

Curriculum vitae – Marco Mandolfo

OVERVIEW

Marco Mandolfo was born in Milan, April 15th, 1992. Since November 2022, he is Junior Assistant Professor at the Department of Management, Economics, and Industrial Engineering at Politecnico di Milano.

In January 2022, he received his Ph.D. with honours in Management Engineering at Politecnico di Milano. He started his Ph.D. research in November 2018 with the scholarship entitled “Using biometrics to enrich consumer decision making process models”.

From December 2021 to October 2022, he was Post-Doc fellow researcher at the Department of Management, Economics, and Industrial Engineering at Politecnico di Milano, where he has received a scholarship entitled “Analisi delle determinanti fisiologiche dei processi di acquisto di impulso/studi quali-quantitativi e oggettivi (fisiologici) sulle caratteristiche dell’acquisto di impulso”.

From December 2017 to October 2018, he was temporary fellow researcher at the Department of Management, Economics, and Industrial Engineering at Politecnico di Milano, with a scholarship entitled “Studio del comportamento di fruizione dei contenuti televisivi attraverso tecniche biometriche”.

He collaborates since May 2017 with PHEEL (Physiology, Emotion, Experience, Lab) at Politecnico di Milano.

I. EDUCATION

DATE	November 2018 – January 2022
INSTITUTE	Politecnico di Milano, School of industrial and information engineering
QUALIFICATION ACHIEVED	Doctor of Philosophy in Management Engineering
GRADUATION THESIS	<i>Buying, fast and slow. A dual-process approach to investigate young consumers' online impulse buying</i>
GRADE	Doctor in Management Engineering, Cum Laude
DATE	January 2020 – July 2020
INSTITUTE	Institut für Informationswirtschaft und -Management (IISM), Karlsruher Institut für Technologie (KIT)
DESCRIPTION	PhD visiting period
DATE	October 2014 – April 2017
INSTITUTE	Politecnico di Milano, School of Industrial and Information Engineering
QUALIFICATION ACHIEVED	Master of Science degree in Management Engineering - Digital Business and Market Innovation
GRADUATION THESIS	<i>You trust me, and I feel it – Influence of foreign live biofeedback on interpersonal trust-related behaviour</i>
GRADE	110 / 110 cum laude
DATE	September 2016 – March 2017
INSTITUTE	Institut für Informationswirtschaft und -Management (IISM), Karlsruher Institut für Technologie (KIT)
DESCRIPTION	Master thesis drafting
DATE	August 2015
INSTITUTE	санкт-петербургский политехнический университет петра великого Peter the Great St.Petersburg Polytechnic University
DESCRIPTION	International Business Analysis – Summer School
DATE	March 2015 – August 2015
INSTITUTE	Karlsruher Institut für Technologie (KIT), Master of Science degree in Wirtschaftsingenieurwesen
DESCRIPTION	Erasmus exchange
DATE	September 2011 – July 2014
INSTITUTE	Politecnico di Milano, Scuola di Ingegneria dei Sistemi, Ingegneria Gestionale
QUALIFICATION ACHIEVED	Bachelor of Engineering in management engineering

II. RESEARCH ACTIVITY

Marco Mandolfo has carried out an intense research activity on marketing management issues since 2018. Below is the complete list of the publications:

