CURRICULUM VITAE

PERSONAL DETAILS

Raffaele Filieri

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ACADEMIC EXPERIENCE

From 2017 to present
Professor of **Digital Marketing** and **Director of the Research Ethics Committee** at Audencia Business School, Marketing Department, 8 Route de la Jonelière, 44312, Nantes, France.
• ***Teaching****:* Digital Marketing & Social Networks (Master Level); Consumer Behavior (UG level); Green Marketing (UG level); Principles of Marketing (UG level).
• ***Teaching*** *(*in China at *Southwestern University of Finance and Economics):* Principles of Marketing; Green Marketing.

From January 2019 to September 2021
Visiting Professor at **IULM, Libera Universita' di Lingue e Comunicazione**, Milano. Dipartimento di Business, Law, Economics and Consumer Behaviour - Business, Diritto, Economia e Consumi "Carlo A. Ricciardi".
Teaching: 2020-21 Data Management and Business Analytics for Tourism; Advanced Digital Marketing for Tourism - Master's Degree in Hospitality and Tourism Management; 2019/2020: Marketing Strategies in Hospitality and Tourism; Digital Marketing for Hospitality and Tourism; ICT and Digital Marketing for the Tourism Industry (Includes Workshop "Digital Innovation for the Travel Industry Competitiveness"); 2018/2019: Marketing Strategies in Hospitality and Tourism; Hospitality & Tourism Information Technology.

From January 2015 to 2018
Visiting Professor at **Kedge Business School**, Marseille, France.
Teaching: Digital Marketing; Luxury Brand Management.

From May 2022 to present
Renowned Overseas Faculty Program. Southwestern University of Finance and Economics, Chengdu, China.

June 2018
Summer school at Universidad de Los Andes, Bogota', Colombia.
Teaching activity: Digital & social media marketing.
https://administracion.uniandes.edu.co/noticias/meet-the-2018-international-summer-school-visiting-professors/

Editorial Roles

• **Associate Editor:** *European Management Review* (3* ABS)*; Journal of Business Research* (3* ABS); *International Journal of Hospitality Management* (3* ABS); *Internet Research* (3* ABS); *Spanish Journal of Marketing* (1* ABS).
• **Editorial board member:** *Journal of Travel Research (4* ABS); Tourism Management (4* ABS); International Journal of Contemporary Hospitality Management (3* ABS); Psychology & Marketing (3* ABS); Internet Research (3* ABS); Journal of Brand Management (2* ABS)*; *Journal of Consumer Behaviour (2* ABS); Journal of Knowledge Management (2* ABS); European Management Journal (2* ABS); Journal of Travel & Tourism Marketing (2* ABS); Tourism Review (1* ABS); Asia Pacific Management Review (1* ABS).*
• **Reviewer activity:** *Annals of Tourism Research (**outstanding reviewer award**); Tourism Management; Journal of Travel Research; Journal of World Business; Journal of Retailing; European Journal of Operations Research; European Journal of Information Systems; Journal of Interactive Marketing; Psychology & Marketing; International Marketing Review; Journal of Business Research (**outstanding reviewer award**); Computers in Human Behavior (**outstanding reviewer award**); Information Technology & People; Information & Management*; *European Journal of Marketing; European Management Review; European Management Journal*; *IEEE Transactions in Engineering Management*; *Journal of Sustainable Tourism*; *Technological Forecasting & Social Change*; *Internet Research; International Journal of Contemporary Hospitality Management*; *International Journal of Hospitality Management*; *International Journal of Information Management*; *Journal of Retailing & Consumer Services*; *Information Technology & Tourism*; *British Food Journal*; *Journal of Destination Marketing*; *Journal of Hospitality and Tourism Management; International Journal of Tourism Research*; *Journal of Travel & Tourism Marketing*, *Int. Journal of Human-Computer Interaction*; *Journal of Research in Interactive Marketing*; *Journal of Service Theory and Practice,* and many more.

Research Funding Proposal Assessor
Social Sciences and Humanities Research Council of Canada;
Swiss National Science Foundation.

External Academic progression
Professor Progression: Pamplin College of Business at Virginia Tech, US;
Professor Progression: University of South Africa, Cape town;

Professor Recruitment feedback: Professor of digital marketing at Bristol University.

External examiner
Brunel University London (2018-2022).

