

curriculum vitae

PERSONAL INFORMATION

Surname	Di Dalmazi
Name	Michele
Address	
Telephone	
E-mail	michele.didalmazi@polimi.it

Summary	<p>Michele Di Dalmazi, PhD, is an engineer and postdoctoral researcher at Politecnico di Milano. He graduated in Management Engineering with a specialization in Digital Business and Market Innovation and obtained a PhD in consumer behavior in 2025 from the Department of Management, Economics, and Industrial Engineering. During his doctoral studies, he explored the impact of virtual reality (VR) technologies on consumer experience, conducting research based on biofeedback, brain activity analysis, eye tracking, and behavioral responses. His main research focuses on the effects of metaverse-related technologies (XR, AR, virtual influencers), artificial intelligence, and digital technologies on consumer behavior. His research interests also include the study of user experience in the automotive sector, with the aim of analyzing the evolution of marketing content in driving contexts, promoting sustainable driving behaviors, and exploring new user interfaces and interior design solutions for the automotive industry. Currently, he is the coordinator of the Metaverse Marketing Lab at Politecnico di Milano and a member of the AXD (Advanced Experience Design) research group. He collaborates with international companies in the technology and automotive sectors to develop innovative solutions related to marketing and customer experience. Since 2022, he has been a Lecturer at the Graduate School of Management of Politecnico di Milano, where he teaches courses on marketing and consumer behavior. He is also a guest lecturer at POLI.design, teaching in the User Interface Design course. Additionally, he supports teaching activities in MSc programs at Politecnico di Milano, particularly in the fields of marketing analytics and quantitative research methodologies.</p>
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Nationality	IT
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Date of birth	24, March, 1996
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Education and training

• Date (from – to)	2021-2025
• Name and type of organisation providing education and training	Politecnico di Milano, Milano, Italy

Duration of the program of study		3 years
• Principal subjects/occupational skills covered		PhD Candidate
• Title of qualification awarded		Industrial PhD in Management Engineering
• Date (from – to)		Feb 2024 - Jul 2024
• Name and type of organisation providing education and training		UPV Universitat Politècnica de València, València, Spain
Duration of the program of study		6 months
• Principal subjects/occupational skills covered		Visiting PhD Candidate
• Supervisor		Prof. Mariano Alcañiz
• Date (from – to)		2019-2021
• Name and type of organisation providing education and training		Politecnico di Milano
Duration of the program of study		2 years
• Principal subjects/occupational skills covered		Digital Business and Market Innovation
• Title of qualification awarded		MSc in Digital Business and Market Innovation, Management Engineering
Final mark obtained		110/110
• Date (from – to)		2015-2019
• Name and type of organisation providing education and training		Politecnico di Milano
Duration of the program of study		3 years
• Principal subjects/occupational skills covered		Management Engineering
• Title of qualification awarded		Laurea Triennale, Ingegneria Gestionale
Final mark obtained		92/110
• Date (from – to)		2011-2015
• Name and type of organisation providing education and training		Liceo Scientifico Filippo Maschi, Chieti
Duration of the program of study		5 years
• Title of qualification awarded		Diploma di maturità superiore
Final mark obtained		100/100

graduation thesis

Title	The impact of immersive technologies on customer experience: A multi-method investigation on the effects of virtual reality marketing on consumers' cognitive, affective, and behavioral reactions
Typology	Ph.D.
Supervisor	Professor Lucio Lamberti