- [1] Mandolfo, M., Di Dalmazi, M., & Lamberti, L. (2024). Now you see me. Evaluating visual and auditory brand placement disclosures in music video. *Journal of Marketing Communications*, 30(5), 553-575.
- [2] Di Dalmazi, M., Mandolfo, M., Guixeres Provinciale, J., Alcañiz Raya, M. L., & Lamberti, L. (2024). How immersive technologies impact behavioral responses in destination marketing: The mediating role of physiological arousal and presence. *International Journal of Contemporary Hospitality Management*.
- [3] Mandolfo, M., Lamberti, L. & Noci, G. (2024). Pay attention to me: evaluating the contribution of neurophysiological measures for attention and recall in advertising. In *American Marketing Association Summer Conference 2024*.
- [4] Mandolfo, M., van Reijmersdal, E., Di Dalmazi, M., Bettiga, D., & Lamberti, L. (2024). Made to Impress: Examining the Influence of Tailored Advertising Disclosures on Persuasion Knowledge. In *Advances in Advertising Research XIV*.
- [5] Mandolfo, M., Bettiga, D., Reali, P., Chirico, A., Sarcinella, E. (2024). Simulated nature and real emotions: An empirical preliminary study on the impact of realism on aesthetic emotions, affect and attitudes towards nature-based simulated contents. In *Realities Conference Proceedings 2024*.
- [6] Mandolfo, M., & Noci, G. (2024). Beyond Self-Reports: Evaluating Neurophysiological Measures of Attention and Recall in Digital Advertising. In *22nd International Conference on Research in Advertising (ICORIA) 2024 Proceedings*.
- [7] Balafas, S., Di Serio, C., Lolatto, R., Mandolfo, M., Bianchi, A. M., Wit, E., & Brombin, C. (2024). Comparing Fundraising Campaigns in Healthcare using Psychophysiological Data: A Network-Based Approach. *Statistical Methods & Applications*.
- [8] Klumpp, M., Meiser, A., Polenghi, A., & Mandolfo, M. (2024). Welcome to the jungle – Evaluation and cross-validation of human data sources for analyzing human-centric manufacturing and logistics processes. In *2024 NeuroPsychoEconomics Conference Proceedings*.
- [9] Bettiga, D., Mandolfo, M., Reali, P., Chirico, A., Sarcinella E. D., Lauro, V., Lamberti, L., & Gaggioli, A. (2024). Aesthetic emotions and tourism behaviours: impacts of interactive versus non-interactive virtual reality (VR) experiences, In *2024 NeuroPsychoEconomics Conference Proceedings*.
- [10] Lorandi, M., Di Dalmazi, M., Mandolfo, M., & Noci, G. (2024). VR immersive experiences in tourism: an EEG study. In *2024 NeuroPsychoEconomics Conference Proceedings*.
- [11] Di Dalmazi, M., Mandolfo, M., Guixeres Provinciale, J., Alcañiz Raya, M. L., & Lamberti, L. (2024). Beyond Reality: Exploring Product-Environment Congruency in Immersive Virtual Environments. In *AIRSI2024 The Metaverse Conference*.

