

**Dr. Paolo Antonetti**

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**EDUCATION**

<b>2010/2013:</b>	<b>PhD in Management</b> <i>Cranfield School of Management, Cranfield University, UK</i>
<b>2009/2010:</b>	<b>Master's Degree in Management Research</b> <i>Cranfield School of Management, Cranfield University, UK</i>
<b>2008/2009:</b>	<b>Master's Degree in Strategic Marketing</b> <i>Cranfield School of Management, Cranfield University, UK</i>
<b>2000/2004:</b>	<b>Bachelor's Degree in Management</b> <i>Bocconi University, Italy</i>

**FULL TIME ACADEMIC POSITIONS**

<b>2024/Present</b>	<b>Full Professor of Marketing</b> <i>EDHEC Business School, France</i>
<b>2018/2024</b>	<b>Full Professor of Marketing</b> <i>NEOMA Business School, France</i>
<b>2020/Present</b>	<b>Visiting Professor of Marketing</b> <i>University of Lucerne, Switzerland</i>
<b>2015/2018</b>	<b>Associate Professor of Marketing</b> <i>Queen Mary University of London, UK</i>
<b>2013/2015</b>	<b>Assistant Professor of Marketing</b> <i>Warwick Business School, University of Warwick, UK</i>

## ACADEMIC PEER-REVIEWED PUBLICATIONS (41 ARTICLES, 30 AJG 3, 3 AJG 4, 1 AJG 4\*, 6 FT)

- Antonetti, P., & Baghi, I. (2024). Responding to cyberattacks by claiming victimhood. *Journal of Service Research*, forthcoming.
- Antonetti, P., & Baghi, I. (2024). Acceptable finger-pointing: How evaluators judge (or ignore) the ethicality of blame-shifting. *European Management Review*, forthcoming.
- Raynaud, S., Zanette, M. C., Valor, C., & Antonetti, P. (2024). "I want world peace... oh, and bigger boobs": repetitions and stereotyping on Friends' sustainable character Phoebe. *Journal of Marketing Management*, <https://doi.org/10.1080/0267257X.2024.2380795>.
- Antonetti, P., & Baghi, I. (2024). Who can afford to blame? Sender effects in scapegoating crisis communications. *European Journal of Marketing*, 55(8), 1410-1435.
- Sbrana, G., & Antonetti, P. (2023). Persistence modeling for sales prediction: A simple, self-contained approach. *Journal of Business Research*, 166, 114103.
- Antonetti, P., & Baghi, I. (2023). Projecting lower competence to boost an apology's effectiveness: explanatory mechanism and boundary conditions. *Journal of the Academy of Marketing Science*, 51, 695-715.
- Antonetti, P., & Crisafulli, B. (2022). Revisiting power messaging in service failures: Pitfalls and proposed solutions. *Psychology & Marketing*, 39(11), 2072-2095.
- Antonetti, P., & Manika, D. (2022). Modelling multiple forms of consumer animosity through fuzzy-set Qualitative Comparative Analysis. *European Journal of Marketing*, 56(1), 113-132.
- Valor, C., Antonetti, P., Zasuwa, G. (2022). Corporate social irresponsibility and consumer punishment: A systematic review and research agenda. *Journal of Business Research*, 144(5), 1218-1233.
- Valor, C., Antonetti, P., Crisafulli, B. (2022). The role of emotions in technology adoption: A systematic literature review and research agenda. *Technological Forecasting and Social Change*, 179(6), 121609.
- Manika, D., Antonetti, P., & Papagiannidis, S. (2021). How pride triggered by pro-environmental technology adoption spills over into conservation behaviours: A social business application, *Technological Forecasting and Social Change*, 172, 121005.
- Antonetti, P., & Baghi, I. (2021). When blame-giving crisis communications are persuasive: A dual-influence model and its boundary conditions. *Journal of Business Ethics*, 172, 59-78.
- Antonetti, P., Crisafulli, B., & Maklan, S. (2021). When doing good will not save us: Revisiting the buffering effect of CSR following service failures, *Psychology & Marketing*, 38(9), 1608-1627.
- Antonetti, P. & Baghi, I. (2021). How the sender's positioning and the target's CSR record influence the effectiveness of scapegoating crisis communications. *Marketing Letters*, 32, 411-423.
- Baghi, I., & Antonetti, P. (2021). The higher they climb, the harder they fall: The role of self-brand connectedness in consumer responses to corporate social responsibility hypocrisy. *Corporate Social Responsibility and Environmental Management*, 28(4), 1216-1230.
- Antonetti, P., & Crisafulli, B. (2021) "I will defend your right to free speech, provided I agree with you": How social media users react (or not) to online out-group aggression. *Psychology & Marketing*, 38(10), 1633-1650.

