of World Business, Journal of the Academy of Marketing Science, Psychology & Marketing)

Ad hoc reviewer for national journals (*Mercati & Competitività*, *Micro & Macro Marketing*)

Ad hoc reviewer for national and international conferences (International Marketing Trends Conference, European Marketing Academy Conference, Association for Consumer Research North America Conference, Association for Consumer Research European Conference).

ASSOCIATIONS

Association for Consumer Research (ACR)

European Marketing Academy (EMAC)

Società Italiana di Marketing (SIM)

Società Italiana di Management (SIMA)

TEACHING (core academic courses)

2023/24 – present; Ethics and Data in Business Decisions, Bachelor degree, UNIMORE

2018/19 – present; Digital Marketing, Bachelor degree, UNIMORE

2005/06 – present; Marketing, Bachelor degree, UNIMORE

2020/21 – 2022/23; Brand and digital communication, Bachelor degree, UNIMORE

2019/20; Digital communication, Master degree, UNIMORE

2011/12 – 2018/19; Marketing Research, Bachelor degree, UNIMORE

2016/17 – 2018/19; Sustainable consumption, Master degree and Bachelor degree, UNIMORE

2015/16; Business Management, Bachelor degree, UNIMORE

2005/06 – 2009/10; Consumer Behavior, Bachelor degree, UNIMORE

2006/07 – 2008/09; International Marketing, Bachelor degree, UNIMORE

MAIN RESEARCH INTERESTS: Consumer behavior; Branding; Digital marketing; Psychology of emotions; Ethics; CSR.

OTHER RELEVANT ACTIVITIES: Independent member of the **EMAK S.p.A.** Board of Directors.

RESEARCH

PEER-REVIEWED ARTICLES

- Monsurrò, L.; Querci, I.; Grappi, S.; Romani, S.; Gistri, G. (2026). The Negative Social Roles of Virtual Conversational Agents in Consumer Interactions. *Qualitative Market Research*, DOI: 10.1108/QMR-05-2025-0121
- Grappi, S., Romani, S., Monsurrò, L., Querci, I., & Bagozzi, R. P. (2026). Customer delight in AI-driven services. *Journal of Business Research*, 203, 115808
- Donato, C., Grappi, S., & Romani, S. (2026). Domestic Food Upcycling: Exploring Consumer Profiles and Well-Being in Sustainable Food Practices. *Micro & Macro Marketing*. DOI: 10.1431/120385
- Grappi, S., Pauwels, V., Pedeliento, G. and Zarantonello, L. (2024), "How nostalgia in advertising increases brand love: a cross-country study", *Journal of Product & Brand Management*, 33 (7), 869-887.
- Donato, C.; Grappi, S.; Romani, S. (2024). Transforming waste into wellness: Enhancing well-being through domestic food upcycling. *Resources, Conservation & Recycling*, 209, 107770.
- Barone, A. M., Grappi, S., & Romani, S. (2024). Investigating environmentally sustainable consumption: A diary study of home-based consumption behaviors. *Business Strategy and the Environment*. DOI: 10.1002/bse.3800
- Grappi S., Barbarossa C., Gabrielli V., Romani S. (2024). When apologies backfire: A moderated mediation model of exposure by NGOs, companies' hypocrisy, and consumers' political orientations. *Journal of Marketing Management*, 40 (3/4), 217-259.
- 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), 114341-114358.
- Zarantonello L., Grappi S., Formisano M. (2024). How Technological and Natural Consumption Experiences Impact Consumer Well-Being: The Role of Consumer Mindfulness and Fatigue. *Psychology & Marketing*. 41 (3), 465-491.
- Zarantonello L., Grappi S., Formisano M., Schmitt B. (2021). A "crescendo" model: designing food experiences for psychological well-being. *European Journal of Marketing*, 55(9), 2414-2438.
- Bagozzi R. P., Romani S., Grappi S., Zarantonello, L. (2021). Psychological underpinnings of brands. *Annual Review of Psychology*, 72: 585–607. © 2021 by Annual Reviews.
- Grappi S., Romani S., Bagozzi R. P. (2020). The effects of reshoring decisions on employees. *Personnel Review*, 49 (6): 1254-1268.
- Zarantonello, L., Grappi, S., Formisano, M., and Brakus, J. (2020), How consumer-based brand equity relates to market share of global and local brands in developed and emerging countries. *International Marketing Review*, 37 (2): 345-375.
- Grappi S., Romani S., Bagozzi R. P. (2020). Consumer Reshoring Sentiment and Animosity: Expanding our understanding of market responses to reshoring. *Management International Review*, 60 (1): 69-95.
- Grappi S., Zarantonello, L., Romani S., (2019) Consumer negativity towards brands - Guest Editorial. *THE JOURNAL OF PRODUCT & BRAND MANAGEMENT*. 28 (5), 573-574.
- Barone A. M., Grappi S., Romani, S. (2019). "The road to food waste is paved with good intentions": When consumers' goals inhibit the minimization of household food waste. *Resources, Conservation and Recycling*, 149, 97-105.
- Zarantonello, L.; Romani S., Grappi S., Fetscherin, M. (2018). Trajectories of brand hate. *Journal of Brand Management*, 25 (6), 549-560.
- Grappi S., Romani S., Bagozzi R. P. (2018). Reshoring from a demand-side perspective: Consumer reshoring sentiment and its market effects. *Journal of World Business*, 53 (2), 194-208.
- Romani S., Grappi S., Bagozzi R.P. & Barone A.M., (2018) Domestic food practices: A study of food management behaviors and the role of food preparation planning in reducing waste, *Appetite*., 121 (1), 215-227.