Thesis Summary	<p>The recent surge in the commercialization of virtual reality technologies has renewed interest in their potential to enhance marketing processes. These technologies promise to significantly improve the consumer experience and boost the effectiveness of companies' efforts along different phases of the marketing funnel. Despite these promising opportunities, research into the effects of immersive technologies remains limited and fragmented, hindering their integration into the marketing strategies of industry professionals. By adopting the theoretical lens of presence as a measure of immersive experience, this thesis aims to assess the concrete impact of immersive technologies on customer experience to determine whether there are specific instances in which immersive experiences can create measurable value for companies. Secondly, the thesis seeks to provide industry professionals with the necessary tools to effectively orchestrate and maximize the potential of this approach, to identify user segments where such strategies are most effective, and to advance the methodological discourse in the literature on consumer behavior by adopting a multimethod approach to investigate the customer experience in the context of virtual marketing. The thesis is composed of four papers. Paper I aims to identify the most relevant application cases for basing an empirical analysis using a laboratory approach. Papers II, III, and IV explore the processes that contribute to the effectiveness of using immersive technologies in the contexts of product placement, green branding, and tourism, respectively. The results show the effectiveness of these technologies in generating positive outcomes for companies through the creation of an enhanced experience for the consumer in the selected application areas. Furthermore, the thesis analyzes strategies to maximize these effects and highlights the most relevant market segments to target for these initiatives. The thesis also proposes using implicit signals, such as galvanic skin response, eye tracking, and electroencephalography, as effective tools to objectively measure consumer response in virtual environments. The thesis provides numerous theoretical contributions to the research stream on consumer behavior in immersive environments, particularly concerning the analysis of behavioral responses elicited by the sense of presence. The practical implications of the work and the directions for future research are discussed.</p>
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Title	Redefining Impulse Buying through the lens of the Reflective-Impulsive Model. A multimodal investigation involving biometrics and self-reports
Typology	M.Sc.
Supervisor	Professor Lucio Lamberti
Thesis Summary	<p>The thesis investigates the nature of impulse buying and the influence of different predictors by employing the Reflective-Impulsive Model of consumer behaviour. The work consists of a complete narrative literature review on the topics of impulse buying and eye-tracking technology, followed by the presentation of two studies. In the first one, implicit physiological responses related to cortical neural activations, electrodermal activity, and ocular responses have been monitored during the purchase, while explicit self-reports have been collected ex- post. The results highlighted the contribution of both reflective and impulsive variables in predicting online impulse buying, suggesting a continuous interaction between the two systems during the decision-making process. The influence of different promotion typologies on impulse buying behaviour has been investigated in the second study through quantitative self-report questionnaires. The results underlined the significant impact of monetary promotions in triggering impulse purchases and provided interesting cues about integrated processing between the reflective and impulsive systems.</p>

publications

Title	How immersive technologies impact behavioral responses in destination marketing: the role of physiological arousal, presence, and age
Year	2024

Reference (APA)	Di Dalmazi, M., Mandolfo, M., Guixeres, J., Alcañiz Raya, M. and Lamberti, L. (2024), "How immersive technologies impact behavioral responses in destination marketing: the role of physiological arousal, presence, and age", International Journal of Contemporary Hospitality Management, Vol. ahead-of-print No. ahead-of-print.
DOI	10.1108/IJCHM-09-2023-1511
Journal	International Journal of Contemporary Hospitality Management

Title	Made to Impress: Examining the Influence of Tailored Advertising Disclosures on Persuasion Knowledge
Year	2024
Reference (APA)	Mandolfo M, van Reijmersdal EA, Di Dalmazi M, Bettiga D, Lamberti L, "Made to Impress: Examining the Influence of Tailored Advertising Disclosures on Persuasion Knowledge", Advances in Advertising Research XIV: Harder, Better, Faster, Stronger: Advertising and Communication between Immediacy and Sustainability", 153-163, 2024, Springer
DOI	10.1007/978-3-658-44713-7_12
Book Chapter	Advances in Advertising Research XIV: Harder, Better, Faster, Stronger: Advertising and Communication between Immediacy and Sustainability

