

Francesca Sotgiu

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 🔗 google scholar in francesca-sotgiu

RESEARCH INTERESTS

Marketing with purpose, Marketing Analytics, Brand positioning, Social media, Digital marketing, Advertising, Retailing, eWOM, Meta-analysis

ACADEMIC EMPLOYMENT

Tinbergen Institute (*Erasmus University Rotterdam, University of Amsterdam, VU Amsterdam*)
Director of Graduate Studies ([Research Master in Economics](#)) 2025 – 2026
Director of Graduate Studies ([Research Master in Business Data Science](#)) 2018 – 2026

VU Amsterdam
Full Professor in Omnichannel Marketing 2020 – to date
Associate Professor 2017 – 2020
Assistant Professor 2015 – 2016

King's College London
Distinguished Visiting Scholar 2025 – date

HEC Paris
Assistant Professor 2008 – 2015

EDUCATION

RSM Erasmus University Rotterdam 2004 – 2010
Ph.D. in Marketing

Bocconi University 1997 – 2002
B.Sc. & M.Sc. in Business Administration, Marketing Major

HONORS AND GRANTS

JAMS Best Associate Editor Award 2025
Finalist Don Lehmann Award 2024
Winner of the Stanley C. Hollander Award 2023
Computing Grant eInfrastructure at SurfSara (EINF-5534) 2023
ABRI Best Paper Award 2023
MSI & JPP&M Research Grant 2023
AMA Sheth Doctoral Consortium Invited Faculty 2018, 2023
Finalist for the Weitz-Winer-O'Dell Award 2021
Finalist for the AMS Sheth Foundation Best Paper Award 2021
Winner of the Best Paper in Track Award Winter AMA 2020
AMS Global Marketing Doctoral Consortium Invited Faculty 2020, 21, 22, 24
Winner of the Best Paper AMA Marketing and Public Policy Conference 2019
Winner of the MSI "Research Accelerator" Award and Prize 2017
William Davidson Honorable Mention and Prize 2017
ABRI Best Paper Award 2016
ECODEC Labex Research Grant for 15,000 euro 2014, 2015
HEC Paris Foundation Research Grant for 98,000 euro 2010-2015

WORKING PAPERS

Liadeli, G., Sotgiu, F., Rapezzi, M., and Verlegh, P. W. J., “From Washing to Hushing: Brand Ecosystem Positioning Strategies and Their Impact on Social Media Engagement,” Revise and Resubmit at Journal of Marketing Research.

- MSI & JPP&M research grant (included in the MSI Working Paper Series No. 24-143).

Sotgiu, F., Babić Rosario, A., Fossen, B.L., and Ludwig, S., “Rethinking Electronic Word of Mouth in the Age of Artificial Intelligence,” under review at Journal of Retailing.

Liadeli, G., Sotgiu, F., Lombardo, S., Rapezzi, M., and Verlegh, P., “The Social Media Value Chain: A Meta-Analysis on the Chain of Effects from Brand Social Media Activities to Consumer Buying Behavior,” under review at International Journal of Research in Marketing.

- Winner of the Best Paper in Track Award Winter AMA 2020.

Babić Rosario, A., Sotgiu, F., and Besharat, A., “Marketer-Appropriated Electronic Word of Mouth: Investigating the Effect of Online Reviews Displayed in Marketer-Generated Messages,” in preparation for submission to Journal of Marketing Research.

SELECTED WORK IN PROGRESS

“Social Commerce: Influencer Unboxing” (with G. Liadeli, Y. Liu, Y. Li), writing stage.

“Knowledge Influencers” (with Y. Liu), writing stage.

“Diversity in Top Management: Exploring Gender Differences across Social Media Communication” (with C. Kühnl & G. Liadeli), writing stage.

“Faces in social media ads” (with M. Montecchi, C. Campbell, & A. Gvirtz), writing stage.

“Real-time marketing at play: Engagement effects of joining another brand’s social media conversations” (with O. Osmanoglu & A. Özsoy), writing stage.

PUBLICATIONS

Bernritter, S., Danatzis, I., Möller-Herm, J., and Sotgiu, F., (2025) “Navigating toxic playgrounds: Managing reputational and financial brand safety in multiplayer video games,” **International Journal of Research in Marketing**, forthcoming.

Zhang, Y., Ikonen, I., Eelen, J., and Sotgiu, F., (2025) “One size does not fit all: Optimizing size-inclusive model photography mitigates fit risk in online fashion retailing,” **Journal of the Academy of Marketing Science**, 1-30.

Liadeli, G., Sotgiu, F., and Verlegh, P., (2023) “Brands on Social Media: A Meta-Synthesis on the Effectiveness of Owned Social Media,” **Journal of Marketing**, 87, 406–427.

- Rank 2 in top 200 accessed articles for marketing journals tracked by Matter of Facts (28,000 downloads and views).
- 95th percentile; top 5% of all research outputs ever tracked by Altmetric.
- Featured on Marketingfacts blog (April 2023), Science of Business Podcast (February 2023), and on JM Buzz podcast (October 2022).
- ABRI Best Paper Award (2023).
- Don Lehman Award Runner-up (2024).

