



PERSONAL INFORMATION

Giampaolo Viglia

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Sex M | Date of birth 23/03/1984 | Nationality Italian

WORK EXPERIENCE

July 2020 - current

Full Professor of Marketing (part-time)

University of Valle d'Aosta (Italy)

EDUCATION AND TRAINING

2012-2016

PhD in Economics Finance and Management

▪ Pompeu Fabra University (Barcelona, Spain)

PERSONAL SKILLS

Mother tongue(s)

Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C2
Spanish	C2	C2	C1	B2	B2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Independent user	Independent user	Independent user	Independent user

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

Main Publications

2022. How to Shape Consumer Reaction to Corporate Environmental Communications: Accentuating the Negative to Build Trust Can Elicit Favorable Intentions and Behaviors. *Journal of Advertising Research (3 ABS)*, 62(1), 61-86 (with Pino et al.).

2021. The Effect of Financial Scarcity on Discretionary Spending, Borrowing, and Investing. *Journal of the Academy of Marketing Science (4* ABS)*, forthcoming (with Gülen Sarial-Abi et al.).

2021. How to design good experiments in marketing: Types, examples, and methods. *Industrial Marketing Management*

- (3 ABS), 98, 193-206 (with Ghasem Zaefarian et al.).
2021. How corporate social media can facilitate the replenishment of depleted resources. *International Journal of Research in Marketing (4 ABS)*, 38(2), 518-529 (with Fletcher-Brown).
2021. The seven lives of Airbnb. The role of accommodation types. *Annals of Tourism Research (4 ABS)*, 88, 103170 (with Yahiaoui et al.).
2020. Stronger together? Tourists' behavioral responses to joint brand advertising. *Journal of Advertising (3 ABS)*, 49(5), 525-539 (with Can et al.).
2020. Strategic consumer behavior in online hotel booking. *Annals of Tourism Research (4 ABS)*, accepted (with Masiero and Nieto-Garcia)
2020. Customers' willingness to disclose personal information throughout the customer purchase journey in retailing: The role of perceived warmth. *Journal of Retailing (4 ABS)*, 94 (4), 490-506 (with Aiello et al.)
2020. It makes me feel vulnerable! The impact of public self-disclosure on online complaint behavior. *International Journal of Hospitality Management (3 ABS)*, 88, 102512 (with Dyussebayeva et al.)
2020. Be social! The impact of self-presentation on peer-to-peer accommodation revenue. *Journal of Travel Research (4ABS)*, 59 (7), 1268-1281 (with Nieto-Garcia et al.)
2020. A review of experiments in tourism and hospitality. *Annals of Tourism Research (4 ABS)*, 80, 102858 (with Dolnicar)
2019. Paying before or paying after? Timing and uncertainty in pay-what-you-want pricing. *Journal of Service Research (4 ABS)*, 22 (3), 272-284 (with Jan Schumann, Marta Maras, and David Navarro)
2019. The impact of dynamic pricing on revenue maximization. *Tourism Management (4 ABS)*, 74, 224-233 (with Juan Luis Nicolau and Graziano Abrate)
2019. Personal or Product Reputation? Optimizing Revenues in the Sharing Economy. *Journal of Travel Research (4 ABS)*, 58 (1), 136-148 (with Graziano Abrate)
2019. When empathy prevents negative reviewing behavior. *Annals of Tourism Research (4 ABS)*, 75, 265-278 (with Rebecca Pera, Laura Grazzini and Daniele Dalli)
2018. The determinants of stakeholder engagement in digital platforms. *Journal of Business Research (3 ABS)*, 89, 404-410 (with Rebecca Pera and Enrique Bigné)
2018. How handwriting reduces negative online ratings. *Annals of Tourism Research (4 ABS)*, 73, 171-179 (with Vito Tassiello and Anna Mattila)
2017. When distinction does not pay off - Investigating the determinants of European agritourism prices. *Journal of Business Research (3 ABS)*, 80, 45-52 (with Graziano Abrate)
2017. Entrepreneurial Overconfidence and its Impact Upon Performance: Personal and firm determinants in the Italian context. *International Small Business Journal (3 ABS)*, 35(6) 709-728 (with Dean Patton et al.)
2016. Who am I? How compelling self-storytelling builds digital personal reputation. *Journal of Interactive Marketing (3 ABS)*, 35, 44-55 (with Rebecca Pera and Roberto Furlan)
2016. Exploring how digital storytelling builds relationship experiences. *Psychology and Marketing (3 ABS)*, 33(12), 1142-1150 (with Rebecca Pera)
2016. Strategic and tactical price decisions in hotel revenue management. *Tourism Management (4 ABS)*, 55, 123-132 (with Graziano Abrate)
2016. The exploration of hotel reference prices under dynamic pricing scenarios and different forms of competition. *International Journal of Hospitality Management (3 ABS/ABDC A*)*, 52, 46-55 (with Aurelio Mauri and Manu Carricano)
2014. The effect of social comparison on reference price formation in a purchasing context. *Journal of Economic Psychology (ABDC A)*, 45, 168-180 (with Graziano Abrate)
2014. *Pricing, online marketing behaviour and analytics*. Palgrave-MacMillan, New-York, US. ISBN 9781137413253.
2012. Dynamic pricing strategies: Evidence from European hotels. *International Journal of Hospitality Management (3 ABS/ABDC A*)*, 31(1), 160-168 (with Graziano Abrate and Giovanni Fraquelli)

