

LUCA CASCIO RIZZO

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ACADEMIC POSITION

Assistant Professor of Marketing
USC Marshall

Jun 2024 –
Los Angeles, US

EDUCATION

Visiting
Erasmus University, RSM

May 2023 – Oct 2023
Rotterdam, NE

Ph.D | Marketing
LUISS Guido Carli University

Sep 2020 – May 2024
Rome, IT

RESEARCH INTERESTS

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

AWARDS

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

- **Cascio Rizzo L**, Villarroel F, Pozharliev R, De Angelis M, 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, 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

- **Cascio Rizzo L**, Berger J, Zhou M, "Hand Gestures," under review.
- **Cascio Rizzo L**, Berger J, "Speaking Slower," under review.
 - * Media coverage: Harvard Business Review, @Knowledge at Wharton.
- **Cascio Rizzo L**, Berger J, Rocklage M, "Certainty," under review.
- **Cascio Rizzo L**, Ziano I, "Response Speed," under review.
- **Cascio Rizzo L**, Berger J, Villarroel F, "Virtual Influencer's Impact," under review.
 - * Media coverage: Harvard Business Review, @Knowledge at Wharton.
- **Cascio Rizzo L**, Ziano I, "AI Language," under review.
- **Cascio Rizzo L**, Berger J, "Melodic Repetition," under review.
- Borah A, Rhodes B, Kubler B, **Cascio Rizzo L**, Banerjee S, "Brands and Bands," under review.
- **Cascio Rizzo L**, Ziano I, "Extraverted Speakers."
- **Cascio Rizzo L**, Packard G, "Speech Disfluencies".
- Zhang H, Pankhuri M, **Cascio Rizzo L**, Janakiraman R, "Wellness-Related Brand Communication."

INVITED TALKS

- University of Bologna - 2025
- University of Pittsburgh, Center for Branding - 2025
- Technical University of Munich - 2024
- Boston University - 2023
- University of Southern California - 2023
- ESSEC School of Business - 2023
- Tillburg University - 2023
- University of South Florida - 2023
- Florida State University - 2023
- Erasmus University - 2023

CONFERENCES

EMAC Special Session "Unstructured Communication in Marketing," Presenter	May 2025 Madrid, SP
SCP Special Session "How Modality Shapes Consumer Behavior," Organizer and Presenter	Feb 2025 Las Vegas, US
SCP Special Session "Socializing with Technology," Presenter	Feb 2025 Las Vegas, US
AMA Special Session "Branding and Influencers," Presenter	Feb 2025 Phoenix, US
ACR Special Session "Automated Audio Analysis to Understand Behavior," Organizer and Presenter	Sep 2024 Paris, FR
ACR Roundtable "Leveraging Large Field Datasets to Address Behavioral Research Questions," Presenter	Sep 2024 Paris, FR
ACR Special Session "Influencer Marketing Effectiveness," Presenter	Oct 2023 Seattle, US
EACR Special Session "New Insights Into Influencer Marketing," Organizer and Presenter	Jul 2023 Amsterdam, NL
EMAC "The Power of Sensory Language in Influencer Marketing," Presenter	May 2023 Odense, DK
SCP Special Session "New Insights into Sensory Marketing," Organizer and Presenter	March 2023 San Juan, PR
EMAC "How Arousal and Follower Count Shape Responses to Influencer Content," Presenter	May 2022 Budapest, UN

TEACHING

Professor Marketing Fundamentals	Aug 2024 – Present USC Marshall
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SERVICE

JM, JMR, JCR, JAMS, POM, Marketing Letters, JIM
Ad Hoc Reviewer

AFFILIATIONS

ACR, AMA, EMAC, SCP
Member