

RUMEN POZHARLIEV

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WORK EXPERIENCE

Associate Professor of Marketing, LUISS University, Italy, starting from 09/2024

Senior Assistant Professor of Marketing, LUISS University, Italy, 09/2017 - present

Research Assistant of Marketing, Erasmus University, Netherlands, 03/2011-09/2011

Founder & Managing Director, MITO, Luxury Brands, EU, 01/2006-07/2010

EDUCATION

Ph.D. Marketing, Erasmus University, Netherlands, 08/2012-02/2017

M.Sc. Marketing, Cum laude with Marketing Honors, Erasmus University, 09/2010-08/2011

B.Sc. International Markets & New Technologies, Full Merit Scholarship, Bocconi University, Italy, 09/2003-09/2006

RESEARCH INTEREST

Influencer Marketing, Artificial Intelligence, Consumer & Social Neuroscience, Metaverse, Sustainability Marketing, Luxury Marketing

PUBLISHED PAPERS

Deriu, V., **Pozharliev, R.**, & De Angelis, M. (2024). How Attachment Styles and Trust Jointly Shape Job Candidates AI Receptivity. *Journal of Business Research*. In print.

Di Cioccio, M., **Pozharliev, R.**, & De Angelis, M. (2024). Pawsitively Powerful: Why and When Pet Influencers Boost Engagement and Purchase Intention. *Psychology & Marketing*. In print.

Cascio Rizzo, G. L., Villarroel Ordenes, F. J., **Pozharliev, R.**, De Angelis, M., & Costabile, M. (2024). How High Arousal Language Shapes Micro versus Macro Influencers' Impact. *Journal of Marketing*, 00222429231207636.

Cascio Rizzo, G. L., Berger, J., De Angelis, M., & **Pozharliev, R.** (2023). How Sensory Language Shapes Influencer's Impact. *Journal of Consumer Research*, 50(4), 810-825.

Pozharliev, R., De Angelis, M., Rossi, D. I., Bagozzi, R. I., & Amatulli, C. (2023). I Might Try It: Marketing Actions to Reduce Consumer Disgust toward Insect-Based Food, *Journal of Retailing*, 99(1), 149-167.

Gaczek P., **Pozharliev, R.**, Leszczynski, G., & Zielinski, M. (2023). Show me the Proof! Overcoming Consumer Resistance to AI in General Healthcare, *Journal of Interactive Marketing*, 58(2-3), 321-338.

Mazzù, M. F., **Pozharliev, R.**, Andria, A., & Baccelloni, A. (2023). Overcoming the blockchain technology credibility gap. *Psychology & Marketing*. 40(9), 1791-1807.

Pozharliev, R., De Angelis, M., Donato, C., & Rossi, D. (2023). Do not put the blame on me: Asymmetric responses to service outcome with autonomous vehicles versus human agents. *Journal of Consumer Behaviour*, 22 (2), 455-567.

Pozharliev, R., De Angelis, M., Rossi, D. (2022). Consumers' Self-Reported and Brain Responses to Advertising Post on Instagram: The effect of Number of Followers and Argument Quality, *European Journal of Marketing*, 56(3), 922-948.

Pozharliev, R., De Angelis, & M., Rossi, D. A (2022). Picture Says More Than Thousand Words: Using Consumer Neuroscience to Study Instagram Users' Responses to Influencer Marketing, *Psychology & Marketing*, 39(7), 1336-1349.

Pozharliev, R., De Angelis, M., & Rossi, D. (2022). The effect of augmented reality versus traditional advertising: a comparison between neurophysiological and self-reported measures. *Marketing Letters*, 1-16.

Pozharliev, R., Rossi, D., & De Angelis, M. (2021). Anxious attachment style and consumer physiological emotional responses to human–robot service interactions. *Journal of Neuroscience, Psychology, and Economics*, 14(2), 59.

Pozharliev, R., De Angelis, M., Romani, S., Rossi, D., Cherubino, P., & Willem Verbeke (2021). Attachment styles moderate customer responses to frontline service robots: Evidence from affective, attitudinal, and behavioral measures, *Psychology & Marketing*, 38(5), 881-895.

