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Professoressa di *Marketing Research* –
Master in Gestione d'Impresa e Master in Sales & Marketing Management
Bologna Business School
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ACADEMIC POSITIONS

Research Interests

- Problemi di scelta del consumatore ed effetti di contesto
- Norma sociale ed effetti di contesto
- Scelte di customizzazione e avversione agli estremi
- Evoluzione delle preferenze in un contesto dinamico di ingresso di nuovi prodotti
- Effetto di compromesso e teoria dei livelli di rappresentazione
- Propensione alla pianificazione
- Tecniche di meta-analisi e modelli di equazioni strutturali

Scholarships and Visiting Periods

2006, Marco Polo Scholarship "Università di Bologna".

2006-2007, Periodo di Visiting presso Fuqua School of Business, Duke University North Carolina.

EDUCATION

2007, Dottorato di Ricerca Marketing, Università di Bologna.

2003, Laurea con lode in Scienze statistiche ed Aziendali, Università di Bologna *Relatore Gian Luca Marzocchi*.

PRINCIPAL PUBLICATIONS

Maria Cristina Cito; Elisa Montaguti; Alessandra Zammit, *Identity Transition and Consumer Behavior*, in: paradigm shifts and interactions, Valencia, Universitat de Valencia, 2014, 43, pp. 1 - 7 (atti di: Paradigm shifts and interactions, Valencia; Spain, June, 3-6) [Contributo in Atti di convegno].

Elisa Montaguti; Alessandra Zammit, *It is Not Me! So Let's Customize It!*, in: 42th Emac Conference Proceedings, Istanbul, EMAC Proceedings, 2013, 42, pp. 1 - 7 (atti di: Lost in Translation: Marketing in an Interconnected World, Istanbul Technical University, 4-7 giugno 2013) [Contributo in Atti di convegno].

Visentin M.; Marzocchi G.L.; Zammit A., *L'interazione fra effetto olistico e rappresentazione temporale nella percezione delle marche*, «MERCATI E COMPETITIVITÀ», 2011, 1, pp. 11 - 31 [articolo].

J. Lynch; R. Netemeyer; S. Spiller; A. Zammit, *A Generalizable Scale of Propensity to Plan: The Long and the Short of Planning for Time and for Money*, «THE JOURNAL OF CONSUMER RESEARCH», 2010, 37, pp. 108 - 128 [articolo].

A. Zammit; E. Montaguti, *CONTEXTUAL CUES AND DESCRIPTIVE NORMS: DO PEOPLE STICK TO CONTEXT WHEN THEY KNOW WHAT OTHERS CHOOSE?*, in: Advances in Consumer Research Volume 37, eds. Margaret C. Campbell and Jeff Inman and Rik Pieters, Duluth, MN : Association for Consumer Research., DULUTH, MN, eds. Campbell and Inman and Pieters, 2010, pp. 1 - 23 (atti di: "A World of Knowledge At the Point of Confluence." The Association for Consumer Research Annual North American Conference October 22 – 25, 2009 Pittsburgh, PA, Pittsburgh, PA, USA, October 22 – 25, 2009) [Contributo in Atti di convegno].

G. Pizzi; C. Orsingher; G.L. Marzocchi; A. Zammit, *The temporal pattern of customer satisfaction: a construal-level approach*, in: Frontiers in Service Conference, SINE LOCO, sine nomine, 2010, pp. 1 - 2 (atti di: Frontiers in Service Conference 2010, Karlstad, Sweden, 10-13 giugno 2010) [Contributo in Atti di convegno].

G. Pizzi; G.L. Marzocchi; C. Orsingher; A. Zammit, *Why does the way you evaluate a service depends on when you evaluate it*, in: 39th EMAC Conference: The Six Senses – The Essentials of Marketing Editors: Suzanne C. Beckmann, Torsten Ringberg, Thomas Ritter, COPENHAGEN, Suzanne C. Beckmann, Torsten Ringberg, Thomas Ritt, 2010, pp. 1 - 5 (atti di: 39th EMAC Conference: The Six Senses – The Essentials of Marketing, Copenhagen Business School Denmark, 1-4 June 2010) [Contributo in Atti di convegno].

