

# LUCA CASCIO RIZZO

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## ACADEMIC POSITION

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**Assistant Professor of Marketing**  
USC Marshall

Jun 2024 –  
Los Angeles, US

## EDUCATION

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**Visiting**  
Rotterdam School of Management

May 2023 – Oct 2023  
Rotterdam, NE

**Ph.D | Marketing**  
LUISS Guido Carli University

Sep 2020 – May 2024  
Rome, IT

**M.Sc. | Marketing Analytics & Metrics**  
LUISS Guido Carli University

Sep 2017 – Jul 2019  
Rome, IT

## RESEARCH INTERESTS

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Unstructured Data, Consumer Behavior, Social Influence, Paralanguage, Modalities, Cultural Success

## AWARDS

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**AMA 2024 DocSIG Mathew Joseph Emerging Scholar Award**

**AMS 2024 Mary Kay Dissertation Award Finalist**

**AMA CBSig Rising Star 2023-24**

**Best SIM Doctoral Student Paper Award 2022**

## PUBLICATIONS

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- **Cascio Rizzo Giovanni Luca**, Francisco Villarroel Ordenes, Rumen Pozharliev, Matteo De Angelis, and Michele Costabile (2024), "How High-Arousal Language Shapes Micro- versus Macro-Influencers' Impact," *Journal of Marketing*, 88 (4), 107-128.
  - \* Media coverage: Fast Company, The JM Buzz Podcast.
- **Cascio Rizzo Giovanni Luca**, Jonah Berger, Matteo De Angelis, and Rumen Pozharliev (2023), "How Sensory Language Shapes Influencer's Impact," *Journal of Consumer Research*, 50 (4), 810-825.

## RESEARCH IN PROGRESS

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- **Cascio Rizzo Giovanni Luca** and Jonah Berger, "Melodic Repetition," under review.
- **Cascio Rizzo Giovanni Luca**, Jonah Berger, and Francisco Villarroel Ordenes, "Virtual Influencer's Impact," under review.
  - \* Media coverage: Harvard Business Review.
- **Cascio Rizzo Giovanni Luca** and Jonah Berger, "The Power of Speaking Slower," under review.
  - \* Media coverage: Harvard Business Review.
- **Cascio Rizzo Giovanni Luca**, Jonah Berger, and Matthew Rocklage, "Certainty," under review.
- **Cascio Rizzo Giovanni Luca** and Ignazio Ziano, "Linguistic Drivers of AI ads' effectiveness," under review
- **Cascio Rizzo Giovanni Luca**, Jonah Berger, and Mi Zhou, "Hands Movement".

## CONFERENCES

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<b>ACR</b> Special Session "Influencer Marketing Effectiveness," Presenter	Oct 2023 Seattle, US
<b>EACR</b> Special Session "New Insights Into Influencer Marketing," Chair and Presenter	Jul 2023 Amsterdam, NL
<b>EMAC</b> "The Power of Sensory Language in Influencer Marketing," Presenter	May 2023 Odense, DK
<b>SCP</b> "New Insights into Sensory Marketing," Chair and Presenter	March 2023 San Juan, PR
<b>EMAC</b> "How Arousal and Follower Count Shape Responses to Influencer Content," Presenter	May 2022 Budapest, UN

## TEACHING

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<b>Theses Supervisor, RSM</b> Marketing	Oct 2023 – Present Rotterdam, NL
<b>Teaching Assistant (+100 theses supervised), LUISS</b> Performance Marketing, Marketing Management, Markstrat Simulation, Machine Learning	Sep 2018 – Present Rome, IT
<b>Lecturer, School 42</b> Digital & Social Media Marketing	Dec 2021 – Feb 2022 Rome, IT

## SERVICE

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**JM, JCR, Marketing Letters**  
Ad Hoc Reviewer

## AFFILIATIONS

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**ACR, AMA, AMS, EMAC, SCP**  
Member

## WORKING EXPERIENCE

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<b>LUISS X.ITE Research Center</b> Research Fellow	Sep 2018 – Jun 2024 Rome, IT
<b>American Express Co.</b> Data Analyst	Mar 2018 – Jun 2018 Rome, IT

## REFERENCES

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**Jonah Berger**  
Associate Professor of Marketing  
The Wharton School  
jberger@wharton.upenn.edu

**Gabriele Paolacci**  
Associate Professor of Marketing  
RSM, Erasmus University  
gpaolacci@rsm.nl

**Francisco Villarroel**  
Associate Professor of Marketing  
LUISS University  
fvillarroel@luiss.it