Bernritter, S., Verlegh, P., Schartman, N., Gruber, V., Sotgiu, F., (2021) “Don’t Worry, We are Here for You”: Brands as External Source of Control During the COVID-19 Pandemic,” **Journal of Advertising**, 50 (3), 262-270.

Bernritter, S., Sotgiu, F., Ketelaar, P., (2021) “Behaviorally Targeted Location-Based Mobile Marketing,” **Journal of the Academy of Marketing Science**, forthcoming.

Ikonen, I., Sotgiu, F., Aydinli, A., And Verlegh, P.W.J., (2020) “Consumer Effects Of Front-Of-Package Nutrition Labeling: An Interdisciplinary Meta-Analysis,” **Journal of the Academy of Marketing Science**, 48(3), 360-383.

- Finalist AMS Sheth Foundation Best Paper Award (2021).
- Winner Best Paper AMA Marketing and Public Policy Conference (2019).

Babic Rosario, A., De Valck, K., and Sotgiu, F., (2020) "Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation," **Journal of the Academy of Marketing Science**, 48 (3), 422-448.

Babic Rosario, A., Sotgiu, F., De Valck, K., and Bijmolt, T., (2016) "The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors," **Journal of Marketing Research**, (June), 296-318.

- Lead article.
- Selected as one of the must read article for marketers by MSI: <http://www.msi.org/articles/what-should-marketers-read-our-academic-trustees-tell-us> (2017).
- In the top 5% of all research outputs scored by Altmetric.
- Finalist Weitz-Winer-O'Dell Award (2021).

Sotgiu, F., and Gielens, K., (2015), "Suppliers Caught In Supermarket Price Wars: Victims or Victors?," **Journal of Marketing Research**, (December), 784-800.

- ABRI Best Paper Award (2016).

Krafft, M., Goetz, O., Mantrala, M., Sotgiu, F., and Tillmanns, S., (2015) "The Evolution of Marketing Channel Research Domains and Methodologies: An Integrative Review and Future Directions," **Journal of Retailing**, 91 (4), 569-585.

- William Davidson Honorable Mention (2017).

OTHER PUBLICATIONS

Sotgiu, F. (2010). Not All Promotions are Made Equal: From the Effects of a Price War to Cross-chain Cannibalization, Erasmus Research Institute of Management (ERIM), ISBN: 978-905892-238-0. S

Sotgiu, F. and Ancarani, F., (2005), "À La Poursuite Des Déterminants Du Prix Dans Le Commerce Électronique," **Revue Française du Marketing**, 203 (July), 119-32.

Sotgiu, F. and Ancarani, F., (2005), "The Drivers of E-Tailers' Price Levels," **International Review of Retail, Distribution & Consumer Research**, 15 (1), 75-89.

Sotgiu, F. and Ancarani, F., (2004), "Exploiting the Opportunities of Internet and Multi-Channel Pricing: An Exploratory Research," **Journal of Product and Brand Management**, 13 (2-3), 125-36.

Ancarani, F. and Sotgiu, F., (2004), "Alla Ricerca delle Determinanti dei Livelli di Prezzo Online," **Micro & Macro Marketing**, 2 (August), 359-374.

Severi Bruni, D., and Sotgiu F. (2004), "Ikea. Creare una Vita Migliore." in C. Mauri (ed.), *Innovazione nel retailing dei prodotti per la casa*, Milano: Franco Angeli.

Ancarani, F. and Sotgiu, F. (2004), "Una Ricerca Esplorativa: Opportunità e Minaccia, " in F. Ancarani, *Il prezzo nell'economia digitale*, Milano: ETAS.

Sotgiu, F. and Ancarani, F., (2004), "La Ricerca sui Livelli e Dispersione dei Prezzi per Informatica e Elettronica di Consumo, " in F. Ancarani, *Il prezzo nell'economia digitale*, Milano: ETAS.

Sotgiu, F. (2004), "Una Nuova Tipologia di Confronto: il Sito di E-commerce di un Produttore", in F. Ancarani, *Il prezzo nell'economia digitale*, Milano: ETAS.

Valdani, E. et al. (2003), "La Carta di Identità Elettronica, " in Ministero dell'Interno (ed.), *La Carta di Identità Elettronica. Nuove Tecnologie Informatiche al Servizio del Cittadino e delle Pubbliche Amministrazioni*, Milano: Maggioli.

INVITED TALKS (last 5 years)

2026: San Diego, Bilkent University, Liverpool University.

2025: BI Norway, King's College London, Societa' Italiana Marketing (Keynote), NEOMA Business School.

2024: Bilkent University, Cologne University, Tilburg University.

2022: LUISS University, EMLyon, Lille, King's College London.