- [12] Bettiga, D., Mandolfo, M., Reali, P., & Sarcinella, E. (2024). Virtual Reality (VR) encounters: how do they affect visitors' experiences? In *AIRSI2024 The Metaverse Conference*.
- [13] Di Paolo, F., Di Dalmazi, M., Mandolfo, M., & Bettiga, D. (2024). Exploring the Factors Influencing the Adoption of Wrist-Worn Wearable Devices for Well-Being Monitoring Among End Users. In *International Conference on Human-Computer Interaction 2024*.
- [14] Shooshtari, S., Antonelli, A., Laurens, P., Kinik, N., Polenghi, A., Mandolfo, M., Klumpp, M. (2024). Under Pressure – Empirical Measurement of Operator Stress in Manufacturing and Logistics Processes. In *Twenty-third International Working Seminar on Production Economics*.
- [15] Di Dalmazi, M., Mandolfo, M., Guixeres Provinciale, J., Alcañiz Raya, M. L., & Lamberti, L. (2024). 360-degree virtual tours in destination marketing: A multi-method approach exploring the effects of presence and emotions on intention to visit. In *American Marketing Association Winter Conference 2024*.
- [16] Mandolfo, M., Baisi, F., & Lamberti, L. (2023). How did you feel during the navigation? Influence of emotions on browsing time and interaction frequency in immersive virtual environments. *Behaviour and Information Technology* 42(8), 1216-1229.
- [17] Mandolfo, M., Di Dalmazi, M., Di Paolo, F., & Lamberti, L. (2023). Exploring Advertising Blindness in the Metaverse: An Empirical Investigation Using Consumer Neuroscience. In *American Marketing Association Summer Conference 2023*.
- [18] Mandolfo, M., van Reijmersdal, E., Di Dalmazi, M., Bettiga, D., & Lamberti, L. (2023). Made for you: investigating the effectiveness of tailored advertising disclosures. In *21st International Conference on Research in Advertising (ICORIA) 2023 Proceedings*.
- [19] Mandolfo, M., Bettiga, D., & Noci, G. (2023). Advancing user research in naturalistic gambling environments through behaviour tracking. A pilot study. In *International Conference on Human-Computer Interaction 2023*.
- [20] Mandolfo, M., Di Dalmazi, M., Di Paolo, F., & Lamberti, L. (2023). Examining advertising blindness in metaverse: an investigation on the perception of ads in virtual environments. In *2023 NeuroPsychoEconomics Conference Proceedings*.
- [21] Mandolfo, M., Bettiga, D., Lamberti, L., & Noci, G. (2023). Beyond clicks and impressions: enhancing advertising effectiveness measurement with attention metrics. In *Riunione Scientifica Annuale 2023 AiIG*.
- [22] Peggiani, G., Mandolfo, M., Bettiga, D., & Noci, G. (2023). Transference of Product Attachment: Exploring the Dynamics of Consumers' Relationships with Products and Brands. In *Riunione Scientifica Annuale 2023 AiIG*.
- [23] Di Dalmazi, M., Mandolfo, M., Lamberti, L., & Noci, G. (2023). Immersed in Retailing Virtual Experiences: What Managers Can Learn From The Evolution Of Consumer Behavior. In *Riunione Scientifica Annuale 2023 AiIG*.
- [24] Bettiga, D., Ghiacci, F., Mandolfo, M., & Noci, G., (2023). The case for repair: how to offer it and what to expect from consumers. In *Riunione Scientifica Annuale 2023 AiIG*.
- [25] Di Dalmazi, M., Peggiani, G., Mandolfo, M., & Lamberti, L. (2023). Towards immersive virtual tourism experiences: lessons learnt from applied neuroscience. In *AIRSI2023 The Metaverse Conference*.