Pozharliev, R., Verbeke, W., De Angelis, M., Van Den Bos, R., & Peverini, P. (2021). Consumer self-reported and testosterone responses to advertising of luxury goods in social context. *Italian Journal of Marketing*, 1, 103-127.

Sun, H., Verbeke, W., **Pozharliev, R.**, Bagozzi, R., Babiloni, F. & Wang, L. (2019). Framing the trust game as power game greatly affects the interbrain synchronicity between trustor and trustee, *Social Neuroscience*, 14(6), 635-648.

- Pozharliev, R.,** Verbeke, W., & Bagozzi, R. (2017). Social Consumer Neuroscience: Neurophysiological measures of advertising effectiveness in social context. *Journal of Advertising*, 46(3), 351-362.
- Verbeke, W., Belschak, F., Bagozzi, R., **Pozharliev, R.,** & Ein-Dor, T. (2017). Why some people just “Can’t get no satisfaction”: Secure versus insecure attachment styles affect one’s “Style of being in the social world”. *International Journal of Marketing Studies*, 9(2), 36.
- Verbeke, W., & **Pozharliev, R.** (2016). Preference inferences from eye-related cues in sales-consumer settings: ERP timing and localization in relation to inferring performance and oxytocin receptor (*OXTR*) gene polymorphism. *International Journal of Marketing Studies*, 8(4), 1-19.
- Pozharliev, R.,** Verbeke, W., Van Strien, J., & Bagozzi, R. (2015). Merely being with you increases my attention to luxury products: Using EEG to understand consumers’ emotional experience of luxury branded products. *Journal of Marketing Research*, 52(4), 546-558.
- Verbeke, W., **Pozharliev, R.,** Van Strien, J. W., Belschak, F., & Bagozzi, R. (2014). “I am resting but rest less well with you”. The moderating effect of anxious attachment style on alpha power during EEG resting state in a social context. *Frontiers in Human Neuroscience*, 8, 486.

BOOKS & BUSINESS CASES

- Pozharliev, R. I.,** & De Angelis, M. (2023). Small Giants: Marketing Challenges Behind the Adoption of Insect-Based Food. LUISS Teaching Cases.
- Pozharliev, R.,** Rossi, D., & De Angelis, M. (2023). A picture says more than a thousand words: Using consumer neuroscience to study Instagram users’ responses to influencer advertising. *Neuromarketing Yearbook 2023*.
- Zattoni, A., & **Pozharliev, R. I.,** (2020). Juventus Football Club: From a Soccer to an Entertainment Company. LUISS Teaching Cases.
- Pozharliev, R. I.,** & Patrizia, C. (2020). La mente del consumatore: Guida applicata al neuromarketing e alla consumer neuroscience (pp. 1-168). LUISS University Press.
- Pozharliev, Rumen** (2017). Social Neuromarketing: The role of social context in measuring advertising effectiveness. Erasmus University Press.
- Pozharliev, R.,** Verbeke, W., & Bagozzi, R. (2016). Does it matter if consumers watch marketing stimuli alone or together? *Neuromarketing Yearbook 2016*, 60-61.

Verbeke, W., **Pozharliev, R.**, Van Strien, J., & Bagozzi, R. (2015). Andere mensen beïnvloeden de manier waarop we naar merkproducten kijken. Marketing Online, www.marketingonline.nl

TEACHING AWARDS

Winner of LUISS University Teaching Excellence Award: 2018-2019

Winner of LUISS University Teaching Excellence Award: 2019-2020

TEACHING CREDENTIALS

COURSES TAUGHT

Sole lecturer, Temple University Philadelphia, Rome Campus

Marketing Management (BSc ± 20 students): 2019 - present

Sole Lecturer, LUISS University, Italy

Services Marketing (BSc, ± 90 students): 2018 - present

Sole Lecturer, LUISS University, Italy

Neuromarketing (MSc, ± 80 students): 2018 - present

Sole Lecturer, LUISS University, Italy

Marketing Strategy & Markstrat Simulation (MSc, ± 70 students): 2017 – present

Sole Lecturer, LUISS Business School, Italy

Marketing Metrics (MSc, ± 80 students): 2021 - present

Sole Lecturer, LUISS Business School, Italy

Consumer Insights: Retail and Sales (MSc, ± 40 students): 2019 - 2022

Sole Lecturer, LUISS Business School, Italy

Services Marketing (MSc, ± 20 students): 2018

Sole Lecturer, LUISS Business School, Italy

Marketing Management (MSc, ± 40 students): 2017 – 2022

Co-lecturer, LUISS Business School, Italy

Marketing Strategy & Markstrat Simulation (Executive, $\pm$ 20 students): 2017 - present