- Merz, Michael A.; Zarantonello, Lia; Grappi, Silvia (2018) - How valuable are your customers in the brand value co-creation process? The development of a Customer Co-Creation Value (CCCV) scale. *Journal of Business Research*, 82, pp. 79-89.
- Grappi S., Romani S., (2017) Consumer attitude toward reshoring: Related effects and relevant boundary conditions, *MERCATI & COMPETITIVITÀ*, 4, pp. 37-51.
- 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, pp. 1164-1173.
- Zarantonello L., Formisano M., Grappi S. (2016) The relationship between brand love and actual brand performance: evidence from an international study, *International Marketing Review*, 33 (6), pp. 806-824.
- Romani S., Grappi S., Bagozzi R. P. (2016) The Bittersweet Experience of Being Envied in a Consumption Context, *EUROPEAN JOURNAL OF MARKETING*, 50 (7/8), pp. 1239-1262.
- Grappi S., (2016) Responsabilità Sociale d'Impresa e comportamenti virtuosi del consumatore. *MICRO & MACRO MARKETING*, XXV (2), pp. 231-250.
- Romani S., Grappi S., Bagozzi R.P. (2016) Corporate socially responsible initiatives and their effects on consumption of green products, *JOURNAL OF BUSINESS ETHICS*, 135 (2), pp. 253-264
- 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*, Vol. 25 (5), pp. 452-464. <http://dx.doi.org/10.1108/JPBM-11-2014-0747>
- Zarantonello, L., Romani, S., Grappi S., Bagozzi R.P. (2016). Brand hate. *Journal of Product & Brand Management*, Vol. 25 (1), pp. 11-25. <http://dx.doi.org/10.1108/JPBM-01-2015-0799>
- Del Chiappa G., Grappi S., Romani S. (2016). Attitudes toward responsible tourism and behavioural change to practice it: A demand-side perspective in the context of Italy. *Journal of Quality Assurance in Hospitality & Tourism*, 17 (2), pp.191-208. DOI: 10.1080/1528008X.2015.1115254
- Romani, S., Grappi, S., Zarantonello, L., Bagozzi, R. P. (2015). The revenge of the consumer! How brand moral violations lead to consumer anti-brand activism, *Journal of Brand Management*, 22 (8), 658-672. doi:10.1057/bm.2015.38
- Grappi S. (2015). Consumer boycott of companies implementing offshoring strategies. *Mercati e Competitività*, 3, pp. 123-138. doi: 10.3280/MC2015-003007
- Grappi S., Romani S., Bagozzi R. P. (2015). Consumer Stakeholder Responses to Reshoring Strategies. *JOURNAL OF THE ACADEMY OF MARKETING SCIENCE*. 43(4), pp. 453-471. DOI 10.1007/s11747-015-0432-y
- Grappi S., Romani S., Bagozzi R. P. (2015). Consumer responses to corporate offshoring practices. *MANAGEMENT DECISION*, vol. 53 (3), pp.698 – 712. <http://dx.doi.org/10.1108/MD-09-2014-0552>
- Grappi S., Romani S. (2015). Company post-crisis communication strategies and the psychological mechanism underlying consumer reactions. *JOURNAL OF PUBLIC RELATIONS RESEARCH*, vol. 27, pp. 22-45, doi: 10.1080/1062726X.2014.924839
- Romani S., Grappi S. (2014) - How companies' good deeds encourage consumers to adopt pro-social behavior - *EUROPEAN JOURNAL OF MARKETING*, vol. 48(5/6), pp. da 943 a 963, doi: 10.1108/EJM-06-2012-0364
- Grappi S., Romani S., Bagozzi R.P: (2013). Consumer Response to Corporate Irresponsible Behavior: Moral Emotions and Virtues. *JOURNAL OF BUSINESS RESEARCH*, vol. 66 (10), p. 1814-1821, ISSN: 0148-2963, doi: 10.1016/j.jbusres.2013.02.002
- Romani S., Grappi S., Bagozzi R.P. (2013). My anger is your gain, my contempt your loss: Explaining consumer responses to corporate wrongdoing. *PSYCHOLOGY & MARKETING*, vol. 30(12), p. 1029-1042, ISSN: 0742-6046, doi: 10.1002/mar.20664