- [26] Mandolfo, M., Bettiga, D., Lamberti L., & Noci, G. (2022). Influence of sales promotion on impulse buying: a dual process approach. *Journal of Promotion Management*. 28(8), 1212-1234.
- [27] Di Dalmazi, M., Mandolfo, M., Stringhini, C., & Bettiga, D. (2022). Influence of technostress on work engagement and job performance during remote working. In *International Conference on Human-Computer Interaction*. Springer, Cham.
- [28] Mandolfo, M., Di Dalmazi, M., & Lamberti, L. (2022). Find me if you can. Assessing visual and auditory product placement disclosures in online music videos. In *2022 NeuroPsychoEconomics Conference Proceedings* (pp. 1-38).
- [29] Bettiga, D., Mandolfo, M., & Lamberti, L. (2022). Product attachment: an empirical investigation of the visceral, behavioral, and reflective components. In *2022 NeuroPsychoEconomics Conference Proceedings*.
- [30] Di Dalmazi, M., Di Paolo, F., Mandolfo, M., & Lamberti, L. (2022). Measuring the experience in the metaverse. A conceptual and methodological review of consumer presence in immersive virtual environments. In *2022 NeuroPsychoEconomics Conference Proceedings*.
- [31] Mandolfo, M. (2022). Rein it in. Nudge-based interventions to cope with online impulse buying among young adults. *Journal of Behavioral Economics for Policy*, 6(S1), 59-66.
- [32] Balafas, S., Brombin, C., Lolatto, R., Mandolfo, M., Bianchi, A. M., Wit, E., & Di Serio, C. (2022). Comparing Communication Strategies Using EEG Network Inference. In *31st International Biometric Conference (IBC2022)*.
- [33] Bettiga, D., Mandolfo, M., & Noci, G. (2022). Influence of gamification on consumers' cognitive, affective, and behavioral responses. In *1st IEEE International conference on cognitive aspects of virtual reality* (pp. 79-83). IEEE.
- [34] Mandolfo, M., Di Dalmazi, M., Di Paolo, F., & Lamberti, L. (2022). Your ad is ignored. Applying consumer neuroscience to investigate advertising blindness in the metaverse. In *Riunione Scientifica Annuale 2022 AiIG*.
- [35] Di Dalmazi, M., Di Paolo, F., Mandolfo, M., & Lamberti, L. (2022). If I feel it, I buy it. The influence of presence on consumer behaviour: A methodological perspective. In *Riunione Scientifica Annuale 2022 AiIG*.
- [36] Di Paolo, F., Di Dalmazi, M., Mandolfo, M., & Bettiga, D. (2022). Wearables for pervasive wellbeing monitoring: is it just about functional value?. In *Riunione Scientifica Annuale 2022 AiIG*.
- [37] Bettiga, D., Mandolfo, M., Di Paolo, F., & Noci, G. (2022). Fix it or buy it? Exploring the emotional drivers of consumer decisions to repair a durable good. In *Riunione Scientifica Annuale 2022 AiIG*.
- [38] Bettiga, D., Mandolfo, M., Lolatto, R., & Lamberti, L. (2021). Investigating the effect of price tag colours on cortical, cardiac and ocular responses. In *2021 4th International Conference on Bio-Engineering for Smart Technologies (BioSMART)* (pp. 1-5). IEEE.
- [39] Mandolfo, M., Bettiga, D., Lamberti, L., & Noci, G. (2021). Commissioning neuromarketing: what do practitioners need to consider? In *Riunione Scientifica Annuale 2021 AiIG*.

- [40] Chianella, R., Mandolfo, M., Lolatto, R., & Pillan, M. (2021). Designing for Self-awareness: Evidence-Based Explorations of Multimodal Stress-Tracking Wearables. In *International Conference on Human-Computer Interaction 2021* (pp. 357-371). Springer, Cham.
- [41] Mandolfo, M., & Lamberti, L. (2021). Past, Present, and Future of Impulse Buying Research Methods: A Systematic Literature Review. *Frontiers in Psychology*, 12.
- [42] Mandolfo, M., Baisi, F., & Lamberti, L. (2021). How do affective states influence browsing in immersive virtual environments? Empirical insights into cognitive and neurophysiological drivers of interactive behaviours. In *2021 NeuroPsychoEconomics Conference Proceedings* (pp. 1-32).
- [43] Mandolfo, M., Di Dalmazi, M., & Lamberti, L. (2021). Implicit and explicit predictors of online impulse buying. In *IAREP-SABE Virtual Conference 2021*.
- [44] Mandolfo, M., Pavlovic, M., Pillan, M., & Lamberti, L. (2020) Ambient UX Research: User Experience Investigation Through Multimodal Quadrangulation. In *International Conference on Human-Computer Interaction 2020* (pp. 305-321). Springer, Cham.
- [45] Mandolfo, M., Lolatto, R., & Lamberti, L. (2020). See me, feel me, impulse buy me. An analysis of physiological and behavioural responses to unplanned and impulsive online purchases. In *2020 NeuroPsychoEconomics Conference Proceedings* (p.28). ISSN 1861-8243.
- [46] Rocco, G., Reali, P., Lolatto, R., Mandolfo, M., Mazzola, A., & Bianchi, A. M. (2020). Exploration of the physiological response to an online gambling task by frequency domain analysis of the electrodermal activity. In *2020 42nd Annual International Conference of the IEEE Engineering in Medicine & Biology Society (EMBC)* (pp. 91-94). IEEE.
- [47] Mandolfo, M., Chen, S., & Noci, G. (2020). Co-creation in new product development: which drivers of consumer participation? *International Journal of Engineering Business Management*, 12, 1847979020913764.
- [48] Mandolfo, M., & Lamberti, L. (2019). Do not forget about the price tag! A neuroscientific approach to delve into the influence of colour and price reduction on product perception. In *Riunione Scientifica Annuale 2019 AiIG*.
- [49] Gastaldi, L., Lettieri, E., & Mandolfo, M. (2019). Consumer Adoption of Digital Technologies for Lifestyle Monitoring. In *2019 IEEE 23rd International Symposium on Consumer Technologies (ISCT)* (pp. 11-16). IEEE.
- [50] Mandolfo, M., Bettiga, D., Lolatto, R., & Reali, P. (2019). Would you bet on your physiological response? An analysis of the physiological and behavioral characteristics of online electronic gaming machines players. In *2019 NeuroPsychoEconomics Conference Proceedings* (p.28). ISSN 1861-8243.
- [51] Alon, I., Chen, S., & Mandolfo, M. (2019). Supply chain–marketing integration: How do European SMEs go to China via the New Silk Road. *Business Process Management Journal*, 25(2), 368-378.
- [52] Mandolfo, M., & Bettiga, D. (2018). Better off alone? An analysis of behavioral characteristics of electronic gaming machine players. In *Riunione Scientifica Annuale 2018 AiIG*.