Successful Funding Applications

2022. Bando Vinci 2022 – Capitolo III. Italy.
May 2022. Can social media influencers contribute to a zero-waste world? The role of source characteristics and content quality on recycling attitude and waste reduction. Audencia Foundation, France.
October 2020. An exploration of customer experience with premium versus standard peer-to-peer accommodation sharing. Audencia Foundation, France.
May 2019. The moderating role of the product's environmental impact on the influence of negative online reviews on consumers' attitude towards a brand and purchase intention. Audencia Foundation, France.
May 2019. The moderating role of disposition to trust in consumer's trust towards sharing economy platforms and purchase intention. Audencia Foundation, France.
2011. Knowledge Transfer Partnership. Consultancy project with Tharsus spa, Newcastle, UK.
2009. Percorsi. New media & communication for cultural heritage marketing. Funded by Wind SPA (Principal investigator).
2009. Benchmarking of Sustainable Tourism policies in Italy. Funded by La Sapienza Università di Roma (Principal investigator).
2008. Best practices in marketing communications for consumers' recycling behaviour: evidence from 5 Italian case studies. Funded by La Sapienza Università di Roma (Principal investigator).
2008. Customers' satisfaction and brand image of Puglia as a tourism destination. Regione Puglia.

Invited Speaker
Essex University, UK; Newcastle University, UK; Academy of Marketing, UK; Kedge Business School, France; Ecole de Management Léonard De Vinci Paris, France; South Western University of Finance and Economics, China; Guangdong University of Foreign Studies, China; Universita' Cattolica del Sacro Cuore, Milan; IULM University, Milan; Universita' del Salento, Lecce.

Awards
Highly Cited Researcher (1% of worldwide scholars, 1 in 1000, Clarivate 2022).

Ranked 7.788 in the Top 2% Stanford University's science-wide scientist's databases of standardized citation indicators. My ranking: 18th in the World, 7th in Europe, and 2nd in France in the category Business & Management + Marketing. Source: https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/4

Best Paper in Track - Consumer Research. Paper Title: Shilling in online reviews: 'An exploratory study on consumer attitude and behaviour with promotional reviews'. Issued by Academy of Marketing Conference, Bournemouth 7-11 July 2014

Best Conference Paper (overall). Academy of Marketing 2012, Southampton. Paper Title: 'Understanding consumers adoption of e-WOM through information quality and product ranking'.

Previous Jobs

2015 - 2018

Senior Lecturer in **Marketing** at **Newcastle University Business School**, **Newcastle University**, 5 Barrack Road, NE1 4SE, Newcastle Upon Tyne, UK.

• ***Teaching****:* International Brand Management (Postgraduate); Digital Marketing (PG); Strategic Marketing (Undergraduate); Quantitative Research Methods (Ph.D. students).

• ***Other duties:*** Redesign of modules (teaching materials, assessment and assignments, teaching & learning plans); grants/funding applications.

2011 - 2015

Senior Lecturer in **Marketing** at **Newcastle Business School**, **Northumbria University**, City Campus East 1, Newcastle Upon Tyne, NE1 8ST, UK.

• **Modules taught:** Marketing Communications, Global Marketing Communications, Consumer Behaviour, Strategic Management and Marketing, Business Processes and Systems, Business Performance Management, Advertising Management, Research Methods, and various Travel & Tourism modules.

• **Other duties (including admin):** acting as Programme Director (Travel & Tourism degrees)*;* redesign of modules, assessment and assignments, teaching & learning plans at PG (master) and UG levels; marking and acting as internal moderator for different modules; UG & PG students supervision and examination; delivery of dissertation workshops; involved in the annual progression of PhDs and DBAs; attending teaching revision week; chairing faculty research sessions and committees; development of research projects and business engagement activities (e.g. Tharsus); dissemination of research and knowledge within the department; development of research with leading academics in other countries; networking with business organizations and academics in the region; guest lectures; PGHEP teaching qualification completed; member of the Scientific Committee of ICCMI (International Conference on Contemporary Marketing Issues); bidding & consultancy; organizing conferences and workshops.

2009 - 2011

Lecturer (fixed-term) in Marketing at **Kemmy Business School,** Department of Marketing and Management, **University of Limerick**, Plassey Technological Park, Limerick, Ireland.