- Grappi S., Romani S., Bagozzi R. P. (2013). The Effects of Company Offshoring Strategies on Consumer Responses. *JOURNAL OF THE ACADEMY OF MARKETING SCIENCE*, vol. 41, p. 683-704, ISSN: 0092-0703, doi: 10.1007/s11747-013-0340-y
- Romani S., Grappi S., Bagozzi R.P. (2013). Explaining Consumer Reactions to Corporate Social Responsibility: The Role of Gratitude and Altruistic Values. *JOURNAL OF BUSINESS ETHICS*, vol. 114 (2), p. 193-206, ISSN: 0167-4544, doi: 10.1007/s10551-012-1337-z
- Baghi I., Balboni B., Gabrielli V., Grappi S. (2013). Lo sguardo dei consumatori verso la marca di lusso nell'epoca della contraffazione. *FINANZA MARKETING E PRODUZIONE*, vol. 1, p. 102-123, ISSN: 1593-2230
- Romani S., Grappi S., Dalli D. (2012). Emotions that Drive Consumers Away from Brands: Measuring Negative Emotions toward Brands and their Behavioral Effects. *INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING*, vol. 29 (1), p. 55-67, ISSN: 0167-8116, doi: 10.1016/j.ijresmar.2011.07.001
- Gabrielli V., Grappi S., Baghi I. (2012). Does counterfeiting affect luxury customer-based brand equity? *JOURNAL OF BRAND MANAGEMENT*, vol. 19 (May), p. 567-580, ISSN: 1350-231X, doi: 10.1057/bm.2012.6
- Gabrielli V., Grappi S., Baghi I., Balboni B. (2012). Il consumo di prodotti di lusso contraffatti e originali a confronto. *JOURNAL OF MARKETING TRENDS*, vol. 1 (10), p. 29-41, ISSN: 1961-7798
- Grappi S., Montanari F. (2011). The role of social identification and hedonism in affecting tourist re-patronizing behaviours: The case of an Italian festival. *TOURISM MANAGEMENT*, vol. 32, p. 1128-1140, doi: 10.1016/j.tourman.2010.10.001
- Grappi S., Romani S. (2011). Consumer Reactions to Corporate Decisions to Outsource Labor Abroad. *ADVANCES IN CONSUMER RESEARCH*, vol. 38 (eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer), ISSN: 0098-9258
- Balboni B., Grappi S., Martinelli E., Vignola M. (2011). L'impatto del Made in Italy sul comportamento d'acquisto dei consumatori cinesi. *MICRO & MACRO MARKETING*, vol. 3, p. 445-462, ISSN: 1121-4228
- Grappi S. (2010). Effetto Country of Origin: il ruolo delle Emozioni Morali. *FINANZA MARKETING E PRODUZIONE*, vol. 3, p. 7-31, ISSN: 1593-2230
- Gistri G., Romani S., Pace S., Gabrielli V., Grappi S. (2009). Consumption practices of counterfeit luxury goods in the Italian context. *JOURNAL OF BRAND MANAGEMENT*, vol. 16, p. 364-374, ISSN: 1350-231X, doi: 10.1057/bm.2008.44
- Grappi S., Montanari F. (2009). Customer identification and retention: The determinants of intention to re-patronize in the film industry. *INTERNATIONAL JOURNAL OF ARTS MANAGEMENT*, vol. 12, p. 44-59, ISSN: 1480-8986
- GRAPPI S., VISENTIN M. (2008). L'analisi delle determinanti dei comportamenti di fedeltà nei contesti retail: il ruolo dell'identificazione con il brand. *MERCATI E COMPETITIVITÀ*, vol. 2, p. 75-89, ISSN: 1826-7386
- Grappi S., Gabrielli V., Balboni B. (2008). La fedeltà del cliente oltre la prospettiva comportamentale: un modello interpretativo nell'ambito dei servizi. *FINANZA MARKETING E PRODUZIONE*, vol. 3, p. 47-65, ISSN: 1593-2230
- Grappi S., Gabrielli V., Balboni B. (2007). Il ruolo della comunicazione nella relazione consumatore-insegna commerciale. *MERCATI E COMPETITIVITÀ*, vol. 2, p. 159-172, ISSN: 1826-7386
- GRAPPI S. (2011). L'atteggiamento come indicatore della condotta dell'individuo. *SINERGIE*, vol. 73-74, p. 395-419, ISSN: 0393-5108
- DALLI S., GRAPPI S., ROMANI S., GISTRI G. (2007). The Brand Dislike Construct: Scale Development and Application to Actual Brands. *ADVANCES IN CONSUMER RESEARCH*, vol. 34 (eds. G. Fitzsimons, V. Morwitz), p. 680-681, ISSN: 0098-9258
- Gabrielli V., Galli G., Grappi S., Martinelli E. (2006). Componenti valutative e comportamentali della fedeltà al punto vendita. *MERCATI E COMPETITIVITÀ*, vol. 1, p. 36-53, ISSN: 1826-7386

