

# 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**  
Erasmus University, RSM

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, Nonverbal Communication, Unstructured Data, Consumer Behavior

## AWARDS

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2025 TechSIG Lazaridis Best Paper Award, Runner-Up  
Wharton AI & Analytics Grant (\$5,000)  
AMA 2024 DocSIG Mathew Joseph Emerging Scholar Award  
AMS 2024 Mary Kay Dissertation Award, Runner-Up  
OpenAI Grant (\$5,000)  
AMA CBSig Rising Star 2024  
Best SIM Doctoral Student Paper Award 2022

## PUBLICATIONS

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- **Cascio Rizzo L**, Berger J, Zhou M. "Talking with Your Hands: How Hand Gestures Influence Communication," *Journal of Marketing Research*, 00222437251385922.
  - \* Selected media coverage: Harvard Business Review, Inc. Magazine, Medium, Fast Company, The Conversation US, The Independent, Forbes, Popular Science, UBC News, USC News.
- **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.
  - \* Selected media coverage: Fast Company, The JM Buzz Podcast.
- **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.
  - \* Selected media coverage: Knowledge at Wharton.

## SELECTED RESEARCH IN PROGRESS

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- **Cascio Rizzo L**, Berger J. "Speaking Slower," under review.
  - \* Selected media coverage: Harvard Business Review, Knowledge at Wharton.
- **Cascio Rizzo L**, Berger J. "Melodic Repetition," under review.
- **Cascio Rizzo L**, Berger J, Rocklage M. "Certainty," under review.
- **Cascio Rizzo L**, Ziano I, Packard G. "Response Speed," under review.
- **Cascio Rizzo L**, Berger J, Villarroel F. "Virtual Influencer's Impact," under review.
  - \* Selected media coverage: Harvard Business Review, Knowledge at Wharton.
- **Cascio Rizzo L**, Ziano I, Wang A. "Extraverted Speakers," under review.
- Trupia M, **Cascio Rizzo L**. "Conversational Topics."

## MANAGERIAL PUBLICATIONS

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- **Cascio Rizzo L**, Villarroel F. "How Micro vs. Macro Influencers Should Communicate." *Management and Business Review*, forthcoming.

## INVITED TALKS

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- PolyU – 2026 (*scheduled*)
- Duke University – 2026 (*scheduled*)
- Georgia Tech – 2025
- 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

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<b>Choice Symposium</b>	Aug 2026
Workshop "The Future of Automated Content Analysis," Organizer and Presenter	Vail, US
<b>SCP</b>	Mar 2026
Roundtable "Beyond Text," Organizer and Presenter	San Diego, US
<b>ACR</b>	Oct 2025
Special Session "Nonverbal Cues in Consumer Behavior," Organizer and Presenter	Washington DC, US
<b>EMAC</b>	May 2025
Special Session "Unstructured Communication in Marketing," Presenter	Madrid, SP
<b>SCP</b>	Feb 2025
Special Session "How Modality Shapes Consumer Behavior," Organizer and Presenter	Las Vegas, US
<b>SCP</b>	Feb 2025
Special Session "Socializing with Technology," Presenter	Las Vegas, US
<b>AMA</b>	Feb 2025
Special Session "Branding and Influencers," Presenter	Phoenix, US
<b>ACR</b>	Sep 2024
Special Session "Automated Audio Analysis to Understand Behavior," Organizer and Presenter	Paris, FR
<b>ACR</b>	Sep 2024
Roundtable "Leveraging Large Field Datasets to Address Behavioral Research Questions," Presenter	Paris, FR
<b>ACR</b>	Oct 2023
Special Session "Influencer Marketing Effectiveness," Presenter	Seattle, US
<b>EACR</b>	Jul 2023
Special Session "New Insights Into Influencer Marketing," Organizer and Presenter	Amsterdam, NL
<b>EMAC</b>	May 2023
"The Power of Sensory Language in Influencer Marketing," Presenter	Odense, DK
<b>SCP</b>	March 2023
Special Session "New Insights into Sensory Marketing," Organizer and Presenter	San Juan, PR
<b>EMAC</b>	May 2022
"How Arousal and Follower Count Shape Responses to Influencer Content," Presenter	Budapest, UN

## TEACHING

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**Professor**

Marketing Fundamentals

Aug 2024 – Present

USC Marshall

## SERVICE

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**JM, JMR, JCR, JAMS, POM, Marketing Letters, JIM**

Ad Hoc Reviewer

## AFFILIATIONS

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**ACR, AMA, EMAC, SCP**

Member