• ***Modules taught:*** Entrepreneurship & Innovation, Management, Marketing Principles, Marketing Management, Human Resource Management, Marketing Intelligence, Applied Marketing 1 and 2, Marketing Communications, Consumption and Consumer Behaviour.

• ***Other duties:*** guest lectures; undertaking personal research projects and actively contributing to the institution's research profile; designing, preparing and developing teaching materials; adoption of innovative teaching materials and media (videos, game

simulation…); establishing collaborative links with staff; supporting students; supervision of group work activities; setting and marking examinations; attendance to workshops and research seminars; Ph.D. review meetings; administrative responsibilities.

May 2004 –October 2010 (various positions)
Post-doc position (fixed-term). Teaching Assistant in Marketing, Tourism Marketing; Sociology of Tourism; Territorial Marketing; Sustainable Marketing and Environmental Communication at **La Sapienza Università di Roma**, via Salaria, 113, 00198, Roma, Italy.
• ***Activities:*** Teaching and supervision (UG and PG students), examinations, development of research projects, definition and management of group work activities, development of innovative learning resources, administrative responsibilities, development of internal and external scientific networks, research assistant (at CITTA, *Territorial and Tourism Marketing and Planning Research Centre*), instructor in public and private companies.

2005- 2008
Visiting Ph.D. (part-time) at euro-Mediterranean Incubator in e-Business Management, Department of Innovation Engineering, **Università del Salento**, via per Monteroni s.n., 73100, Lecce, Italy.
Involved in the following research projects:

- "Knowledge Warehousing Intelligente" (*knowledge management, knowledge sharing, and innovation performance*) aimed at supporting the vehicle development process, proponent: Elasis s.p.a., founded by law 297.
- "Teschet", Teschet Technology system for cultural heritage in tourism (*business models, e-business, e-tourism*).
- "New Organizational Models for Firms and Clusters of Firms of Small and Medium Size in the Digital Era" (*business model, business strategy, extended enterprise*).
- "Capitale Innovativo" (*inter-firm social capital, innovation*).

Supervisors: prof. Angelo Corallo, Associate Professor, Universita' del Salento, angelo.corallo@unisalento.it and dr. Valentina Ndou, Researcher, Universita' del Salento, valentina.ndou@unisalento.it. PhD School director : prof. Carrassiti, Universita' Roma 3.

NON-ACADEMIC WORK EXPERIENCE

November 2008 – April 2009
Business Analyst, Focus Management, C.so Lodi 6/A, angolo via Salmini, 1, 20135, Milano, Italy.
• Projects I have worked on: customers' needs and satisfaction analysis, development of marketing and business plans, supply-chain redesign, business process reengineering.

Clients: Merck (Pharmaceutical corp.), Farmacia Fracassini (Pharmacy), Bianco Igiene Ambientale (waste management SME), Resort Masseria Le Lame (5-star hotel).

September 2005 – July 2008
Consultant and **Coach** (part-time) at Clio S.r.l. (www.clio.it) in Search Engine Marketing and Search Engine Optimization, Web 2.0 Marketing, Web-Marketing, e-Business, Business Plan, and European Computer Driving License.

EDUCATION / CERTIFICATES

September 2011 to January 2014
PG Certificate in Higher Education Practice (PG Cert. HEP). Two modules: 'Learning, Teaching and the Student Experience' (40 credits) and 'Developing Research and Innovation' (20 credits), Northumbria University, Newcastle Upon Tyne, UK

March 2005 – February 2008
Multidisciplinary Ph.D. School in **Industrial Complex Systems** (with scholarship) at **Università Roma Tre**, via della vasca navale, 79, 00146, Roma, Italy.
- PhD Area: Business Engineering/ Industrial Marketing.

Dissertation Title: "Overcoming Knowledge Sharing Barriers Through Communities of Practice". *Date of discussion:* 13/01/2009.

October 1999 – April 2004
BA, **MSc Faculty** of **Social Sciences -** major in **Marketing & Communication**, at La Sapienza Università di Roma, via Salaria 113, 00198, Rome, Italy.
Final Grade: 110 e lode/110 cum laude (highest grade in the Italian system).
Thesis in web marketing. Title: 'The impact of Information and Communication Technologies on Tourism and Development of a Methodology for Destination's Websites Qualitative and Quantitative Assessment' (published).