Title	Exploring the Factors Influencing the Adoption of Wrist-Worn Wearable Devices for Well-Being Monitoring Among End Users
Year	2024
Reference (APA)	Di Paolo F, Di Dalmazi M, Mandolfo M, Bettiga D, "Exploring the Factors Influencing the Adoption of Wrist-Worn Wearable Devices for Well-Being Monitoring Among End Users", In: Wei, J., Margetis, G. (eds) Human-Centered Design, Operation and Evaluation of Mobile Communications. HCII 2024. Lecture Notes in Computer Science, vol 14737. Springer, Cham. https://doi.org/10.1007/978-3-031-60458-4_2
DOI	https://doi.org/10.1007/978-3-031-60458-4_2
Book Chapter	Lecture Notes in Computer Science, vol 14737. Springer, Cham

Title	Beyond Reality: Exploring Product-Environment Congruency in Immersive Virtual Environments
Year	2024
Reference (APA)	Di Dalmazi M, Mandolfo M, Provinciale JG, Alcañiz Raya ML, Lamberti L "Beyond Reality: Exploring Product-Environment Congruency in Immersive Virtual Environments", 2024 AIRSI Conference Proceedings, 1-8
Conference	AIRSI Conference (Zaragoza, Spain)

Title	360-degree virtual tours in destination marketing: A multi-method approach exploring the effects of presence and emotions on intention to visit
Year	2024
Reference (APA)	Di Dalmazi M, Mandolfo M, Provinciale JG, Alcañiz Raya ML, Lamberti L "360-degree virtual tours in destination marketing: A multi-method approach exploring the effects of presence and emotions on intention to visit", 2024 AMA Winter Academic Conference Proceedings, 152-155 ISBN: 978-0-87757-018-9
Conference	AMA Winter Conference (Tampa, Florida USA)

Title	Examining Advertising Blindness in Metaverse: An Investigation on the Perception of Ads in Virtual Environments
Year	2023
Reference (APA)	Mandolfo M, Di Dalmazi M, Di Paolo F, Lamberti L "Examining Advertising Blindness in Metaverse: An Investigation on the Perception of Ads in Virtual Environments", 2023 NeuroPsychoEconomics Conference Proceedings, 1-22
Conference	NeuroPsychoEconomics Conference (Granada, Spain)

Title	Towards immersive virtual tourism experiences: lessons learnt from applied neuroscience
Year	2023
Reference (APA)	Lamberti L, Di Dalmazi M, Mandolfo M, Peggiani G "Towards immersive virtual tourism experiences: lessons learnt from applied neuroscience", 2023 AIRSI Conference Proceedings
Conference	AIRSI Conference (Online)

Title	Exploring Advertising Blindness in the Metaverse: An Empirical Investigation Using Consumer Neuroscience
Year	2023
Reference (APA)	Mandolfo M, Di Dalmazi M, Di Paolo F, Lamberti L "Exploring Advertising Blindness in the Metaverse: An Empirical Investigation Using Consumer Neuroscience", 2023 AMA Winter Academic Conference Proceedings, 21-24 ISBN: 978-0-87757-018-9
Conference	AMA Winter Conference (Nashville, Tennessee USA)

Title	Now you see me. Evaluating visual and auditory brand placement disclosures in music videos
Year	2022
Reference (APA)	Mandolfo, M., Di Dalmazi, M., & Lamberti, L. (2022). Now you see me. Evaluating visual and auditory brand placement disclosures in music videos. <i>Journal of Marketing Communications</i> , 1–23.
DOI	10.1080/13527266.2022.2152475
Journal	<i>Journal of Marketing Communications</i>

Title	Influence of Technostress on Work Engagement and Job Performance During Remote Working
Year	2022
Reference (APA)	Di Dalmazi, M., Mandolfo, M., Stringhini, C., & Bettiga, D. (2022). Influence of Technostress on Work Engagement and Job Performance During Remote Working. In <i>International Conference on Human-Computer Interaction</i> (pp. 149-163). Springer, Cham.
DOI	10.1007/978-3-031-06086-1_12
Book Chapter	Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)