Sole lecturer, LUISS Business School, Italy

Marketing Strategy & Marketing Analysis (MBA $\pm$ 20 students): 2019 – present

Sole lecturer, LUISS Business School, Italy

Sports Management: New Technologies (MSc $\pm$ 40 students): 2020 - present

Sole lecturer, LUISS Summer School, Italy

Neuromarketing ($\pm$ 20 students): 2019 - present

Co-lecturer, LUISS Summer University, Italy

Management Made in Italy ($\pm$ 20 students): 2019 - present

Sole lecturer, LUISS University, Italy

Marketing Research (PhD, $\pm$ 10 students): 2017 – present

Sole lecturer, LUISS University & Licei Scientifici Milano, Italy

Marketing (High school, $\pm$ 30 students): 2022 - present

Sole Lecturer, Erasmus University, Netherlands

Branding (MSc, $\pm$ 120 students): 2016

Co-lecturer, Erasmus University, Netherlands

Neuromarketing (MSc, $\pm$ 120 students): 2014, 2015

Socio-neuro-economics (BSc, $\pm$ 80 students): 2015

Bachelor/Master Thesis supervision: $\pm$ 120 students

PROFESSIONAL AND UNIVERSITY ACTIVITIES

Director Master Program, LUISS Business School

LUISS Business School: Master in Retailing, E-Commerce and Omnichannel: 2020 - present

Academic Coordinator and Faculty Board Member

LUISS Summer University: 2017 – 2022

Teaching Area Leader, Marketing Department

LUISS University: 2020 - present

Academic conferences with presentation

European Marketing Academy Conference (EMAC): 2016, 2022, 2023

Marketing Science Conference (INFORMS): 2019

EACR: 2023

Convegno Annuale della Società Italiana Marketing (SIM): 2019, 2021, 2022, 2023

Technologies 4.0 in Tourism, Services and Marketing (AIRSI): 2022

Neuromarketing Summer Camp: 2019, 2022

TED Talks, Empoli: 2021

Attended conferences without presentation

Marketing Science Conference (INFORMS): 2016

Business conferences with presentation

Neuromarketing days “Certamente”, Milano: 2018

“Social Consumer Neuroscience” – The role of social context in consumer responses to marketing stimuli

Organized conferences with presentation

NeuroPsychoEconomics Conference: 2019

Conference Chair, LUISS University, Rome

Organized conferences without presentation

ENGAGE Scientific Conference: 2022

Programme Board member, UNWE, Sofia

Senior research fellow

X.ITE Research Center on Consumer Behavior and Technology: 2017 - present

Consulting activities

Main Investigator: Gucci, “Luxury Marketing in the Metaverse”: 2023-present

Main Investigator: GoryAcqua, “Improving service quality and brand image: 2021

Project Leader and Main Investigator: Small Giants, “Marketing Actions to Increase Sales”: 2020 - present

Project Leader and Main Investigator: Heineken, “The Chase” TV commercial, Neuromarketing project: Measuring advertising effectiveness in social context: 2016

Project Leader and Main Investigator: Veneficus, Accountants versus Marketers: Using wireless EEG (EMOTIV) and IQ score to measure inferring of emotions: 2015

Erasmus University Behavioral Lab (EBL), 2012-2017

Organizing and managing behavioral and neurophysiological lab experiments.

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA), European Marketing Academy (EMAC), Advanced MRi of the Brain at Erasmus MC Rotterdam (AMBER), BrainSigns - Sapienza, X.Itc. - LUISS

LANGUAGES

English (Full Professional Proficiency)

Italian (Full Professional Proficiency)

French (Pre-intermediate Proficiency)

Bulgarian (mother tongue)

ABOUT ME

Father of two for love, Researcher for interest, Fitness enthusiast for hobby