Doctoral thesis:

- [53] Mandolfo, M. (2022). Buying fast and slow. A dual-process approach to investigate young consumers' online impulse buying.

Edited conference proceedings:

- [54] Mandolfo, M., Reimann, M., Schilke, O. (eds). (2024). Connecting the dots: The intersection of Management, Economics, Neuroscience, and Psychology. 2024 NeuroPsychoEconomics Conference Proceedings. *ISSN 1861-8243*.

Marco has participated as invited speaker at the following events:

- [1] Tailored sound design: simulations and biometric data for a better sound experience. Speech given at *Automotive NVH Comfort Le Mans 2023 – International Conference & Exhibition, October 2023*.
- [2] La nuova frontiera dell'esperienza utente. Speech given at the *Workshop Metaverse Marketing Lab, Politecnico di Milano, October 2023*.
- [3] Consumer neuroscience: fact or fiction? Speech given at *Biosignals Connect, Karlsruhe, July 2023*.
- [4] Ora mi vedi: Contesto e adv blindness negli spazi immersivi. Speech given at the *Convegno Metaverse Marketing Lab, Politecnico di Milano, May 2023*.

Marco has also a series of research papers currently under review. These are reported in the following:

- [a] Mandolfo, M., Di Dalmazi, M., & Lamberti, L. Is there more than self-reporting? Investigating the effectiveness of a multimethod approach to predict online impulse buying. Under review in *European Journal of Marketing*.
- [b] Mandolfo, M., Di Dalmazi, M., Di Paolo, F., & Lamberti, L. Beyond exposure: the influence of user tasks and induced presence on product placement effectiveness in virtual environments. Under review in *Journal of Business Research*.
- [c] Peggiani, G., Mandolfo, M., Bettiga, D., & Noci, G. From one purchase to the next: Exploring the transference of product attachment. Under review in *European Journal of Marketing*.
- [d] Klumpp, M., Mandolfo, M., Knierim, M., Lamberti, L., & Cagliano, R. Mind before Matter? Neuroscience for Understanding the Human Element in Logistics and Supply Chain Management. Under review in *International Journal of Physical Distribution & Logistics Management*.

