

DANIELE SCARPI
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Associate Professor
University of Bologna

STUDIES

MA in Business Economics with honors in 2000

Ph. D. in Management , Department of Management, University of Bologna in 2003

Visiting scholar Kingston University, London, UK in 2003

ACADEMIC POSITIONS

Associate Professor at the Department of Management since 2014

Director of Second cycle degree in Economics and Business Administration since 2015

CURRENT TEACHING

Marketing I (BA)

Territorial Marketing (MA)

Consumer Behavior (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