BOOKS

- Bergianti, F.; Grappi, S. (2025). Consumo e intelligenza artificiale generativa. Prospettive dal marketing etico. Collana editoriale "Gestione e organizzazione aziendale." pp. 1–140; FrancoAngeli Edizioni: Milano.
- Monsurrò, L.; Grappi, S. (2025). Tecnologie della relazione. Interazioni mediate, schemi sociali, esperienze emotive e ruoli sociali nell'era digitale. Collana editoriale "Gestione e organizzazione aziendale." pp. 1–130; FrancoAngeli Edizioni: Milano.
- Grappi, S. (2016) Il reshoring visto dal consumatore. Sfide ed opportunità per l'impresa. Collana editoriale *peer reviewed* "Gestione d'impresa" (accreditata AIDEA), Direttori: Matteo Caroli, Marco Frey e Gian Luca Gregori. *Pages: 1 – 140; FrancoAngeli Edizioni: Milano.*
- Bursi T., Grappi S., Martinelli E. (a cura di) (2012) Effetto "Country of Origin". Un'analisi comparata a livello internazionale sul comportamento d'acquisto della clientela. *Pages: 1 – 204; Il Mulino: Bologna.*
- Grappi S. (2004) Edonismo e Comportamento di Acquisto. L'influenza delle caratteristiche del contesto di acquisto sul comportamento del consumatore. *Pages: 1 – 188; FrancoAngeli Edizioni: Milano.*