E. Montaguti; A. Zammit, *Contextual Cues and Socially Relevant Information: Are Consumers Sticking to Context When They Know What Others Choose?*, in: Marketing & the Core Disciplines: Rediscovering References?, Proceedings of the 38th Annual Conference of the European Marketing Academy (EMAC), 2009, May 26-29, Audencia Nantes School of Management, Nantes, France, p. 163., BRUXELLES, Helfer & Nicolas (eds.) Proceedings- 38th EMAC, 2009, pp. 1 - 5 (atti di: Marketing & the Core Disciplines: Rediscovering References?, Proceedings of the 38th Annual Conference of the European Marketing Academy (EMAC), 2009,, Audencia School of Business Nantes - France, May 26-29 2009) [Contributo in Atti di convegno].

G. Pizzi; G.L. Marzocchi; C. Orsingher; A. Zammit, *The temporal pattern of customer satisfaction: a construal-level approach*, in: J.P. Helfer & J.L. Nicolas (eds.), Marketing & the Core Disciplines: Rediscovering References?, Proceedings of the 38th Annual Conference of the European Marketing Academy (EMAC), 2009, May 26-29, Audencia Nantes School of Management, Nantes, France., BRUXELLES, Helfer & Nicolas (eds.) Proceedings- 38th EMAC, 2009, pp. 1 - 5 (atti di: Marketing & the Core Disciplines: Rediscovering References?, Proceedings of the 38th Annual Conference of the European Marketing Academy (EMAC), 2009, Audencia School of Business Nantes - France, May 26-29 2009) [Contributo in Atti di convegno].

Montaguti E.; Zammit A., *The Evolution of Compromise Effect: The Moderating Role of Socially Relevant Information*, in: Atti del V convegno annuale della società italiana marketing, "Mercati competitività e sviluppo sostenibile", Milano 2008, PARMA, Società Italiana Marketing, 2008, pp. 1 - 5 (atti di: V convegno annuale della società italiana marketing, "Mercati competitività e sviluppo sostenibile", Milano 2008, Milano, Italia, 3-4 Ottobre 2008) [Contributo in Atti di convegno].

E. Montaguti; A. Zammit, *The Evolution of Compromise Effect: The Moderating Role of Socially Relevant Information*, in: Emac 2008 Proceedings, BRUXELLES, EMAC, 2008, pp. 1 - 5 (atti di: EMAC 2008 "Marketing Landscapes: A Pause for Thought" University of Brighton UK 27-30 May 2008, Brighton, UK, 27-30 May 2008) [Contributo in Atti di convegno].

Zammit A.; Marzocchi G.L.; Pizzi G., *Time, money and compromise effect*, in: EMAC Proceedings 2008 37th Conference, BRUXELLES, EMAC Proceedings, 2008, pp. 1 - 5 (atti di: Emac 37th conference 2008

University of Brighton UK, 27-30 May 2008, University of Brighton UK, 27-30 May 2008) [Contributo in Atti di convegno].

G.L. Marzocchi; A. Zammit, *Time, money and compromise effect: the mediating role of temporal proximity and time orientation*, in: Atti del V convegno annuale della società italiana marketing, PARMA, Società Italiana Marketing, 2008, pp. 1 - 5 (atti di: V convegno annuale della società italiana marketing, Milano 3-4 Ottobre 2008, Milano, Italia, 3-4 Ottobre 2008) [Contributo in Atti di convegno].

Zammit A.; Montaguti E., *An analysis of time evolution of compromise effect: the moderating role of pioneering advantage and product category familiarity*, in: European Advances in Consumer Research, s.l., EACR, 2007, 8, pp. 23 - 23 (atti di: EACR 2007 European Conference of the Association for Consumer Research, Milano, 10-14 luglio 2007) [atti di convegno-abstract].

A. zammit; E. montaguti, *New Product Entry: the Moderating Role of Compromise Effect on Pioneering Advantage*, in: Atti IV CONVEGNO ANNUALE DELLA SOCIETA' ITALIANA MARKETING "IL MARKETING DEI TALENTI", PARMA, società italiana di marketing, 2007, pp. 1 - 23 (atti di: "IL MARKETING DEI TALENTI", Roma, 5-6 ottobre 2007) [Contributo in Atti di convegno].

Zammit A.; Montaguti E., *Time evolution of compromise effect: an analysis of the moderating role of pioneering advantage*, in: EMAC 2007 Conference Proceedings, BRUXELS, EMAC, 2007, pp. 1 - 10 (atti di: European Marketing Conference, Reykjavik University, 22-25 maggio 2007) [Contributo in Atti di convegno].

