



**Tina TESSITORE**

**Ph.D. in Applied Economic Sciences**

**Associate Professor, Marketing**

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## **EDUCATION**

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**2013** Ph.D. in Applied Economic Sciences, Ghent University, Belgium

**2009** Applied Economic Sciences, Ghent University, Belgium

## **RESEARCH INTERESTS**

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Consumer Behavior, Consumer Psychology, Marketing communications, Public policy in marketing

## **PROFESSIONAL EXPERIENCE**

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### **ACADEMIC:**

**2022 - Present** Associate Professor Marketing, IÉSEG School of Management, France

## **COURSES TAUGHT**

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- Applied marketing analysis, Grande ecole (bachelor cycle)
- Data insights, Grande ecole (master cycle)
- Marketing strategy, Grande ecole (master cycle)
- Marketing communication, Grande ecole (master cycle)
- Pricing in retailing, Post graduate program
- Offline brand communications
- Advanced data analysis, Grande ecole (bachelor cycle)
- Brand communications, Msc in digital marketing and crm
- Business game, Grande ecole (master cycle)
- Contemporary marketing communication strategies, Grande ecole (master cycle)

- Marketing management, Grande école (bachelor cycle)
- Pricing in marketing
- Market research
- Consumer behavior

## **INTELLECTUAL CONTRIBUTIONS**

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### **Papers in refereed journals**

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#### **Published**

Claeys P., Charry K., Tessitore T., (2024), To be real or not to be real? The effect of genuine (vs. non-genuine) depictions of social media influencers on followers' well-being and brand purchase intention., *Psychology and Marketing*, 41(1), pp. 203-222

De Kerpel L., Van Kerckhove A., Tessitore T., (2024), Can You Feel the Advertisement Tonight? The Effect of ASMR Cues in Video Advertising on Purchase Intention, *International Journal of Advertising*, 43(4), pp. 716-745

Zhu Y., Tessitore T., Harrigan P., Coussement K., (2023), A Guide to Graphic Design For Functional versus Experiential Ads: Color-Evoked Emotion and Design Complexity Can Enhance Effectiveness, *Journal of Advertising Research*, 63(1), pp. 81-104

Weismueller J., Harrigan P., Coussement K., Tessitore T., (2022), What makes people share political content on social media? The role of emotion, authority and ideology, *Computers in Human Behavior*, 129(1), pp. 107-150

Boerman S., Tessitore T., Müller C., (2021), Long-term effects of brand placement disclosure on persuasion knowledge and brand responses, *International Journal of Advertising*, 40(1), pp. 1-23

Charry K., Tessitore T., (2021), I Tweet, They Follow, and You Eat: The Number of Followers as a Social Nudge to Eat More Healthily, *Social Science & Medicine*, 269(2021), pp. 113595

Tessitore T., Geuens M., (2019), Arming consumers against product placement: A comparison of factual and evaluative educational interventions, *Journal of Business Research*, 95, pp. 38-48

Vermeir I., Kazakova S., Tessitore T., Cauberghe V., Slabbinck H., (2014), Impact Of Flow On Recognition Of And Attitudes Toward In-Game Brand Placements: Brand Congruence And Placement Prominence As Moderators, *International Journal of Advertising*, 33(4), pp. 785-810

Tessitore T., Geuens M., (2013), PP for 'Product Placement' or 'Puzzled Public'? The Effectiveness of Symbols as Warnings of Product Placement and the Moderating Role of Brand Recall, *International Journal of Advertising*, 32(3), pp. 419-442

#### **Forthcoming**

De Kerpel L., Van Kerckhove A., Tessitore T., (2024), Oops! Sorry, My Bad: How Apologizing for Trivial Mistakes in Direct Email Campaigns Leads to Positive Customer Evaluations, *International Journal of Research in Marketing*, tbd(tbd), pp. tbd

### **Communications in refereed conferences**

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#### **International**

Roose G., Tessitore T., (2023), *Blue for Forest, Red for Tree, How Color Temperature Changes What We See: The Impact of Cold and Warm Colors on Construal Level and the Halo Effect* La Londe, Porquerolles, France

Claeys P., Charry K., Tessitore T., (2022), *Happier thanks to my virtual friends? The virtuous effect of SMI genuineness on followers and brands* EMAC, Budapest, Hungary

