

MARTINA DI CIOCCIO

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EDUCATION

Ph.D in Marketing

LUISS Guido Carli University

(Sep 2022 – ABD status)

Rome, IT

M.Sc. in Marketing Analytics & Metrics | Graduation grade: 110

LUISS Guido Carli University

(Sep 2019 – Jul 2021)

Rome, IT

B.Sc. in Management | Graduation grade: 110 cum laude

LUISS Guido Carli University

(Sep 2016 – Jul 2019)

Rome, IT

PAPERS

- **Di Cioccio Martina**, Pozharliev Rumen, and De Angelis Matteo (2024), “Pawsitively Powerful: Why and When Pet Influencers Boost Social Media Effectiveness,” *Psychology & Marketing*, <https://doi.org/10.1002/mar.22000>
- Donato Carmela, Monsurrò Luigi, and **Di Cioccio Martina** (2024), “A Matter of Identity: Promoting Plant-based Food among Meat-eaters through a Common Identity Priming,” *Journal of Retailing and Consumer Services*, <https://doi.org/10.1016/j.jretconser.2024.103863>
- De Angelis Matteo, Amatulli Cesare, Pozharliev Rumen, Cardamone Ernesto, **Di Cioccio Martina** (2026), “How invisible versus visible luxury characteristics shape length of product use,” *Journal of Business Research*, <https://doi.org/10.1016/j.jbusres.2026.116145>
- **Di Cioccio Martina**, Pozharliev Rumen, and De Angelis Matteo (2026), “Escaping Reality, Engaging Audiences: How Virtual Background Shapes Engagement with Virtual Influencers,” accepted for publication on *Journal of Retailing and Consumer Services*
- **Di Cioccio Martina**, Cardamone Ernesto, Pozharliev Rumen, De Angelis Matteo, “Bare Paws, Bigger Impact: How Pet Influencers’ Anthropomorphized Appearance Shapes their Effectiveness”, submitted to *Journal of Interactive Marketing*
- Deriu Valerio, **Di Cioccio Martina**, Pozharliev Rumen, and De Angelis Matteo, “How Self-Verification and Self-Concept Clarity Shape Reactions to AI in Hiring” under review at *Human Resource Management*
- Pichierri Marco and **Di Cioccio Martina**, “Revealing Authenticity: How Brand Purpose Inclusion in Instagram Bios Shapes Consumers’ Perceptions and Word-of-Mouth Intentions”, under review at *Journal of Brand Management*

TEACHING EXPERIENCES

LUISS Guido Carli University

(Sep 2021 – Present)

Master Courses:

- Research Methodology for Marketing (a.y.: 2021-2022; 2022-2023; 2023-2024)
- Quantitative Methods for Management (Digital Program) (a.y.: 2022-2023; 2023-2024)
- Qualitative and Quantitative Research Methods for Marketing (a.y.: 2024-2025; 2025-2026)
- Performance Marketing (a.y.: 2021-2022; 2024-2025; 2025-2026)
- AI for Brand Communication (a.y.: 2025-2026)
- Services Marketing (a.y.: 2023-2024)
- Business & Marketing Analytics (LUISS-Paris Dauphine Exchange Program) (a.y.: 2021-2022)

Bachelor Courses:

- Marketing (a.y.: 2025-2026)

Uninettuno University

(Sep 2024 – Present)

Master Courses:

- Advanced Digital Marketing (a.y.: 2024-2025; 2025-2026)
- Marketing e-Business e-Commerce (a.y.: 2024-2025; 2025-2026)

Link Campus University

(Sep 2025 – Present)

Master Courses:

- Advanced Marketing Communication (a.y.: 2025-2026)

CONFERENCES

SIMA “How self-verification experiences and self-concept clarity jointly shape job applicants’ responses to AI”	June, 2025 Genova, IT
SIM “Bare Paws for a Bigger Impact: How Pet Influencers’ Clothing Shapes their Social Media Engagement”	Oct 2024 Milan, IT
EMAC “Pawsitively Powerful: Why and When Pet Influencers Boost Social Media Effectiveness,” Presenter	May 2024 Bucharest, RO
SIM “Pawsitively Powerful: Why and When Pet Influencers Boost Social Media Effectiveness,” Presenter	Oct 2023 Florence, IT
AMS-SIM Climber Community “Unleashing the Cool Factor: Exploring the relationship between Coolness components and Sustainability,” Presenter	Jun 2023 Rimini, IT
EMAC “Plant-based food: a matter of identity? The role of identity threat in plant-based food purchasing choices,” Poster session	May 2023 Odense, DK

WORKING EXPERIENCE

LUISS X.ITE Research Center Research Fellow	(Jul 2022 – Present) Rome, IT
LUISS Guido Carli University Program Manager of the M.Sc. in Marketing and Corporate Finance	(Jul 2022 – Present) Rome, IT
Justbit Philip Morris Digital Marketing and Communication trainee	(Mar 2021 – May 2021) Rome, IT
Fitvia Digital and Content Marketing trainee	(Jun 2019 – Sep 2019) Wiesbaden, DE

ABOUT ME

I go to the gym out of duty, practice outdoor activities as a hobby, paint and follow tennis for passion.