Title	If I feel it, I buy it. How sense of Presence can influence consumer behaviour in the Metaverse.
Year	2022
Reference (APA)	Di Dalmazi, M., Di Paolo, F., Mandolfo, M., & Lamberti, L. (2022). If I feel it, I buy it. How sense of Presence can influence consumer behaviour in the Metaverse.
Conference	Riunione Scientifica Annuale AiIG (Rome, 2022)

Title	Measuring the experience in the Metaverse. A conceptual and methodological review of consumer presence in immersive virtual environments
Year	2022
Reference (APA)	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.
Conference	NeuroPsychoEconomics Conference Proceedings (Lille, 2022)

Title	Find me if you can. Assessing visual and auditory product placement disclosures in online music videos.
Year	2022
Reference (APA)	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.
Conference	NeuroPsychoEconomics Conference Proceedings (Lille)

Title	Implicit and explicit predictors of online impulse buying.
Year	2021
Reference (APA)	Mandolfo, M., Di Dalmazi, M., & Lamberti, L. (2021). Implicit and explicit predictors of online impulse buying. In IAREP-SABE Virtual Conference 2021.
Conference	IAREP-SABE Virtual Conference (online)

teaching activities	
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Course (Academic Year)	Analytics for Business LAB 057054 (2024-2025)
Professor(s)	Lucio Lamberti
University	Politecnico di Milano
Date (from – to)	17/02/25 – 30/09/25
Type of Employment	Teaching Support Activities, Tutoring Activities
Description	Tutoring activities in the lab for workgroups engaged in CRM projects, customer analysis, and media mix modeling.

Course (Academic Year)	Marketing Analytics 787595 (2023-2024)
Professor(s)	Lucio Lamberti
University	Politecnico di Milano
Date (from – to)	12/09/23 – 23/12/23
Type of Employment	Teaching Support Activities
Description	Support activities for teaching and exercise sessions for students on the topics of Customer Lifetime Value, customer profiling clustering strategies, RFM analysis, Market Basket Analysis, and Structural Equation Modeling using the R programming language.

Course (Academic Year)	Analytics for Business LAB 057054 (2022-2023)
Professor(s)	Lucio Lamberti
University	Politecnico di Milano
Date (from – to)	21/02/23 – 04/06/23
Type of Employment	Teaching Support Activities, Tutoring Activities
Description	Tutoring activities in the lab for workgroups engaged in CRM projects, customer analysis, and media mix modeling.

Course (Academic Year)	Marketing Analytics 787595 (2022-2023)
Professor(s)	Lucio Lamberti
University	Politecnico di Milano
Date (from – to)	12/09/22 – 23/12/22
Type of Employment	Teaching Support Activities
Description	Support activities for teaching and exercise sessions for students on the topics of Customer Lifetime Value, customer profiling clustering strategies, RFM analysis, Market Basket Analysis, and churn prevention using the R programming language.

Course (Academic Year)	Analytics for Business LAB 057054 (2021-2022)
Professor(s)	Lucio Lamberti
University	Politecnico di Milano

Date (from – to)	21/02/22 – 04/06/22
Type of Employment	Teaching Support Activities, Tutoring Activities
Description	Tutoring activities in the lab for workgroups engaged in CRM projects, customer analysis, and media mix modeling.

certifications

Certifications of language knowledge	TOEIC Certification C1, 920/990, 2019
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Personal skills and competences

Mother tongue	Italian
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Other language(s)

	English
• reading	Excellent
• writing	Excellent
• speaking	Excellent

Technical skills and competences	<p>Programming Languages</p> <ul style="list-style-type: none"> - R: Excellent - MySQL: Good <p>Data Analysis Software</p> <ul style="list-style-type: none"> - SPSS: Excellent - Microsoft Excel: Excellent - SmartPLS: Excellent <p>Data Collection Software</p> <ul style="list-style-type: none"> - iMotions: Excellent - BeGaze: Excellent - PupilLabs Suit: Excellent - Qualtrics: Excellent
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