



Antonella Cammarota

Ph.D. Candidate in Marketing, University of Sannio, Benevento, Italy.

Adjunct Professor, UnitelmaSapienza, Università degli Studi di Roma, Italy.

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EDUCATION

PhD Course in Marketing and Management, SECS_P 08 (XXXVI cycle)

Department of Law, Economics, Management and Quantitative Methods (DEMM), University of Sannio, Benevento, Italy.

Supervisor: Prof. Riccardo Resciniti, PhD.

Feb. 2021- ongoing

Master's degree in economics and management (LM 77), 110/110 cum Laude with a special mention for the carrier and the thesis.

University of Sannio, Benevento, Italy.

Oct. 2018- Oct. 2020

Master in “Global Marketing, Comunicazione e Made in Italy”

Centro Studi Comunicare l'Impresa - Fondazione Italia USA

Sept. 2018 - Jun. 2020

Degree in Economics of banking and financial services (L 18), 110/110 cum Laude

University of Sannio, Benevento, Italy.

Oct. 2014 – Jan. 2018

High School Diploma in Tourism, 100/100

Istituto Tecnico per il Turismo, U. Fragola, Faicchio, BN, Italy.

2009-2014

EXPERIENCES ABROAD

Visiting PhD Student

Department of Marketing, LeBow College of Business, Drexel University, Philadelphia, U.S.A.

Visiting Supervisor: Prof. Daniel Korschun, PhD.

Apr. 2023 – Sep. 2023

SOCIAL SCIENCE METHODS

Summer School of Research Methods for Social Sciences, “**Structural Equation Models - Basic Course**”, *University of Calabria, Italy.*

Professors Gaetano “Nino” Miceli and Maria Antonietta Raimondo.

5 - 9 Sep. 2022

UniLodz SDNS **Summer School of Social Research Methods**, University of Lodz, Poland.

Professors David Westlake, Wisal Ahmad, Magdalena Wojciechowska, Biagio Simonetti and Dominika Byczkowska-Owczarek.

22 Aug - 2 Sep. 2022

Summer School of Research Methods for Social Sciences, “**Econometric Analysis- Basic Course**”, University of Calabria, Italy.

Professor Gaetano “Nino” Miceli.

18 - 22 Jul. 2022

Summer School of Research Methods for Social Sciences, “**Qualitative Research**”, University of Calabria, Italy.

Professor Luca M. Visconti.

30 Aug. - 3 Sep. 2021

Introduction to Research Methods, School of Methodology SIMA-SIM 2021, Italy.

Professors Matteo Corciolani, Rebecca Pera and Giampaolo Viglia

19-21-23 Jul. 2021

WORK EXPERIENCES

Course Holder

Course of “**Corporate Social Responsibility**” (SECS-P/08 – 6 CFU)

Master’s degree in Economics, Management and Innovation (Curriculum Economics and Sustainability)

UnitelmaSapienza, Università degli Studi di Roma, Italy.

A.Y. 2023/2024

Academic Tutor

Courses of Management and International Management & Marketing, Prof. Riccardo Resciniti

Department of Law, Economics, Management and Quantitative Methods (DEMM), University of Sannio, Benevento, Italy.

Sep. 2022 – Ongoing

Scholarship holder Pathways Project for Transversal Skills and Orientation (PCTO)

Department of Law, Economics, Management and Quantitative Methods (DEMM), University of Sannio, Benevento, Italy.

Mar. 2022- Jun. 2022

Academic Tutor

Courses of Marketing, Prof. Riccardo Resciniti

Department of Law, Economics, Management and Quantitative Methods (DEMM), University of Sannio, Benevento, Italy.

Feb. 2021 – Jul. 2022

Membro Aspen Institute Italy

Aspen Institute, Roma, Italia

Sep. 2018- Jan. 2022

OTHER ACADEMIC ACTIVITIES

Invited *keynote speaker* for the seminar “**Luxury with a Purpose: Activist Brands for Women!**”, course of Digital Luxury Strategy, Università degli Studi Internazionali di Roma – UNINT, 5 December 2023.

RESEARCH AREA

Political Branding, Consumer Behavior, Social Transformation.

JOURNAL PUBLICATIONS

Cammarota, A., D'Arco, M., Marino, V. & Resciniti, R., 2023. BRAND ACTIVISM: A Literature Review and Future Research Agenda. *International Journal of Consumer Studies*, 1-23. <https://doi.org/10.1111/ijcs.12967>

CONFERENCE PROCEEDINGS

Monteverde, G., **Cammarota, A.**, Serafini, L., & Quadri, M. (2023). Not as human as me! anthropomorphism and consumer concerns about voice assistants usage. XX SIM Conference, 20-21 October 2023, Florence, Italy.

Cammarota, A., & Bucci, D. (2023). Prevention matters! Investigating the Influencing Factors of Patient Engagement in Cervical Cancer Screening Programs. XX SIM Conference, 20-21 October 2023, Florence, Italy. **[TRACK BEST PAPER AWARD]**

Cammarota, A., D'Arco, M., Marino, V., & Resciniti, R. (2023). Boycotting the activist brand: Unveiling the power of consumer-brand disalignment and political consumerism. XL Convegno Nazionale AIDEA 2023, 5-6 October, University of Salerno.