III. ACADEMIC APPOINTMENTS

Conjointly with the scientific activity, Marco Mandolfo carries out teaching activities at Politecnico di Milano and at the PoliMi Graduate School of Management, where he is Faculty member. The main activities are listed below:

- Lecturer for the class Experimental and Behavioral Methods, PhD. in Management Engineering at Politecnico di Milano. From April 2024 until today.
- Lecturer for the class Economia e Organizzazione Aziendale C (ING-IND/35), B. Sc. in Ingegneria Biomedica, ingegneria dei Materiali e delle Nanotecnologie at Politecnico di Milano. From February 2023 until today.
- Teaching support for the class Strategy & Marketing (ING-IND/35), M. Sc. in Management Engineering at Politecnico di Milano. From September 2022 until today.
- Teaching activity in specialised Masters, MBA classes, and corporate education programs at PoliMi Graduate School of Management. Teaching topics include consumer neuroscience, marketing research, performing arts marketing, omnichannel marketing, and strategic marketing. From April 2019 until today.
- Teaching support for the class Omnichannel Marketing Management (ING-IND/35), M. Sc. in Management Engineering at Politecnico di Milano. From September 2021 to September 2022.
- Teaching support for the class Marketing Analytics (ING-IND/35), M. Sc. in Management Engineering at Politecnico di Milano. From September 2021 to September 2022.
- Course Tutorship for the class Strategy & Marketing (ING-IND/35), M. Sc. in Management Engineering at Politecnico di Milano. From October 2017 to September 2022.
- Teaching support for the class Multichannel Customer Strategy (ING-IND/35), M. Sc. in Management Engineering at Politecnico di Milano. From September 2020 to September 2021.
- Teaching support for the class Economia e Organizzazione Aziendale C (ING-IND/35), B. Sc. in Ingegneria Biomedica, Chimica, dei Materiali e delle Nanotecnologie at Politecnico di Milano. From March 2018 to February 2021.

Since September 2022, Marco is also involved in the organisation of the Master in Performing Arts Management organised by Accademia Teatro alla Scala in partnership with PoliMi Graduate School of Management and Piccolo Teatro di Milano. The primary objective of the Master is to bestow upon emerging professionals an expansive viewpoint on the performing arts domain, ensuring the integration of cultural and artistic insights with economic and managerial expertise.

IV. SPECIALISED TRAINING AT QUALIFIED NATIONAL AND INTERNATIONAL INSTITUTES

Marco followed specialised educational activities at national and international research institutes. These include the following:

- “Advanced Tools for Psychology and Social Science”. Summer School organised by Università Cattolica (Milan) during August 2019.
- “Biostatistics and Experimental design”- Elective Doctoral training at Politecnico di Milano during 2020.
- “ECMCRC Summer School on Behavioral and Neuroscientific Research for Economics, Finance and Accounting”. Summer School organised by Dublin City University during July 2020.
- “Advanced Neuromarketing”. Specialised course held by Prof. Dr. Zoëga Ramsøy during July 2020.
- Summer Schools organised by Associazione italiana di Ingegneria Gestionale. These include “Teaching in Management Engineering: scope, methods and practices” in September 2019 at Università degli Studi di Palermo; “Research in Management Engineering: Improving Relevance and Rigor” in February 2021 at Università degli Studi di Padova; and “Pathways to Research Impact” in September 2021 at Politecnico di Bari.
- “Early Career Scholars Lab - Navigating the challenge of high-quality research with impact” organised by Associazione italiana di Ingegneria Gestionale in September 2023 at Università di Bologna.

V. PARTICIPATION IN NATIONAL AND INTERNATIONAL RESEARCH GROUPS

Marco has established a range of national and international research collaborations, detailed as follows:

- Investigation into the impact of biofeedback on the dynamics of interpersonal trust exchange, conducted at the Institut für Informationswirtschaft und -management at the Karlsruher Institut für Technologie from July 2016 to March 2017. This research, carried out during an exchange period, resulted in the master's thesis titled “You trust me, and I feel it. Influence of foreign live biofeedback on interpersonal trust-related behavior.”
- Exploration of customer behavioral patterns at points of sale and their interactions with the retail environment, in partnership with the Osservatorio Innovazione Digitale nel Retail at the Politecnico di Milano in 2017. This collaboration contributed to the publication of the observatory's annual report.
- Conceptualization and testing of a stress-monitoring prototype via mobile devices, funded by an international telecommunications company as part of the HIRP initiative—a global call for ideas—from 2019 to 2021. This project involved designing,

prototyping, and testing the application in collaboration with the Department of Design and the Department of Electronics, Information, and Bioengineering at Politecnico di Milano It resulted in the creation of prototyping guidelines and a validated wearable concept.