September 1993-July 1998
High-School Diploma (5 years) at Liceo Scientifico "Giulietta Banzi Bazzoli", major in Sciences and Foreign Languages (English, French, German). Final Grade: 56 out of 60.

List of Publications

Research topics	Methods	Publications
1) Digital & social media (e.g., eWOM, influencers, content marketing); 2) Online Consumer behavior (e.g., online trust; social influence); 3) Information Processing; 4) Multidisciplinary approach to	Text analytics on big data; structural equation modelling (co-variance based and PLS-SEM); regression analysis; experimental designs;	70+ publications in 35 different journals spanning marketing, information systems and the service industries.

Technology Adoption and continuance intention; 5) Brand Management; 6) Impact of culture on consumer information processing and purchase decisions; 7) Knowledge management & innovation	scale development; qualitative analysis (interviews, focus groups)	**4* (ABS) = 12** **3* = 40** **Citations:** 9.174 (Google Scholar)

- ✓ **Peer-reviewed international academic journals**

1. Filieri, R, Alguezaui, S, Galati, F, Raguseo, E (2023) Customer experience with standard and premium Peer-To-Peer offerings: a mixed-method combining text analytics and qualitative analysis. *Journal of Business Research*. Forthcoming.

2. Liao, J., He, S., Feng, W., Filieri, R (2023) "I Love It" Versus "I Recommend It": The Impact of Implicit and Explicit Endorsement Styles on Electronic Word-of-Mouth Persuasiveness. *Journal of Travel Research*. https://doi.org/10.1177/00472875231175083

3. Gan, J., Shi, S., Filieri, R., & Leung, W. K. (2023). Short video marketing and travel intentions: The interplay between visual perspective, visual content, and narration appeal. *Tourism Management*, 99, 104795

4. D'Acunto, D., Filieri, R., Amato, S. (2023). Hotels' environmentally-framed eWOM. The moderating role of environmental culture. *Tourism Management* Volume 98, October 2023, 104776. https://doi.org/10.1016/j.tourman.2023.104776

5. Luan, J., Filieri, R., Xiao, J., Sun, Y. (2023). Consumer–Brand Relationships and Social Distance: A Construal Level Theory Perspective. *Psychology & Marketing*. Forthcoming. https://doi.org/10.1002/mar.21818

6. Mele, E., Filieri, R., De Carlo, E. (2023). Pictures of a crisis. Destination marketing organizations' Instagram communication before and during a global health crisis. *Journal of Business Research*. Volume 163, August 2023, 113931. https://doi.org/10.1016/j.jbusres.2023.113931

7. Filieri, R., Milone, F., Paolucci, E., Raguseo, E. (2023). A big data analysis of COVID-19 impacts on Airbnbs' bookings behavior applying construal level and signaling theories. *International Journal of Hospitality Management*. Volume 111, May 2023, 103461. https://doi.org/10.1016/j.ijhm.2023.103461

8. Filieri, R., Acikgoz, F., Du, H. (2023). Electronic Word-Of-Mouth from Video Bloggers: The Role of Content Quality and Source Homophily Across Hedonic and Utilitarian Products. *Journal of Business Research*. Volume 160, May 2023, 113774. https://authors.elsevier.com/a/1gevHXj-jfsll

9. Bazi, S., Filieri, R., Gorton, M., (2023). Social media content aesthetic quality and customer engagement: the mediating role of entertainment and impacts on brand love and

loyalty. *Journal of Business Research*. 160 (2023) 113778. https://www.sciencedirect.com/science/article/pii/S0148296323001364?dgcid=author

10. Luan, J., Filieri, R., Xiao, J., Han, Q., Zhu, B., & Wang, T. (2023). Product information and green consumption: An integrated perspective of regulatory focus, self-construal, and temporal distance. *Information & Management*, Volume 60, Issue 2, March 2023, 103746. https://doi.org/10.1016/j.im.2022.103746

11. Filieri, R., Acikgoz, F., Li, C., Alguezaui, S. (2023). Influencers' 'organic' persuasion through electronic word of mouth (eWOM): A case of sincerity over brains and beauty. *Psychology & Marketing*. Volume 40, Issue 2
February 2023, Pages 347-364 https://doi.org/10.1002/mar.21760