CHAPTERS in BOOKS

- Gabrielli V., Baghi I., Grappi S., Balboni B. (2013). I riflessi della contraffazione sul valore della marca. In: C. M. Belfanti. *Contraffazione e Cambiamento economico. Marche, imprese, consumatori.* p. 125-143. Milano: Egea, ISBN: 978-88-238-4376-9.
- Grappi S., Baghi I., Balboni B., Gabrielli V. (2012). Counterfeiting: A growing threat to luxury products. . In: K.P. Wiedmann; N. Hennigs. *Luxury Marketing. A Challenge for Theory and Practice.* p. 297-315, WIESBADEN: Springer, ISBN: 9783834943989
- Bursi T., Balboni B., Grappi S., Martinelli E., Vignola M. (2012). Italy's country image and the role of ethnocentrism in Spanish and Chinese consumers' perceptions. In: G. Bertoli, R. Resciniti. *International Marketing and the Country of Origin Effect. The Global Impact of 'Made in Italy'.* p. 45-64, Cheltenham, UK: Edward Elgar Publishing Limited, ISBN: 9781781955604
- Grappi S., Marchi G., Martinelli E., Nardin G. (2012). Le implicazioni teoriche, manageriali e di policy della ricerca. In: T. Bursi, S. Grappi, E. Martinelli. *Effetto "Country of origin". Un'analisi comparata a livello internazionale sul comportamento d'acquisto della clientela.* p. 159-187, BOLOGNA: Il Mulino, ISBN: 9788815238245
- Grappi S., Vignola M. (2012). L'effetto del Coo sul comportamento d'acquisto dei consumatori. In: T. Bursi, S. Grappi, E. Martinelli. *Effetto «Country of Origin». Un'analisi comparata a livello internazionale sul comportamento d'acquisto della clientela.* p. 77-111, BOLOGNA: Il Mulino, ISBN: 9788815238245
- Grappi S., Nardin G. (2008). I produttori di piastrelle di ceramica tra distretto e internazionalizzazione. In: BURSI T; NARDIN G. *Il distretto delle piastrelle di ceramica di Sassuolo tra identità e cambiamento.* p. 114-138, MILANO: Franco angeli editore, ISBN: 9788846497987

CONFERENCE PROCEEDINGS (peer-reviewed; ISBN/ISSN)

- Monsurrò, L.; Bergianti, F.; Grappi, S. (2025), The impact of Mastery Orientation on the reactions towards Generative AI, *Proceedings of the SIM (Società Italiana di Marketing) Conference 2025*
- Monsurrò, L.; Romani, S.; Grappi, S. (2025), "GenAI augmentation": enhancing learning and everyday life with GenAI. *AIRSI2025: The Metaverse Conference.*
- Monsurrò, L.; Romani, S.; Grappi, S. (2025), "Goal congruence as a way to invite employees to delegate tasks to GenAI.. *AIRSI2025: The Metaverse Conference.*
- Bergianti, F., Gabrielli, V., Baghi, I., & Grappi, S. (2023), How different types of communication affect ethical consumption: The role of psychological consumer empowerment, *Proceedings of the SIM (Società Italiana di Marketing) Conference 2023 (ISBN: 978-88-947829-0-5).*