- Analysis of physiological and behavioural responses to social marketing visual campaigns promoted by the Telethon Foundation. Initiated in 2019, this ongoing collaboration involves the Department of Management, Economics, and Industrial Engineering, and the Department of Electronics, Information, and Bioengineering at Politecnico di Milano, along with the Università Vita-Salute San Raffaele. The project has resulted in the publication of both conference and journal papers.
- Analysis of the psychophysiological profile of aesthetic emotions in virtual versus real environments, and study of the correlation between emotional responses in virtual settings and their real-life behavioural consequences. This project, part of an ongoing PRIN (Progetto di Rilevante Interesse Nazionale) initiative started in 2023, aims to develop virtual reality design guidelines. It involves collaboration with the Departments of Psychology and Sociology at Università Cattolica and the Department of Electronics, Information, and Bioengineering at Politecnico di Milano. So far, the project has led to the publication of three conference papers.

VI. TECHNOLOGY TRANSFER

During his career, Marco has participated in various research projects and third party work financed by private companies. The work was carried out on behalf of PHEEL employing multimethod approaches combining neurophysiological, behavioural, observational, and interviewing methods. These include:

- Usability analysis of digital interfaces for Smart TV systems. The research was part of a project with an Italian broadcasting player carried out during the years 2017, 2018 and 2019.
- Analysis of the influence of contextual variables on the effectiveness of online advertisement. The research explored the influence of digital contexts on the perception during the exposure to video advertisement messages. The research was part of a project with an Italian media company carried out in 2017.
- Exploration of the physiological and behavioural responses to gambling experiences in slot halls and on online gaming platforms. The research project was supported by one of the leading authorised gambling companies in Italy, within a research project launched by the Italian Agency for Customs and Monopoly in the years 2017 and 2018.
- Testing of individuals' reactions to different editorial contents in conjunction with the concurrent watcher's need. The study was part of a project with an Italian broadcasting player during the years 2017, 2018, and 2019.
- Analysis of the exploration and interaction patterns with advertising overlays contextual to the watching experience. The study was part of a project with an Italian media company carried out in 2018.

- Comparative User Experience analysis of the activation process of high-end smartphones. The research was part of a project with an international telecommunication company carried out in 2019.
- Comparative usability analysis of interface designs of high-end tablets. The research was part of a project with an international telecommunication company performed during the years 2019 and 2020.
- Analysis of the behavioural and perceptive responses during the driving experience of luxury cars. The testing sessions were carried out in the ecological environment as part of a project with an international car manufacturer company during the years 2019, 2020, 2021, 2022 and 2023.
- Usability analysis of a prototyped application for mobile and desktop. The research was part of a project with a national utility company carried out in 2022-2023.
- Usability analysis of prototyped immersive environments. The research was part of a project with a national utility company carried out in 2023.
- Analysis of the Metaverse's impact on user behaviour, adoption patterns from consumer and business perspectives, and its economic effects on the Italian market. This research, conducted for Meta as part of a project at Politecnico di Milano spanning 2023 to 2024, culminated in the publication of four business reports, several press releases, and a concluding symposium.

VII. EDITORIAL AND REVIEWER ACTIVITY

Marco is Associate Editor of *Frontiers in Communication* for the section Advertising and Marketing Communication.

Also, Marco is ad-hoc reviewer for scientific journals such as *Psychology & Marketing*, *Journal of Consumer Behaviour*, *Journal of Neuroscience*, *Psychology*, and *Economics*, *Behaviour & Information Technology*, *Creativity and Innovation Management*, *Journal of Marketing Communications*, *International Journal of Contemporary Hospitality Management*, *Frontiers in Psychology*, *Frontiers in Communication*, *Journal of Promotion Management*, *Spanish Journal of Marketing*, *International Journal of Emerging Markets*, *Hardware X*, *BPA Applied Psychology Bulletin*, and *Business Process Management Journal*.