12. Dwivedi, Y.K., Hughes, l., Wang, y., Alalwan, A.A., Ahn, SJ, Balakrishnan, J., Barta, S., Belk, R., Buhalis, D., Dutot, V., Felix, R., Filieri, R., Flavián, C., Gustafsson, A., Hinsch, C., Hollensen, S., Jain, V., Kim, J., Krishen, A., Lartey, J.O., Pandey, N., Ribeiro-Navarrete, S., Raman, R., Rauschnabel, P.A., Sharma, A., Sigala, M., Veloutsou, C., Wirtz, J. (2022). Metaverse marketing: How the metaverse will shape the future of consumer research and practice (2023). *Psychology & Marketing*, 40, Issue 4, 750-776. https://doi.org/10.1002/mar.21760

13. Berger, D., Ghaffari, M., Viglia., G., Filieri, R. (2023). Choosing the discount size in the software industry: How to incentivise the salesforce. *Industrial Marketing Management*. Volume 109, February 2023, Pages 232-244. https://doi.org/10.1016/j.indmarman.2023.02.002

14. Hu, L., Filieri, R., Acikgoz, F., Zollo, L., Rialti, R., (2023). The Effect of Utilitarian and Hedonic Motivations on Mobile Shopping Outcomes. A Cross-Cultural Analysis. International Journal of Consumer Studies 47(2), 751-766.https://doi.org/10.1111/ijcs.12868.

15. Dwivedi,Y.K., L. Hughes, Y. Wang, A. A. Alalwan, S. J. Ahn, J. Balakrishnan, S. Barta, R. Belk, D. Buhalis, V. Dutot, R. Felix, **R. Filieri**, C. Flavián, A. Gustafsson, C. Hinsch, S. Hollensen, V. Jain, J. Kim, A. S. Krishen, J. O. Lartey, N. Pandey, S. Ribeiro-Navarrete, R. Raman, P. A Rauschnabel, A. Sharma, M. Sigala, C. Veloutsou, J. Wirtz (2023). Metaverse marketing: implications for research and practice. *Psychology & Marketing*. 40, 4(2023): 750-776. Available at: https://doi.org/10.1002/mar.21767.

16. **Filieri, R.,** Lin, Z., Li, Y., Lu, X., & Yang, X. (2022). Customer Emotions in Service Robot Encounters: A Hybrid Machine-Human Intelligence Approach. *Journal of Service Research*, Vol. 25(4) 614–629. Available at: https://doi.org/10.1177/109467052211039

17. Singh, P., Bala, H., Dey, B. L., & **Filieri, R.** (2022). Enforced remote working: The impact of digital platform-induced stress and remote working experience on technology exhaustion and subjective wellbeing. *Journal of Business Research*, 151, 269-286. https://doi.org/10.1016/j.jbusres.2022.07.002

18. Liao, J., Wang, W., Du, P. and **Filieri, R.** (2022), "Impact of brand community supportive climates on consumer-to-consumer helping behavior", *Journal of Research in Interactive Marketing*, Vol. ahead-of-print No. ahead-of-print, pp. 1-19. Available at: https://doi.org/10.1108/JRIM-03-2022-0069

19. Acikgoz, F., **Filieri, R.,** & Yan, M. (2022). Psychological predictors of intention to use fitness apps: The role of subjective knowledge and innovativeness. *International Journal of Human–Computer Interaction*, 1-13. https://doi.org/10.1080/10447318.2022.2074668

20. Hu, L., **Filieri, R.,** Acikgoz, F., Zollo, L., & Rialti, R. (2022). The Effect of Utilitarian and Hedonic Motivations on Mobile Shopping Outcomes. A Cross-Cultural Analysis. *International Journal of Consumer Studies*, 47(2), pp.751-766. *Available at:* https://doi.org/10.1111/ijcs.12868.

21. Liao, J., Li, C., & **Filieri, R.** (2022). The Role of Humor in Management Response to Positive Consumer Reviews. *Journal of Interactive Marketing*, 57(2), 323-342.

22. Li, S., Wang, Y., **Filieri, R.,** & Zhu, Y. (2022). Eliciting positive emotion through strategic responses to COVID-19 crisis: Evidence from the tourism sector. *Tourism management*, 90, 104485.

23. Onofrei, G., **Filieri, R.,** & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, 142, 100-112.

24. O'Dwyer, M., **Filieri, R.,** & O'Malley, L. (2022). Establishing successful university–industry collaborations: barriers and enablers deconstructed. *The Journal of Technology Transfer*, 1-32.