Projects

- 2020-present Grant as a Principal Investigator “Dynamic pricing during a crisis: evidence from the hospitality industry” (CRT Foundation). Funding of 22500 €
- 2019 Grant as a co-PI for bringing the “Advances in Hospitality & Tourism Marketing and Management” conference. Funding of £ 15000 from the Washington State University (USA)
- 2018 Academic Lead KTP – Fresh Relevance (Artificial intelligence and Digital Marketing Company). Total funding of the project 221875 £
- 2018 Grant as a co-I from the Society for the Advancement of Management Studies (SAMS) for a Marketing Analytics course for PhD students and young researchers. Total funding of the project 4260 £
- 2018 Grant as a Principal Investigator “Increasing conversion rates in SMEs”. (CRT Foundation). Total funding of the project 20000 £
- 2017 Grant as a Principal Investigator “Discrete choice models for pricing”. (Isambard Kingdom Brunel scheme) supported also by internal pump-prime. Total funding of the project 10000 £
- 2016 Grant as a collaborator “FoodSMART” (European Commission, Marie S-Curie Action: RISE). Total funding of the project 118000 £
- 2016 Grant as Principal Investigator “Innovations in hospitality and travel” (Economic and Social Research Council – ESRC). Total funding of the project 1000 £
- 2014 Grant as a Principal Investigator “Revenue Management: evidence from the travel and hospitality industry” (CRT Foundation). Funding of 30000 €
- 2012 Grant as a collaborator “RI.OR.TEC (food science)” (European Fund Development). Total funding of the project 240000 €
- 2011 Principal Investigator “Marco Polo II” (European Commission). Total funding of the project 10000 €

Conferences

- 2021. Global Marketing Conference (virtual), Seoul (Corea), June
- 2020. Invited scholar. Griffith University, Australia, June
- 2019. Visiting Professor. University of Nevada, USA, November and December
- 2019. It makes me feel vulnerable! The impact of public disclosure on online complaining behavior. **Best paper award** University of Central Florida, USA, December
- 2019. Organizer of the 9th Advances in Hospitality and Tourism Marketing and Management Conference. Portsmouth, UK, July
- 2019. Invited speaker. If you are tired of surveys and interviews try experiments. University of London, July
- 2019. I am not human, after all. The negative impact of human-like robots on customers’ attitude. Hamburg, June
- 2018. Invited speaker. Measuring actual marketing behavior. CBTS 2017. Bruneck (Italy), December
- 2018. I cannot say anything bad about Tom! The role of personal closeness on negative reviewing biases. GIKA 2018. Valencia (Spain), June 2018.
- 2018. Thought Leadership HTR Forum, ‘Evolving Thinking: Service applications for industry players’. 9–11 May 2018; Ohio State University. Forum organized by Professor Jay Kandampully.
- 2018. Invited speaker at the Summer School SIMA/SIM. University Napoli Parthenope, May 2018.
- 2017. Invited speaker. Field experiments in tourism and hospitality. CBTS 2017. Bruneck, December 2017.

Honours and awards

Editor-in-Chief *Psychology & Marketing* (3ABS)
Associate Editor of *Annals of Tourism Research* (4 ABS)

Membership of editorial board committees: Member of the Editorial Board of Journal of Travel Research (4*), Journal of Business Research (3*), Tourism Management (4*), International Journal of Hospitality Management (3*), International Journal of Contemporary Hospitality Management (3*) and Tourism Economics (2*). Methodological Editor of the Service Industries Journal (2*). Special issue editor and member of the editorial board of Journal of Information Technology and Tourism.

Editorial activities:

2021 Special issue editor. Fake news and misinformation, *Internet Research* (3 ABS)

2021. Special issue editor. Field studies, *European Journal of Marketing* (3 ABS)

2021. Special issue editor. Pricing, *Journal of Business Research* (3 ABS)

2019. Special issue editor. The Sharing Economy: Psychological Mechanisms that Affect Collaborative Consumption, *Psychology and Marketing* (3 ABS)

2019. Special issue editor. Experimental research in Tourism, *Annals of Tourism Research* (4 ABS) (with Sara Dolnicar)

Reviewing activities: Ad-hoc reviewer for Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Service Research, Journal of Business Research, Psychology & Marketing, Journal of Services Management, Tourism Management, International Small Business Journal, Annals of Tourism Research, International Journal of Hospitality Management.

PhD completions: Five PhD completions, four on-going PhD student. External PhD examiner in UK (University of Reading and University of Surrey) and internationally (University of Girona and University of Salamanca, Spain).

Member of the Committee Panel of the Austrian Science Fund (2017-to date) and of the Italian Ministry of Education for PRIN (financing basic research, 2017-to date).

Member of Committee board of the Innovation, Entrepreneurship and Knowledge Academy - **INEKA** (May 2018-to date) and International Federation for Information Technology and Travel (June 2015-to date).

Citations

2800 citations, H index: 28, i-10 index: 36

Aosta, 26/05/2022

According to law 679/2016 of the Regulation of the European Parliament of 27th April 2016, I hereby express my consent to process and use my data provided in this CV