Zhu Y., Harrigan P., Coussement K., Tessitore T., (2022), *Explore functional and experiential advertisements from a graphic design perspective* Academy of Marketing Science, Monterey, USA

Claeys P., Charry K., Tessitore T., (2021), *Are you doing this for good or bad reasons? Consumers' attributions of SMI's motivations mediating the persuasion process* EMAC, Madrid, Spain

De Kerpel L., Van Kerckhove A., Tessoro T., (2021), *Can You Feel the Advertisement Tonight? The Effect of ASMR Cues in Video Advertising on Purchase Intention* EMAC, Madrid, Spain

Roose G., Tessoro T., (2021), *Blue for forest, red for tree, how color temperature changes what we see: the impact of cold and warm colors on construal level* EMAC European Marketing Academy, Madrid, Spain

Claeys P., Charry K., Tessoro T., (2020), *Are you doing this for good or bad reasons? Consumers' attributions of SMI's motivations mediating the persuasion process* AMS, Coral Gables, USA

Charry K., Tessoro T., (2018), *Promoting healthy food by enhancing its social status: if it makes so many people to follow, it can't be that bad!* 2018 Global Marketing Conference , Tokyo, Japan

Claeys P., Charry K., Tessoro T., (2018), *Impact of dissatisfaction on post purchase intentions, engagement and WOM in the e-fluencer landscape* EMAC 47th Annual Conference, Glasgow, United Kingdom

Tessoro T., Charry K., (2018), *You tweet, they follow, and (s)he eats: the number of followers as a social nudge to eat more healthily* EMAC 47th Annual Conference, Glasgow, United Kingdom

Tessoro T., Geuens M., Pandelaere M., Cowley E., (2017), *Mind Suspicious Minds! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Persuasion Attempts* La Londe Conference, La Londe, France

## **Other conference and seminar presentations**

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### **International**

Claeys P., Charry K., Tessoro T., (2019), *Consumers' Responses To Social Media Influencers: Effect Of Dissatisfaction In The Context Of Serial Recommenders* Academy of Marketing Science (AMS), Vancouver, Canada

De Kerpel L., Tessoro T., Van Kerckhove A., (2019), *Starting Off with an Apology: Paving the Way to Consumer Persuasion?* Society for Consumer Psychology (SCP), Savannah, Georgia, USA

Tessoro T., Boerman S., Müller C., (2019), *Long-term brand placement disclosure effects* ICORIA, Krems, Austria

Tessoro T., De Kerpel L., Van Kerckhove A., (2019), *Starting Off with an Apology: Paving the Way to Consumer Persuasion?* La Londe, La Londe Les Maures, France

Charry K., Tessoro T., (2016), *Twitter in Prosocial Communication: The Mediating Role of Influence of Presumed Influence* Marketing and Public Policy, San Luis Obispo, USA

Tessoro T., Geuens M., Pandelaere M., Cowley E., (2014), *Mind Suspicious Minds! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Information Processing* Society for Consumer Psychology, Miami, USA

Tessoro T., Geuens M., Pandelaere M., Cowley E., (2014), *Suspicion is a Heavy Armor! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Persuasion Attempts* EMAC, Valencia, Spain

Tessoro T., Geuens M., Adams L., (2011), *Warning Consumers Against Product Placement: What Does and Does Not Work?* EMAC, Ljubljana, Slovenia

Tessoro T., Geuens M., Adams L., (2011), *Warning Consumers Against Product Placement: What Does and Does Not Work?* Society for Consumer Psychology, Atlanta, USA

## **Refereed proceedings**

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### **Published**

Tessoro T., Van Kerckhove A., Geuens M., (2015), *Starting off with an apology: Paving the way to consumer persuasion.*, in: Luk Warlop & Steve Muylle(Eds.) in *Collaboration in Research, European Marketing Academy (EMAC)*

Tessoro T., Geuens M., Pandelaere M., Cowley E., (2014), *Suspicion is a Heavy Armor! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Persuasion Attempts*, in: Enrique Bigné(Eds.) in *Paradigm Shifts & Interactions, European Marketing Academy (EMAC)*

Tessoro T., Geuens M., (2012), *Should you or could you? The effect of social influence in text warnings against product placement and the moderating role of self-monitoring*, in: Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu(Eds.) in *ACR Conference Proceedings, Volume 40, Advances in Consumer Research*, pp. 937-938