25. Sameeni, M. S., Ahmad, W., & **Filieri, R.** (2022). Brand betrayal, post-purchase regret, and consumer responses to hedonic versus utilitarian products: The moderating role of betrayal discovery mode. *Journal of Business Research*, 141, 137-150.

26. Mainolfi, G., Lo Presti, L., Marino, V., & **Filieri, R.** (2022). "YOU POST, I TRAVEL." Bloggers' credibility, digital engagement, and travelers' behavioral intention: The mediating role of hedonic and utilitarian motivations. *Psychology & Marketing*, 39(5), 1022-1034.

27. Rialti, R., **Filieri, R.,** Zollo, L., Bazi, S., & Ciappei, C. (2022). Assessing the relationship between gamified advertising and in-app purchases: a consumers' benefits-based perspective. *International Journal of Advertising*, 41(5), 868-891.

28. **Filieri, R.,** Galati, F., & Raguseo, E. (2022). The Host Canceled My Reservation! Impact of Host Cancelations on Occupancy Rate in the P2P Context: A Signaling Theory Perspective. *IEEE Transactions on Engineering Management*.

29. Waehning, N., & **Filieri, R.** (2022). Consumer motives for buying regional products: the REGIOSCALE. *Marketing Letters*, 33(2), 215-236.

30. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., **Filieri, R.,** Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.

31. D'Acunto, D., Volo, S., **Filieri, R.,** (2021) "Most Americans like their privacy". Exploring privacy concerns through US guests´ reviews. *International Journal of*

Contemporary Hospitality Management, Vol. 33 No. 8, pp. 2773-2798. https://doi.org/10.1108/IJCHM-11-2020-1329

32. **Filieri, R.,** Lin, Z., Pino, G., Al Guezaui, S., Inversini, A. (2021). The role of visual and verbal cues in eWOM on consumers' behavioral intention and decisions. *Journal of Business Research*. Volume 135, October 2021, Pages 663-675. https://doi.org/10.1016/j.jbusres.2021.06.055.

33. Chen, Y., Lin, Z., **Filieri, R.,** & Liu, R. (2021). Subjective well-being, mobile social media and the enjoyment of tourism experience: a broaden-and-build perspective. *Asia Pacific Journal of Tourism Research*, 26(10), 1070-1080.

34. **Filieri, R.** and Mariani, M. (2021), "The role of cultural values in consumers' evaluation of online review helpfulness: a big data approach", *International Marketing Review*, Vol. 38 No. 6, pp. 1267-1288. https://doi.org/10.1108/IMR-07-2020-0172.

35. **Filieri, R.,** Yen, D., Yu, Q. (2021) #iLoveLondon: An exploration of the declaration of love towards a destination on Instagram. *Tourism Management*, Volume 85, August 2021, 104291. https://doi.org/10.1016/j.tourman.2021.104291

36. Yan, M., **Filieri, R.,** Raguseo, E., Gorton, M. (2021). Mobile apps for healthy living: factors influencing continuance intention for health apps. *Technological Forecasting & Social Change*. Volume 166, May 2021, 120644. https://authors.elsevier.com/c/1cXNk98SGp2i-.

37. Yan, M., **Filieri, R.,** & Gorton, M. (2021). Continuance intention of online technologies: A systematic literature review. *International Journal of Information Management*, 58, 102315. https://www.sciencedirect.com/science/article/abs/pii/S0268401221000086.

38. **Filieri, R.,** D'Amico, E., Destefanis, A., Paolucci, E., & Raguseo, E. (2021). Artificial intelligence (AI) for tourism: a European-based study on successful AI tourism start-ups. *International Journal of Contemporary Hospitality Management*, Vol. 33 No. 11, pp. 4099-4125. https://doi.org/10.1108/IJCHM-02-2021-0220

39. **Filieri, R.,** Javornik, A., Han, H., Niceta, A. (2021). Environmentally-framed eWOM messages of different valence: The role of environmental concerns, moral norms, and product environmental impact. *Psychology & Marketing*. Volume 38, Issue 3, March 2021, Pages 431-454. https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.21440

40. **Filieri, R.,** Raguseo, E., & Vitari, C. (2021). Extreme Negative Ratings and Online Consumer Review Helpfulness: The Moderating Role of Product Quality Signals. *Journal of Travel Research.* Vol. 60(4) 699–717. Available at: https://journals.sagepub.com/doi/pdf/10.1177/0047287520916785.