VIII. CONFERENCE ACTIVITY

Marco has been actively involved with the Association for NeuroPsychoEconomics since 2019, serving as the President of the Executive Committee from December 2023 onwards. He has been a regular presenter at the annual NeuroPsychoEconomics conferences since 2019. He won for two consecutive years the Best Paper Award, runner-up (2019 and 2020) and has been since then invited chairman of the following tracks:

- Track chairman of the session “Neuroeconomics” at the 2021 NeuroPsychoEconomics Conference.
- Track chairman of the session “Consumer behaviour & marketing” at the 2022 NeuroPsychoEconomics Conference.
- Track chairman of the session “Social and behavioural neuroscience” at the 2023 NeuroPsychoEconomics Conference.

Furthermore, at the 2023 NeuroPsychoEconomics Conference, he co-organized the symposium titled “How to access the first floor of consumer neuroscience: methodological tips from young researchers.” He was also appointed Conference Chair for the 2024 NeuroPsychoEconomics Conference at Politecnico di Milano, where he served as editor of the conference proceedings.

Since 2018, has participated as a presenter at Riunione Scientifica Annuale AiIG (Associazione italiana Ingegneria Gestionale). Here, in 2022, he was proponent and chairman of the track “The evolution of consumer behavior when dealing with digital technologies and platforms”.

In addition, he took part in several international conferences including, among the others, the International Conference on Human-Computer Interaction (from 2019 to 2024), the American Marketing Association Conference (2023-2024), the Annual Meeting of the Academy of Management (2024) the International Conference on Research in Advertising (2023-2024), the IAREP-SABE Conference (2021), and the International Symposium on Consumer Technologies (2019).

IX. HONOURS AND AWARDS

Over the years Marco has received the following prizes and scholarships:

- “2020 IAREP (International Association for Research in Economic Psychology)” scholarship for best research paper proposal “Rein it in. Behavioural approaches to cope with online impulse buying among young adults”.
- “Neuropsychoeconomics Conference 2020 – Best paper award, runner-up” for research paper “See me, feel me, impulse buy me. An analysis of the physiological and behavioural responses to unplanned and impulsive online purchases”.

- “Neuropsychoeconomics Conference 2019 – Best paper award, runner-up” for research paper “Would you bet on your physiological response? An analysis of the physiological and behavioral characteristics of online electronic gaming machines players”.
- “Tesi all'estero a.a. 2015/2016” scholarship for master thesis innovativeness.
- “Roberto Rocca a.a. 2015/2016” scholarship for academic merits.

X. PERSONAL SKILLS

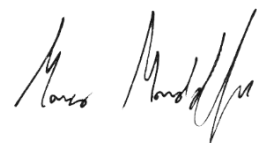
- Golf player since the age of seven playing at a competitive level during the years 2004 – 2012.
- Winner of several junior golf championships, of whom two National Trophies (Trofeo Michele 2009, Trofeo Amalga 2009).
- Captain of the youth team Tolcinasco Golf Club for the national team championships under 18 during the years 2007 – 2010.
- Responsible for the youth team at Tolcinasco Golf Club during the years 2007 – 2012.
- Winner of 30° and 32° Campionato Nazionale Associazione Italiana Ingegneri Golfisti 2021, 2023.

XI. LANGUAGE SKILLS

- Mother tongue: Italian
- Other languages:

	PROFICIENCY	CERTIFICATIONS
ENGLISH	Professional working proficiency	<ul style="list-style-type: none"> ▪ Certificate in Advanced English (CAE) – C1 ▪ Professional English: English for Academics
GERMAN	Good working proficiency	<ul style="list-style-type: none"> ▪ Erasmus OSL Language Assessment – C1 ▪ Goethe Zertifikat – B2
SPANISH	Elementary proficiency	
RUSSIAN	Elementary proficiency	

Milan, 30.07.2024



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