- Bergianti, F., Gabrielli, V., Baghi, I., & Grappi, S. (2021), Sustainable trend: how well-being works in shaping fashion consumption practices, *Proceedings of the SIM (Società Italiana di Marketing) Conference 2021* (ISBN: 978-88-943918-6-2).
- Bergianti, F., Grappi, S., Gabrielli, V. & Baghi, I. (2021), Feeling good by wearing sustainable: Advancing the well-being paradigm in sustainable consumption practices, *Proceedings of the European Marketing Academy* (ISSN: 2709-1589), 50th.
- Grappi S., Romani S., Bagozzi R. P. (2020). Consumers Reactions to Admirable or Reprehensible Corporate Behavior. *Proceedings of the European Marketing Academy* (ISSN: 2709-1589), 49th, (59060)
- Barbarossa C., Grappi S., Romani S. (2013). Brand crisis e consumer-brand relationship: percezione di responsabilità e reazioni del consumatore – Società Italiana di Marketing – Università Bicocca, Milano, 3-4 Ottobre 2013
- Martinelli E., Grappi S., Balboni B., Vignola M. (2012). The COO effect and the role of ethnocentrism on consumer buying behavior. In: -. *Proceedings of the 41th EMAC Conference*. Lisbon (Portugal), 22-25 May 2012, Brussels: *Proceedings of the 41th EMAC Conference*, ISBN: 9789897320040
- Romani S., Grappi S. (2012). The role of elevation in consumers' prosocial reactions to positive corporate social activities. In: -. *Proceedings of the 41th EMAC Conference*. Lisbon (Portugal), 22-25 May 2012, Brussels: *Proceedings of the 41th EMAC Conference*, ISBN: 9789897320040
- Grappi S., Martinelli E. (2011). Do COD and COM matter for retailers?. In: Lugli G., Ziliani C.. *16th International EAERCD Conference on Research in the Distributive Trades*. Parma (I), 29th June-1st July 2011, vol. 1, p. 1-20, Parma: Dipartimento di Economia - Area Marketing - Università degli studi di Parma, ISBN: 9788890619502
- Balboni B., Giachetti C., Grappi S., Martinelli E., Vecchi P., Vignola M. (2011). L'influenza del Paese di origine sulle scelte dei consumatori italiani: un'analisi multi-gruppo. In: Jean-Claude Andreani and Umberto Collesei. *The proceedings of 10th International Conference Marketing Trends*. Parigi (F), 19-21 January 2011, p. 1-21, Parigi (F): Marketing Trends Association, ISBN: 9782953281125
- Grappi S. (2011). The country of origin effect and the role of moral emotions. In: Alan Bradshaw, Chris Hackley, and Pauline MacLaran. *European Advances in Consumer Research*. vol. 9, p. 108-115, Egham, Surrey, UK: European Association for Consumer Research, ISBN: 9780915552665, Royal Holloway, University of London, July 2010
- Grappi S. (2009). From festival environmental cues to attendees' loyalty. In: J.P. Helfer & J.L. Nicolas (eds.). *Proceedings of the 38th Annual Conference of the European Marketing Academy (EMAC)*. p. 102-107, Audencia Nantes: Audencia Nantes University, ISBN: 9789044123876, Audencia Nantes - France, 26-29 May 2009
- Del Chiappa G., Grappi S., Romani S. (2009). Il comportamento del turista responsabile: un'analisi empirica in Italia. In: Collesei Umberto, Andreani Jean-Claude. VIII. vol. *Proceedings- International Marketing Trends Conference*, p. 1-33, Paris: International Marketing Trends Conference, ISBN: 9782953281101, Paris, January 16-17, 2009
- Balboni B., Gabrielli V., Grappi S. (2009). L'effetto del Country-of-Design e del Country-of-Manufacture sulla valutazione di prodotto: un'analisi sperimentale sul consumatore italiano. In: Umberto Collesei, Jean-Claude Andreani. *Proceedings - International Marketing Trends Conferences*. vol. 1, Paris: International Marketing Trends Conference, ISBN: 9782953281101, Paris, gennaio 2009
- Gistri G., Romani S., Grappi S., Pace S., Gabrielli V (2008). Il consumatore e i prodotti contraffatti: un'indagine esplorativa sul processo di acquisto e le pratiche di consumo. In: Collesei Umberto, Andreani Jean-Claude. *Proceedings - International Marketing Trends Conference*. p. 1-32, Venezia: International Marketing Trends Conference, ISBN: 9788890245923, Venice, January 17-19, 2008
- Grappi S., Gabrielli V. (2007). Branding in retailing: a comparative perspective "services versus products". In: *Proceeding of 14th the International Conference on Research in the Distributive Trades*. p. 1-19, Paris: ESCP-EAP, ISBN: 9788890619502, Saarland University, Saarbruecken, Germany, June 27-29, 2007
- Grappi S., Gabrielli V., Balboni B. (2007). How does brand image form? The role of brand associations in affecting brand quality and brand superiority. In: -. *Proceedings of the 36th Annual Conference of the European Marketing Academy*. Reykjavik, May 22-25, 2007, p. 147-155, Reykjavik: Reykjavik University, ISBN: 9789979948353

Gabrielli V., Grappi S. (2007). L'immagine di marca: le dimensioni componenti ed i riflessi sulla valutazione di superiorità. In: Collese Umberto, Andreani Jean-Claude. Proceedings - International Marketing Trends Conference. vol. Proceedings- International Marketing Trends Conference, p. 1-18, Paris: International Marketing Trends Conference, ISBN: 9788890245916, Paris, January 26-27, 2007

Gabrielli V., Galli G., Grappi S., Martinelli E. (2005). Attitudinal and behavioural loyalty in a retailing context: some preliminary results. In: -. Proceedings of the 13th International EAERCD Conference on Research in the Distributive Trades. p. 1-13, Lund: Lund University - EAERCD, ISBN: 9788890619502, Lund, 29 June-1 July 2005

CONFERENCE PROCEEDINGS (peer-reviewed)

Sept 2025 – SIM (Società Italiana di Marketing) Conference 2025, Naples (Italy), Sustainability on the Menu: How Framing and Ingredient Type Influence Upcycled Food Acceptance

May 2023 – EMAC 2023_European Marketing Academy, Odense (Denmark) – Satisfaction is not enough: the concept of customer delight and its relevance in the AI context.