Vermeir I., Kazakova S., Tessitore T., Cauberghe V., Slabbinck H., (2012), The impact of flow on memory and attitudes for in-game brand placements: The moderating role of brand congruence and placement prominence, in: Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu(Eds.) in *ACR Conference Proceedings, Volume 40, Advances in Consumer Research*, pp. 868-869

Adams L., Geuens M., Tessitore T., (2010), Match-Up Effects Happen For A Reason: The Impact Of Activating Persuasion Knowledge On Endorser Effectiveness, in: Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer(Eds.) in *ACR Conference Proceedings, Volume 38, Advances in Consumer Research*, pp. 583-584

## Chapters in books

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### Published

Charry K., Tessitore T., (2016), Product placement, its supporters and detractors: A quest for balance, in: De Pelsmacker, P.(Eds.), *Handbook of Research on New Advertising Formats*, 978-1-78560-313-6, Emerald Group Publishing Limited, Bingley, chapter 12, pp. 265-290

Adams L., Geuens M., Tessitore T., (2011), Kan een slank model hamburgers promoten?, in: R. Duyck & C. Van Tilborgh (Eds.), *Annuaire Marketing Jaarboek*, 9789491171017, Pimms nv, Kalmthout, pp. 112-118

## Case studies

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Tessitore T., Cabooter E., (2021), *A Night in Amsterdam! Economic Value-Based Pricing, The Case Centre*, case study 521-0068-1, teaching note 521-0068-8, teaching note supplement 521-0068-8B, background 521-0068-4

## GRANTS AND HONORS

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### Award

2019 Teaching Excellence Award (in Master program), IÉSEG School of Management, France

2009 Best Marketing Thesis, Ghent University, Belgium

## EDITORIAL ACTIVITY

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### Reviewer in an academic journal

Journal of Marketing Communication

International Journal of Research in Marketing

International Journal of Advertising

Journal of Business Research

Psychology and Marketing

### Reviewer in an book / textbook

Handbook of Research on New Advertising Formats

## PROFESSIONAL SERVICE

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### Reviewer for an academic conference

Reviewer for EMAC

Reviewer for Marketing and Public Policy conference

Reviewer for SCP

La Londe Conference

European ACR

**Session chair in an academic conference**

EMAC 2014, Valencia

Marketing and Public Policy 2016, San Luis Obispo

**RESEARCH ACTIVITIES**

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**COMMITTEE CHAIR**

**Committee Member**

Attended the meetings for the vision steering group Best Place to Work (Lille) + participated in making the summary video and presenting the group on the Apéro Pitch, IÉSEG School of Management, France

**Co-Organizer of a workshop**

Advanced Academic Writing by Eelko Huizingh, IÉSEG School of Management, France

Creative Writing Workshop by Christina Sichtmann, IÉSEG School of Management, France

Moderation/Mediation workshop by Vasileios Davvetas (University of Vienna), IÉSEG School of Management, France

**Course Coordinator**

Advanced Data Analysis, IÉSEG School of Management, France

Offline Brand Communications (Marketing Communication), IÉSEG School of Management, France

Applied Marketing Analysis, IÉSEG School of Management, France

Data Insights, IÉSEG School of Management, France

**Member of a recruitment jury (orals)**

Oral entrance exams, IÉSEG School of Management, France

**Member of a teaching quality committee**

Responsible for the change of the master thesis procedure, IÉSEG School of Management, France

**Participation in a pedagogical cafe**

Participation in Pedagogical Cafés + the Pedagogical Day, IÉSEG School of Management, France

**Participation in a professional advisory board**

PAB meeting Marketing, IÉSEG School of Management, France

**Participation in recruitment of professors**

Participation to job talks, IÉSEG School of Management, France

## **Track research seminar Co-Coordinator**

Co-coordination of the track research seminars, IÉSEG School of Management, France

## **Supervision of Ph.D. Thesis:**

- 2024** Co-director, The Art of Persuasion: Three Novel Ways to Utilize the Power of Persuasion in Marketing Communications
- 2024** Co-director, Enhancing Advertising Effectiveness Through Emotions
- 2022** Co-director, Essays on the commercial and psychosocial impact of social media influencers on their followers.