- Antonetti, P., Crisafulli, B., & Katsikeas, C. S. (2020). Does it really hurt? Making sense of varieties of anger. *Psychology & Marketing*, 37(11), 1465-1483.
- Antonetti, P., & Valor, C. (2020). A theorisation of discrete emotion spillovers: an empirical test for anger. *Journal of Marketing Management*, 37(7-8), 599-625.
- Antonetti, P., Crisafulli, B., & Tuncdogan, A. (2021). “Just look the other way”: Job seekers’ reactions to the irresponsibility of market-dominant employers. *Journal of Business Ethics*, 174, 403-422.
- Valor, C., Merino de Diego, A., & Antonetti, P. (2019). The relationship between moral competences and sustainable consumption among higher education students. *Journal of Cleaner Production*, 248, 119161.
- Antonetti, P., Manika, D., & Katsikeas, C. (2019). Why consumer animosity reduces product quality perceptions: The role of extreme emotions in international crises. *International Business Review*, 28(4), 739-753.
- Antonetti, P., Baines, P., & Jain, S. (2018). The persuasiveness of guilt appeals over time: Pathways to delayed compliance. *Journal of Business Research*, 90, 14-25.
- Antonetti, P., Crisafulli, B., & Maklan, S. (2018). Too good to be true? Boundary conditions to the use of downward social comparisons in service recovery. *Journal of Service Research*, 21(4), 438-455.
- Valor, C., Antonetti, P., & Carrero, I. (2018). Stressful sustainability: A hermeneutic analysis. *European Journal of Marketing*, 52(3/4), 550-574.
- Antonetti, P., & Maklan, S. (2018). Identity bias in negative word of mouth following irresponsible corporate behavior: A research model and moderating effects. *Journal of Business Ethics*, 149(4), 1005-1023.
- Baghi, I., & Antonetti, P. (2017). High-fit charitable initiatives increase hedonic consumption through guilt reduction. *European Journal of Marketing*, 51(11/12), 2030-2053.
- Antonetti, P., & Manika, D. (2017). The offline spill-over of signing online petitions against companies: A dual pathway model. *Information Technology & People*, 30(4), 969-990.
- Antonetti, P., & Anesa, M. (2017). Consumer reactions to corporate tax strategies: the role of political ideology. *Journal of Business Research*, 74, 1-10.
- Antonetti, P., & Maklan, S. (2017). Concerned protesters: from compassion to retaliation, *European Journal of Marketing*, 51(5/6), 983-1010.
- Manika, D., Gregory-Smith, D., & Antonetti, P. (2017). Pride in health interventions: A double-edged sword. *Psychology & Marketing*, 34(4), 410-427.
- Maklan, S., Antonetti, P., Whitty, S. (2017). Think atomistic not holistic: A better way to manage customer experience at Royal Bank of Scotland (RBS). *California Management Review*, 59(2), 92-115.
- Antonetti, P. (2016). Consumer anger: A label in search of meaning. *European Journal of Marketing*, 50(9-10), 1602-1628.
- Antonetti, P., & Maklan, S. (2016). Hippies, greenies and tree-huggers: How the ‘warmth’ stereotype hinders the adoption of responsible brands, *Psychology & Marketing*, 33(10), 796-813.
- Antonetti, P., & Maklan, S. (2016) Social identification and corporate irresponsibility: A model of stakeholder punitive intentions, *British Journal of Management*, 27(3), 583-605.

- Antonetti, P., & Maklan, S. (2016). An extended model of moral outrage at corporate social irresponsibility. *Journal of Business Ethics*, 135(3), 429-444.
- Antonetti, P., & Baines, P. (2015). Guilt in marketing research: An elicitation-consumption framework and research agenda. *International Journal of Management Reviews*, 17(3), 333-355.
- Antonetti, P., Baines, P., & Walker, L. (2015). From elicitation to consumption: Assessing the longitudinal effectiveness of negative emotional appeals in social marketing. *Journal of Marketing Management*, 31(9-10), 940-969.
- Antonetti, P., & Maklan, S. (2015). How categorisation shapes the attitude-behaviour gap in responsible consumption. *International Journal of Market Research*, 57(1), 51-72.
- Antonetti, P., & Maklan, S. (2014). Feelings that make a difference: How guilt and pride convince consumers of the effectiveness of sustainable consumption choices. *Journal of Business Ethics*, 124(1), 117-134. Impact Factor 4.14, FT listed.
- Antonetti, P., & Maklan, S. (2014). Exploring post-consumption guilt and pride in the context of sustainability. *Psychology & Marketing*, 31(9), 717-735.
- Maklan, S., Knox, S., & Antonetti, P. (2014). Building a sustainable bank: the case of GTBank of Nigeria. *Thunderbird International Business Review*, 56(5), 461-473.