41. **Filieri, R.,** Acigkoz, F., Ndou, V., Dwivedi, Y. (2021). Is TripAdvisor still relevant? The influence of review credibility, review usefulness and ease of use on consumers' continuance. *International Journal of Contemporary Hospitality Management,* Vol. 33 No. 1, 2021 pp. 199-22 https://doi.org/10.1108/IJCHM-05-2020-0402

42. **Filieri, R.,** Galati, F., & Raguseo, E. (2021). The impact of service attributes and category on eWOM helpfulness: An investigation of extremely negative and positive ratings using latent semantic analytics and regression analysis. *Computers in Human Behavior*, Volume 114, January 2021, 106527. Available at: https://doi.org/10.1016/j.chb.2020.106527.

43. Zollo, L., **Filieri, R.,** Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. *Journal of Business Research*, 117, 256-267.

44. Yuan, D., Lin, Z., **Filieri, R.,** Liu, R., & Zheng, M. (2020). Managing the product-harm crisis in the digital era: The role of consumer online brand community engagement. *Journal of Business Research*, 115, 38-47.

45. Javornick, A., **Filieri, R.,** Gunmann, R. (2020). "Don't forget that others are watching, too!" The effect of conversational human voice and reply length on observers' perceptions of complaint handling in social media. *Journal of Interactive Marketing*, 50, 100-119.

46. Bazi, S.M., **Filieri, R.**, Gorton, M. (2020) Customers' motivation to engage with luxury brands on social media. *Journal of Business Research*, 112 (May 2020), 223-235.

47. Wang, Y., Asaad, Y., **Filieri, R.** (2020). What makes hosts trust Airbnb? Antecedents of hosts' trust towards Airbnb and its impact on continuance intention. *Journal of Travel Research*, 59(4), 686–703.

48. Winter, A., Jones, W. S., Allen, A. J., Price, D. A., Rostron, A., **Filieri, R.,** & Graziadio, S. (2020). The Clinical Need for New Diagnostics in the Identification and Management of Patients with Suspected Sepsis in UK NHS Hospitals: A Survey of Healthcare Professionals. *Antibiotics*, 9(11), 737.

49. **Filieri**, **R.**, Lin, Z., D'Antone, S., Chatzopoulou, E. (2019). A cultural approach to brand equity: The role of brand mianzi and brand popularity in China. *Journal of Brand Management*. Volume 26, Issue 4, pp 376–394.

50. **Filieri, R.,** Raguseo, E. Vitari, C. (2019). What moderates the influence of extremely negative ratings? The role of review and reviewer characteristics. *International Journal of Hospitality Management*, 77 (2019) 333–341.

51. **Filieri, R.,** Raguseo, E. Vitari, C. (2018). When are extreme ratings more helpful? Empirical evidence on the moderating effects of review characteristics and product type. *Computers in Human Behavior,* November 2018, 134-142.

52. **Filieri, R**., McLeay, F., Tsui, B., Lin, Z. (2018). Consumer perceptions of information helpfulness and determinants of purchase intentions in consumer reviews for services. *Information & Management*, 55(8), 956-970

53. **Filieri, R.,** Hofacker, C., Alguezaui, S. (2018). What makes information in online reviews diagnostic over time? The role of review relevancy, factuality, currency, source credibility, and overall ranking scores. *Computers in Human Behavior,* 80, March 2018, Pages 122-131.

54. Lin, Z., Chen, Y., and **Filieri, R.** (2017). “Residents’ participation in value co-creation with tourists: the role of perceived tourism impacts and life satisfaction”. *Tourism Management*. Volume 61, August 2017, Pages 436–442.

55. **Filieri, R.**, Chen, W., and Dey, B., (2017). The importance of enhancing, maintaining and saving face in smartphone repurchase intentions of Chinese early adopters: an exploratory study. *Information, Technology & People*, Vol. 30 Issue: 3, pp.629-652

56. **Filieri, R.,** and Lin, Z. (2017). “The role of aesthetic, cultural, utilitarian and branding factors in young Chinese consumers' repurchase intention of smartphone brands.” *Computers in Human Behavior, 67*(February 2017), 139-150

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