

# LUCA CASCIO RIZZO

[casciori@marshall.usc.edu](mailto:casciori@marshall.usc.edu) | *Updated:* October, 2024

## 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

## RESEARCH INTERESTS

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Language, Unstructured Data, Consumer Behavior, Social Influence, Nonverbal Communication, Modalities

## AWARDS

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Wharton AI & Analytics Grant (\$5,000)  
AMA 2024 DocSIG Mathew Joseph Emerging Scholar Award  
AMS 2024 Mary Kay Dissertation Award Finalist  
OpenAI Grant (\$5,000)  
AMA CBSig Rising Star 2023-24  
Best SIM Doctoral Student Paper Award 2022

## PUBLICATIONS

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- **Cascio Rizzo L.**, Villarroel F., Pozharliev R., De Angelis M., and Costabile M. (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, Phys.org, Swift Telecast.
- **Cascio Rizzo L.**, Berger J., De Angelis M., and Pozharliev R. (2023), "How Sensory Language Shapes Influencer's Impact," *Journal of Consumer Research*, 50 (4), 810-825.
  - \* Media coverage: @Knowledge at Wharton.

## RESEARCH IN PROGRESS

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- **Cascio Rizzo L.** and Berger J., "Speaking Slower," under review.
  - \* Media coverage: Harvard Business Review.
- **Cascio Rizzo L.**, Berger J., and Villarroel F., "Virtual Influencer's Impact," under review.
  - \* Media coverage: Harvard Business Review.
- **Cascio Rizzo L.**, Berger J., and Zhou M., "Hand Movement," under review.
- **Cascio Rizzo L.**, Berger J., and Rocklage M. D., "Certainty," under review.
- **Cascio Rizzo L.** and Berger J., "Melodic Repetition," under review.
- **Cascio Rizzo L.** and Ziano I., "Linguistic Drivers of AI Ads' Effectiveness," under review.
- Borah A., Rhodes B., Kubler R., **Cascio Rizzo L.**, Banarjee S., "Brands and Bands".
- **Cascio Rizzo L.**, "Modality and Valence".
- **Cascio Rizzo L.**, "Filler Words".

## CONFERENCES

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<b>ACR</b> Special Session "Automated Audio Analysis to Understand Behavior," Chair and Presenter	Sep 2024 Paris, FR
<b>ACR</b> Roundtable "Leveraging Large Field Datasets to Address Behavioral Research Questions," Panelist	Sep 2024 Paris, FR
<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> Special Session "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>Professor</b> Marketing Fundamentals	Aug 2024 – Present USC Marshall
<b>Theses Supervisor</b> Marketing	Oct 2023 – Present Erasmus University
<b>Teaching Assistant</b> Performance Marketing, Marketing Management, Markstrat Simulation, Machine Learning	Sep 2018 – Present LUISS
<b>Lecturer</b> Digital & Social Media Marketing	Dec 2021 – Feb 2022 School 42 Rome

## SERVICE

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**Journal of Marketing, Journal of Consumer Research**  
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