

DEBORA BETTIGA

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Education

Ph.D. in Management, Economics and Industrial Engineering – Politecnico di Milano, Milano, Italy (2016)

MSc in Management - 110 with honours – Università Bocconi, Milano, Italy (2012)

Bachelor in Business Administration & Management – Università Bocconi, Milano, Italy (2010)

Exchange student at W.P. Carey School of Business - Arizona State University – AZ, USA (2011)

Exchange student at Tsinghua University – Beijing, China (2009)

Career

Assistant Professor in Marketing - Department of Management, Economics and Industrial Engineering, Politecnico di Milano, Italy – (2017 to now)

Postdoctoral Researcher in Marketing - Department of Management, Economics and Industrial Engineering, Politecnico di Milano, Italy – (2016-2017)

Visiting Scholar at Harvard University - Cambridge, MA, USA (2014-2015)

Visiting Scholar at Ross Business School at University of Michigan, Ann Arbor, MI, USA (2015)

Stage at the Permanent Representation of Italy at the European Union, Bruxelles, Belgium (2012)

Research Interests

Research area: marketing

Research line: consumer behaviour

Research focus: the interplay between affective and cognitive drivers of decision-making

Research explores the decision-making process of individuals investigating affective and cognitive drivers of consumption through self-reported marketing research methods (mainly survey and interviews) and neuro- and bioscience methods (electroencephalography, heart rate and breath rate detection, micro-facial emotions assessment, skin conductance, eye-tracking analysis).

Reviewer for: Journal of the Academy of Marketing Science, Creativity and Innovation Management, Journal of Consumer Marketing, American Marketing Association (AMA), The International Journal of Web-Based Communities

Grants and awards

Best paper award, runner-up in 2019 NeuroPsychoEconomics Conference, Rome (2019)

Awarded SIPD scholarship, a joint Inter-polytechnic Doctoral School of high qualification (2014)

Thomas P. Hustad Best Student Paper Award - runner up - at the 21st International Product Development Management Conference, Limerick, Ireland (2013)

Master's thesis received a mention for valuable research by 'Bernardo Nobile awards 2013'

Awarded 3-years Telecom Italia scholarship for doctoral studies (2012)

Courses taught

BSc course "Economia e Organizzazione Aziendale C", Politecnico di Milano (A.Y. 2017-18; 2018-19; 2019-20)

Teaching Activities

Teaching assistant for MSc course "Strategy & Marketing", Politecnico di Milano (A.Y. 2015-16; 2016-17; 2017-18; 2018-19; 2019-20)

Teaching assistant for BSc course "Economia e Organizzazione aziendale" per aerospaziali, Politecnico di Milano (A.Y. 2015-16; 2016-17)

Teaching assistant for BSc course "Economia e Organizzazione aziendale", Politecnico di Milano (A.Y. 2013-14)

Courses, lectures and seminars on Marketing topics delivered in specialized Masters, MBA classes, corporate education programs and workshops (2014 – ongoing)

Publications in Scientific Journals

Bettiga, D., Lamberti, L., Lettieri, E. (2019). Individuals' adoption of smart technologies for preventive health care: a structural equation modeling approach. Health care management science. In Press.

Bettiga, D. and Ciccullo, F. (2018). Co-creation with customers and suppliers: an exploratory study. Business Process Management Journal, 25(2), pp. 250-270.

Bettiga, D., & Lamberti, L. (2018). Exploring the role of anticipated emotions in product adoption and usage. Journal of Consumer Marketing, 35(3), pp. 300-316.

Zare, S., Bettiga, D., & Lamberti, L. (2018). Does one design fit them all? Study of drivers of co-creation interest along different consumer segments. *Journal of Strategic Marketing*, pp. 1-21.

Bettiga, D., Lamberti, L., & Noci, G. (2018). Investigating social motivations, opportunity and ability to participate in communities of virtual co-creation. *International Journal of Consumer Studies*, 42(1), pp. 155-163.

Bettiga, D., & Lamberti, L. (2017). Exploring the adoption process of personal technologies: A cognitive-affective approach. *The Journal of High Technology Management Research*, 28(2), pp. 179-187.

Bettiga, D., Lamberti, L., & Noci, G. (2017). Do mind and body agree? Unconscious versus conscious arousal in product attitude formation. *Journal of Business Research*, 75, pp. 108-117.

Bettiga, D., Boaretto, A., & Chen, S. (2013). Exploring media convergence: evidence from Italy. *International Journal of Engineering Business Management*, 5, pp. 53.

Conferences Proceedings

Gastaldi, L., Bettiga, D., Lettieri, E. Lamberti L. (2019) Consumer adoption of digital technologies for lifestyle monitoring. Convegno AilG, Torino, Italy.