May 2022 – EMAC 2022_European Marketing Academy, Budapest (Hungary) – Negative relationships in the interactions between consumers and smart objects.

July 2019 - AMS World Marketing Congress 2019 Edinburgh (Scotland - UK) - Imperfection Can Become Beauty: The Role of Food Processing.

May 2019 – EMAC 2019_European Marketing Academy, Hamburg (Germany) - Consumers' Reactions to Imperfect Fruits and Vegetables: a Multi-Faceted Phenomenon.

May 2019 – *Congrès international de l'AFM 2019*. Le Havre (France): NOSTALGIC ADVERTISING AND ITS EFFECT IN DIFFERENT CULTURES.

June 2018 – EACR 2018_European ACR Conference, Ghent (UK): "How does nostalgia in advertising increase brand love in different cultures?"

May 2018 – EMAC 2018_European Marketing Academy, Glasgow (UK): "AN INTERNATIONAL STUDY OF NOSTALGIC ADVERTISING AND ITS EFFECT ON BRANDING".

May 2017 - EMAC 2017_European Marketing Academy, Groningen (Netherlands): "HOW BRAND EQUITY AFFECTS MARKET SHARE IN DEVELOPED AND IN EMERGING MARKETS: THE MODERATING ROLE OF GLOBAL VS. LOCAL BRAND"

October 2016 - SIM (società italiana di marketing) Conference, 2016, Cassino: "Come comunicare il reshoring? La risposta del consumatore alle motivazioni comunicate dall'impresa e il ruolo dello scetticismo".

May 2016 – EMAC 2016_European Marketing Academy, Oslo (Norway): "Understanding how brand hate develops over time"

June 2015 – Global Fashion Management Conference, 2015, Florence (Italy): "Luxury without pollution: How consumers evaluate luxury brands after an NGO campaign"

September 2014 - SIM (società italiana di marketing) Conference, 2014, Modena (Italy): "Positive and negative concerns of being envied in a consumption context"

June 2012 - Branding: A Research Symposium, 2012, Grenoble (France): "Running Away from the Brand: Negative Emotions in Consumer-Brand Relationships"

June 2011 - International Conference on Luxury and Counterfeiting: issues, challenges and prospects Geneva (Switzerland): "Counterfeit and luxury customer based brand equity"

December 2009- Consumer Behavior in Tourism Symposium 2009, Bruneck/Brunico, South Tyrol (Italy): "The perfect tourist? An Empirical Examination of the Practice of Responsible Tourism in Italy"

November 2008 - International Conference on "Consumption and Consumer Resistance", IRG-University Paris 12, (France): "I feel unease with this brand! Consumers' negative emotions to brand and behavioral responses"

October 2008 - SIM (società italiana di marketing) Conference, Milano (Italy): "I confini dell'esperienza nel punto vendita"

October 2008 - SIM (società italiana di marketing) Conference, Milano(Italy): "Un'analisi esplorativa delle pratiche di consumo dei prodotti contraffatti"

October 2007 - SIM (società italiana di marketing) Conference, Roma (Italy): "L'analisi delle determinanti dei comportamenti di fedeltà nel contesto retail: il ruolo dell'identificazione con il brand"

September 2007 - Third German French Austrian Conference on Quantitative Marketing, ESSEC, Cergy-Pontoise, (France): "Measuring negative emotions to brands"

June 2007 - Advertising and Consumer Psychology. New Frontiers in Branding: Attitudes, Attachments, and Relationships, Santa Monica, CA: "Measuring negative emotions to brands. Implications for brand strategy"

November 2006 - SIM (società italiana di marketing) Conference, Parma (Italy): "Il ruolo della comunicazione nella relazione consumatore-insegna commerciale"

January 2005 - Conference - International Marketing Trends Conference, Paris (France): "La fedeltà del consumatore al punto vendita: determinanti di natura cognitiva ed affettiva"

July 2003 - Conference ESCP-EAP Parigi, Paris (France): "Fair Trade Products Purchasing Intention: a preliminary study within the italian context".

November 2003 - International Marketing Trends Conference, Venezia, (Italy): "Analisi dell'intenzione di acquisto all'interno di un contesto edonistico"

June, 2026