#### BOOKS AND MANAGERIAL PUBLICATIONS

- Baines, P., Rosegren, S., & Antonetti, P. (2022). [\*Marketing Sixth Edition\*](#). Oxford University Press, Oxford. Leading marketing textbook in the UK for market share.
- Baines, P., Antonetti, P., Whitehouse, S., & Rosengren, S. (2021). [\*Fundamentals of Marketing Second Edition\*](#). Oxford University Press, Oxford.

#### CONFERENCE PAPERS AND ACADEMIC PRESENTATIONS (LIMITED TO LATEST 10)

- Antonetti, P, Baghi, I., & Gregoire, Y. (2024). “Product failure recovery in a multi-agent context, presented at SERVIG 2024 (Bordeaux, France) and Frontiers in Service 2024 (Florida, USA), June and July 2024.
- Antonetti, P & Baghi, I. (2023). “I am a victim too”: Recovery from a service crisis through victimage communications, presented at Frontiers in Service 2023, Maastricht (Netherlands), June 2023.
- Antonetti, P. & Baghi, I. (2022). ““Sorry for being so useless!”: How acknowledging low competence can boost apology effectiveness, presented at La Londe Service Conference, 17th International Research Conference in Service Management, June 2022.
- Millard, R., Manika, D., Henneberg, S., & Antonetti, P. (2020). “Defining and operationalizing the consumer experience of surprise: Implications for health behavior change and social marketing”, presented at Winter AMA, San Diego (USA), February 2020.
- Antonetti, P., & Manika, D. (2019). “A configurational approach to consumer animosity”, presented at Academy of Marketing Science World Marketing Congress, Edinburgh (UK), July 2019.

- Antonetti, P., & Crisafulli, B. (2019). “And never the twain shall meet”: Differentiating between vindictive and supportive consumer anger, presented at QUIS 16, Karlstad (Sweden), June 2019.
- Antonetti, P., Baines, P., & Jain, S. (2019). “Guilt trips: Modelling the positive and negative effects of guilt appeals”, presented at the *Association for Consumer Research Asia-Pacific Conference*, Indian Institute of Management, Ahmedabad (India), January 2019.

-- further details on conference papers available upon request--

## RESEARCH GRANTS

- 2021: EPSRC Impact Acceleration Account, £15000 in support of the project entitled: *Pro-environmental Behaviour Change and the Usefulness of a Dynamic Social Norms Communications Strategy: A Comparative Study Across UK and China*. PI Professor Danae Manika.
- 2019: NEOMA Business School, Seed Money, €10.000 in support of the project entitled: *Managing attributions of gratitude-generating encounters*.
- 2017: Queen Mary University of London, School of Business and Management Seedcorn Funding, £5.000 in support of the project entitled: *A typology of anger experiences following service failures*.
- 2015: British Academy/Leverhulme Small Research Grants, £9.990 awarded in support of the research project entitled: *Engendering delayed effects through narrative persuasion in guilt appeals*.

## ACADEMIC SERVICE

- Editorial experience
  - *Journal of Business Ethics*, Section Editor Marketing and Business Ethics (since 1<sup>st</sup> January 2023).
  - *Journal of Marketing Management*, Associate Editor.
  - *Journal of Business Research* member of the Editorial Review Board since 2023.
  - *Business & Society* member of the Editorial Review Board since 2023.
  - *Journal of Current Issues and Advertising* member of the Editorial Review Board since 2021.
  - *European Journal of Marketing* member of the Editorial Review Board since 2018.
  - *International Journal of Market Research* member of the Editorial Review Board since 2014.
- Other academic activities
  - Supervision to completion of one PhD student at Queen Mary University of London, UK. Completed in January 2020. Examination of two PhD students as external examiner.
  - Supervision to completion of one PhD student at ICADE Business School, Spain.
  - Supervision of one PhD student at NEOMA Business School. Second year of studies.

## **LANGUAGE SKILLS**

- Native Italian, French fluent speaker (C1), Spanish lower intermediate (B1) and beginner Mandarin (A2).