Bettiga, D, Lamberti L. Lucente, M. Pagani, M. (2019) Anticipated and anticipatory happiness in product decision-making process. Convegno AilG, Torino, Italy.

Mandolfo, M. Bettiga, D. Lolatto R & Reali, P. (2019). Would you bet on your physiological response? An analysis of the physiological and behavioral characteristics of online electronic gaming machines players. In 2019 NeuroPsychoEconomics Conference, Rome. Best paper award, runner-up.

Bettiga, D, Lamberti, L. (2019) Crowd Size and Crowdsourcing Performances in Online Ideation Contests, in 16th International Conference on Service Systems and Service Management, Shenzhen, China.

Lolatto, R., Tacchino, G., Bettiga, D., Lamberti, L., Cerutti S. and Bianchi A.M. (2018) Exploration of Commercial Web-Sites Affects Autonomic Responses Related to Unconscious Emotions, in 2018 International Conference of the IEEE Engineering in Medicine and Biology Society (EMBC). pp. 4615-4618.

Mandolfo, M., Bettiga D. (2018) Better off alone? An analysis of behavioral characteristics of electronic gaming machine players. Convegno AilG, Castellanza, Italy.

Reali, P., Bianchi, A, Cerutti, S., Lamberti, L., Bettiga, D., Pillan, M., Mazzola, A. (2017). Integrated Data Analysis for the Quantification of Emotional Responses During Video Observation. In Proceedings of the IEEE 3rd International Forum on Research and Technologies for Society and Industry (RTSI), pp.1-5.

Bettiga, D., Tacchino, G., Lamberti, L., Bianchi, A.M. and Noci, G. (2017). Assessing consumer emotions toward new products: application of physiological and self-reported methods.

24th Innovation and Product Development Management Conference (IPDMC), Reykjavik, Iceland.

Bettiga, D., Reali, P., Delle Donne, A., Pogliani, P., Camassa, A., Franciosini, A. (2017). Halo effect of television programs on brand advertisement: a neuroscience research. Convegno AilG, Bari, Italy, 2017.

Bettiga, D. and Noci G. (2016). Exploring Consumer's Social Motivations, Opportunity and Ability to Engage in Virtual Co-Creation. Open User Innovation Conference, Harvard Business School, Cambridge, USA.

Bettiga, D. and Lamberti, L. (2016). Understanding the influence of anticipated emotions on personal devices adoption and usage. EMAC, BI Norwegian Business School, Oslo, Norway.

Bettiga, D., Lamberti, L. and Noci, G. (2016). Do mind and body agree? Unconscious versus conscious emotions in product attitude formation. Convegno AilG, Bergamo, Italy.

Bettiga, D. and Lamberti, L. (2015). Technology adoption and the value of consumer experience: toward an integrated model. Academy of Marketing Conference, University of Limerick, Ireland.

Bettiga, D.; Del Mauro, G.; Fabi, M.; Lamberti, L.; Lettieri, E. (2015). New Business Models in Health Care: Consumers' Technology Acceptance and Willingness To Pay for an eHealth Service for cardiovascular prevention. R&D Management Conference, Scuola Superiore Sant'Anna, Pisa, Italy.

Ciccullo, F., Bettiga, D., Lamberti, L., Pero, M. (2015). Building a rationale for co-creation with customers and suppliers: an exploratory study. EurOMA Conference, University of Neuchatel, Neuchatel, Switzerland.

Bettiga, D., Lamberti, L., and Zunino, D. (2015). The more the better? Crowds and NPD performances in a creative crowdsourcing platform. Open User Innovation Conference, Católica-Lisbon School of Business and Economics, Lisboa, Portugal.

Bettiga D., Lamberti L., and Zare, S. (2015). Does one design fit them all? Study of consumer traits and product influence on co-creation interest. Convegno AilG, Vicenza, Italy.

Bettiga, D., Chen, S., and Lamberti, L. (2014). Looking for the cocreators: exploring the antecedents of customer willingness to participate in co-creation. Thomas P. Hustad Best Student Paper Award – runner-up. 21st International Product Development Management Conference, University of Limerick, Limerick, Ireland.

Gonzalez S.J., Shao, J., Bettiga, D. (2014). Crowdfunding: a new driver of user innovation. In 12th Annual Open and User Innovation Conference, Harvard Business School, Cambridge, USA.

Gonzalez S.J., Bettiga D., Shao J. (2014). Crowdfunding: A new meaning for fundraising & user innovation. In 19th DMI: Academic Design Management Conference, London College of Fashion, London, UK.