Cammarota, A., Avallone, F., Marino, V., & Resciniti. (2023). University activism: a new dimension of the university public engagement? 26th Excellence in Services International Conference, 31 August – 1 September 2023, University of West of Scotland, Paisley, Scotland.

Cammarota, A., Avallone, F., Marino, V., & Resciniti, R. (2023). Can authenticity be built? Looking for factors that influence authentic brand activism. Sinergie-Sima 2023 Management Conference, 29-30 June 2023, Bari, Italy. ISBN 978-88-947136-1-9 **[CONFERENCE BEST PAPER AWARD]**

Cammarota, A., Branca, G., Marino, V., & Resciniti, R., (2023). Generation Z' s reactions to brand activism: the role of self- identity and familiarity. Sinergie-Sima 2023 Management Conference, 29-30 June 2023, Bari, Italy. ISBN 978-88-94-7136-3-3.

Smaldone, S., **Cammarota, A.**, Marino, V., & Resciniti, R. (2023). Extra topping never hurts: exploring consumers' perceptions of brand activism campaigns via textual big data analysis. 22nd International Marketing Trends Conference, 2023, Paris. Ed. Alberto Pastore, Julien Schmitt, Julio Jimenez, Klaus-Peter Wiedmann. ISBN 978-2-490372-16-4,

Cammarota, A., Ottolenghi, C., Cinti, A., & Sabatini, A. (2022), Linking Sustainability and Customer Relationship Management: A Bibliometric Analysis. XIX SIM Conference, 20-21 October 2022, Salerno, Italy. ISBN ISBN 978-88-943918-8-6

Cammarota, A., Marino, V., & Resciniti, R. (2022). A bibliometric analysis of a risky marketing strategy: brand activism. Presented at the XIX SIM Conference, 20-21 October 2022, Salerno, Italy. ISBN ISBN 978-88-943918-8-6

Ottolenghi, C., **Cammarota, A.**, Sabatini, A., & Cinti, A. (2022). Exploring the links between CRM and Sustainability: a systematic bibliometric analysis. Sinergie-SIMA 2022 Management Conference, 30 June-1 July 2022, Bocconi University, Milan, Italy. ISBN 97888947136-0-2

Cammarota, A., D'Arco, M., Marino, V., & Resciniti, R. (2022). The “Authenticity” in the Consumer Response to Brand Activism. 21st International Marketing Trends Conference, 20-22 January 2022, Rome, Italy. ISBN 978-2-490372-14-0.

Cammarota, A., Marino, V., & Resciniti, R. (2021). Consumer Response to Brand Activism: A Multiple Case Study Analysis. XVIII SIM Conference, 14-15 October 2021, Ancona, Italy. ISBN 978-88-943918-6-2.

CONFERENCES PARTICIPATION

XX SIM Conference, Marketing per il benessere, la salute e la cura. 20-21 October 2023, University of Florence, Florence, Italy

22nd International Marketing Trends Conference, 19-23 January 2023, ESCP Business School, Paris, France.

XIX SIM Conference, Next Generation Marketing. Place, People, Planet: cooperation & shared value for a new era of critical marketing. 20 -21 October 2022, University of Salerno, Italy.

Sinergie – SIMA 2022 Conference, Boosting Knowledge & Trust for a Sustainable Business. 30 June – 1 July 2022, Bocconi University, Milan, Italy.

21st International Marketing Trends Conference, 20-22 January 2022, LUMSA University, Rome, Italy.

XVIII SIM Conference, Trasformazione digitale dei mercati: il Marketing nella creazione di valore per le imprese e la società. 14-15 October 2021, Università Politecnica delle Marche, Ancona, Italy.

AWARDS

“Premio Stefano Pace” 2023 for the article “Not as human as me! anthropomorphism and consumer concerns about voice assistants usage” with Giulia Monteverde, Ludovica Serafini, Martina Quadri. 21 October 2023, Florence.

Selected Paper for the article “Prevention matters! Investigating the Influencing Factors of Patient Engagement in Cervical Cancer Screening Programs”. XX SIM Conference, 20-21 October 2023, Florence, Italy.

Selected and Best Paper Award for the article “Can authenticity be built? Looking for factors that influence authentic brand activism”. Sinergie-Sima 2023 Management Conference, 29-30 June 2023, Bari, Italy.

“Professionista Accreditato” Certificate issued by Fondazione Italia-USA and Centro Studi Comunicare l’Impresa. Award Ceremony at the Chamber of Deputies, Rome, Italy.
Sep. 2018

OTHER SCIENTIFIC ACTIVITIES

Reviewer for *Marketing Intelligence and Planning*, *International Journal of Consumer Studies*; *Journal of Destination in Marketing & Management*, *AIDEA Conference*, *Sinergie-Sima Management Conference*.

CONOSCENZE LINGUISTICHE E INFORMATICHE

English, B2 niveau

German, B1 niveau

Software & Tools: Microsoft Office, SPSS, VOSviewer, Qualtrics, Infranodus, Canva, Apify, Moodle.

Benevento, 15 December 2023

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