E. Montaguti; A. Zammit, *Dynamic Analysis of Compromise-Effect: the Role of Attribute Number*, in: Emac Conference Proceedings, BRUXELS, EMAC, 2006, pp. 1 - 7 (atti di: European Marketing Conference, Athens, 24-27 May 2006) [Contributo in Atti di convegno].

Marzocchi G.L.; Zammit A., *Self-Scanning Technologies in Retail: Determinants of Adoption*, «THE SERVICE INDUSTRIES JOURNAL», 2006, 26, pp. 651 - 669 [articolo].

BALLARDINI F. MALIPIERO A. ORIANI R. SOBRERO M. ZAMMIT A., *Do Stock Markets Value Innovation? A Meta-Analysis*, in: WEAWER M. K., 2005 Annual Meeting Proceedings, BARCLIFF MANOR, Academy of Management, 2005 [Contributo in Atti di convegno].

A. Zammit; D. Scarpi, *The Phoenix, the Rational Consumer and Other Mytho-Logical Creatures*, in: IAREP (JEP) CONFERENCE PROCEEDINGS, Absurdity in the economy, S.L., IAREP-Elsevier (JEP), 2005, atti 2005 [atti di convegno-abstract].

Published Paper

"A Generalizable Scale of Propensity to Plan: The Long and the Short of Planning for Time and for Money", Lynch J.J., Netemeyer R., Spiller S., Zammit A. 2010 *Journal of Consumer Research*, Vol. 37 June.

"Self scanning technologies in retail: determinants of adoption", Marzocchi G. L., Zammit A. 2006 *Service Industries Journal* Vol. 26, N. 6.

"L'interazione fra effetto olistico e rappresentazione temporale nella percezione delle marche", M. Visentin, G. L. Marzocchi, A. Zammit (2011) *Mercati e Competitività* 11/1. Best Paper 2011.

Conferences Presentations

“Contextual Cues and Descriptive Norms: Do People Stick to Context when they Know What Others Choose?” A. Zammit, E. Montaguti. (2009). *Advances in Consumer Research Volume 37*, eds. Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research. Presented at The Association for Consumer Research Annual North American Conference October 22 – 25, 2009 Pittsburgh.

“Psychological distance, level of construal and compromise effect” Marzocchi G.L. Zammit A. Presented at a 38th EMAC conference, 2009 Nantes.

“Contextual Cues and Socially Relevant Information: Are Consumers Sticking to Context When They Know What Others Choose?” Montaguti E. Zammit A. Society for Consumer Psychology Annual Conference 2009 San Diego.

“Time, money and compromise effect” Zammit A., Marzocchi G. L., Pizzi G. 2008 SIM conference Milano.

“The Evolution of Compromise Effect: The Moderating Role of Socially Relevant Information” , Montaguti E. Zammit A 2008 SIM conference Milano.

“Time, money and compromise effect” Zammit A., Marzocchi G. L., Pizzi G. 2008 37th EMAC conference University of Brighton, UK.

“The Evolution of Compromise Effect: The Moderating Role of Socially Relevant Information” , Montaguti E. Zammit A 2008 37th EMAC conference University of Brighton, UK.

“New Product Entry: the Moderating Role of Compromise Effect on Pioneering Advantage”, Zammit A., Montaguti E. SIM Conference, Rome 2007.

“An analysis of time evolution of compromise effect: the moderating role of pioneering advantage and product category familiarity”, Zammit A., Montaguti E. EACR Conference 2007, Milan.

“Time evolution of compromise effect: an analysis of the moderating role of pioneering advantage”, Zammit A., Montaguti E. 2007 36th EMAC conference Reykjavik University, Iceland.

“Dynamic analysis of compromise-effect: the role of attribute number”, Zammit A., Montaguti E. 35th EMAC Conference 2006, May, Athens.

“The Phoenix, the Rational Consumer and Other Mytho-Logical Creatures”, Zammit A., Scarpi D, IAREP Conference 2005 Prague, Czech Republic, September.

“Do stock market value innovation? A meta-analysis”, Ballardini F., Malipiero A., Oriani R., Sobrero M., Zammit A. Academy of Management Conference 2005, 5-10 August, Honolulu Hawaii.