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Professore Associato  
Università di Bologna

## **STUDIES**

2000, Laurea (MA) in Economia e Commercio 110 con lode.

Ph. D. Direzione Aziendale, Dipartimento Scienze Aziendali, Università di Bologna.

2003, Visiting scholar Kingston University, Londra, UK.

## **ACADEMIC POSITIONS**

Dal 2014, Professore Associato nel Dipartimento di Scienze Aziendali.

Dal 2015, Direttore di Laurea Specialistica in Economia e Gestione Aziendale.

## **CURRENT TEACHING**

Marketing I (BA)

Territorial Marketing (MA)

Comportamento del consumatore (BA)

Marketing - Web 2.0 (MBA)

Product and Brand Management (MBA)

## MAIN PUBLICATIONS

Marzocchi G.L., Pizzi G., Scarpi D. (2015), When a picture paints a thousand words: the effects of visual construal priming on information acquisition and choice, *Marketing Letter*, forthcoming

Pizzi G., Scarpi D., Marzocchi G.L. (2014), Showing a tree to sell the forest: the impact of attribute- and alternative-based information presentation on consumers' choices, *Journal of Economic Psychology*, doi: 10.1016/j.joep.2013.12.001

Scarpi D., Pizzi G. (2013), The Impact of Phantom Decoys on Choices and Perceptions, *Journal of Behavioral Decision Making*, 26 (5), pp.451–461

Pizzi G., Scarpi D. (2013), When out of stock products do backfire: managing disclosure time and justification wording, *Journal of Retailing*, vol.89 (3), pp. 352-359

Visentin M., Scarpi D. (2012), Determinants and mediators of the intention to upgrade the contract in buyer–seller relationships, *Industrial Marketing Management*, 41, pp. 1133 – 1141

Scarpi D. (2012), Work and Fun on the Internet: The Effects of Utilitarianism and Hedonism Online, *Journal of Interactive Marketing*, 26 (1), pp. 53 – 67

Scarpi D. (2010), Does size matter? An examination of small and large web-based brand communities, *Journal of Interactive Marketing*, 24, pp. 14 – 21

Scarpi D., Dall'Olmo Riley F., Manaresi A. (2009), Purchasing services online: a two country generalization of possible influences, *Journal of Services Marketing*, 23,2, pp. 92 - 102