PRESENTATIONS (last 5 years)

Kuhln, C., Liadeli, G., and Sotgiu, F. "Diversity in Top Management: Exploring Gender Differences across Social Media Communication," 2025: Marketing Science.

Bernritter, S., Danatzis, I., Möller-Herm, J., and Sotgiu, F. "Navigating Toxic Playgrounds: Managing Reputational and Financial Brand Safety in Multiplayer Video Games," 2024: EMAC.

Liadeli, G., Sotgiu, F., Verlegh, P., "From Washing to Hushing: Brand Ecosystem Positioning Strategies and Their Impact on Social Media Engagement"

- 2024: Tilburg University, Bilkent University, Cologne University; Winter AMA, St. Pete Beach.
- 2023: ISMS Marketing Science Conference, Miami; EMAC, Odense, Denmark.

Liadeli, G., Sotgiu, F., Verlegh, P., "Brands on Social Media: A Meta-Synthesis on the Effectiveness of Owned Social Media,"

- 2023: Winter AMA, Nashville.
- 2022: YES conference, Groningen.

Zhang, Y., Ikonen, I., Eelen, J., and Sotgiu, F., "Size-inclusive online fashion retailing as a win-win: mitigating perceived risk through body-size similarity,"

- 2023: AMS Conference, Nashville.
- 2022: European Marketing Academy Conference (EMAC), Budapest.

Liadeli, G., Sotgiu, F., Verlegh, P., "Brands on Social Media: A Meta-Synthesis on the Effectiveness of Owned and Earned Social Media,"

- 2021: Global Marketing Conference, Taormina; Marketing Science Conference INFORMS, online.
- 2020: Winter AMA, San Diego; Interactive Marketing Research Conference, London.

TEACHING

Tinbergen Institute

- 2020-date: Presenting in Academia (Research Master level)
- 2020-date: Marketing Science (Research Master level)

VU Amsterdam

- 2025-: Marketing (Master level)
- 2022-2025: Capita Selecta (Master level)
- 2019-2020, 2023-date: Marketing I (Bachelor level)
- 2017-2019: Digital Marketing and Metrics (Bachelor level)
- 2016-2018: Management Integration Project (Master level)
- 2016-2018: Empirical Marketing (Bachelor level)

LUISS

- 2025-date: Marketing (Master level)
- 2022-2023: Data-Driven Marketing (Master level)

HEC Paris

- 2008-2015: Marketing (Master level)
- 2008-2012: Marketing Science (Ph.D. level)
- 2011-2012: Introduction to Marketing (Specialized Master)
- 2010-2012: Marketing Models for Practical Decision Marketing and Consulting (Master level)

Tilburg University

- 2011: Sales Promotions (Bachelor level)

RSM Erasmus University

- 2005-2008: Sales Promotions (Bachelor level)

Calabria University

- 2008: (Summer School) Advanced Econometrics (Ph.D. level)

SERVICE

Management

Program Director Research Master Programs of the Tinbergen Institute: 2018-2026

Erasmus University Research Advisory Committee: 2025-2026

Management Team VU Marketing Department: 2019-2025

Recruitment Team VU Marketing Department: 2019, 2022

Events

Co-organizer of the Journal of Interactive Marketing Conference (2027)

Track Chair Winter AMA (2026)

Co-organizer of the International Journal of Research in Marketing SI Brand Safety Workshop (2025)

Co-organizer of the Thought Leaders Conference (with the Journal of the Academy of Marketing Science)

- in Innovation in the Digital Economy, Milan (2019)
- in Generalizations in Marketing, Oslo (2018)
- in Consumer-Based Strategies Conference, Amsterdam (2017)
- in Service Marketing Conference, Paris (2016)
- in Customer Engagement and CRM Conference, Paris (2015)

Co-organizer of the Thought Leaders Conference (with Journal of Retailing)

- in Privacy in Marketing, Florence (2019)
- in Marketing Channels, Paris (2014)

Co-organizer Big Data Workshops Series (2013-2014) (sponsored by ECODEC Labex)

- Greg Allenby: Seven Summits of Marketing Research (2013)
- David Schweidel: Building Social Media Intelligence (2014)
- Peter Feder and Bruce Hardie: Probability Models in Marketing (2014)
- Eva Ascarza and Oded Netzer: Hidden Markov Models (2014)

Co-organizer of the HEC Paris Social Media Conference (2011)

Coordinator Ph.D. tutorials (2008-2014)

Co-coordinator Research Seminars (2008-2013)

Co-coordinator Marketing Camp (2008-2013)

Supervision Theses

Ph.D. supervisor: Srishti Pattundeen (King's College London, 2025 - to date); Stefania Annunziata (VU Amsterdam, 2025 - to date); Pantelis Karavassilis (VU Amsterdam, 2024 - to date); Yerong Zhang (VU Amsterdam, 2022 - to date); Georgia Liadeli (VU Amsterdam, 2020-2024; Assistant Professor at Frankfurt School of Management); Noud Schartman (VU Amsterdam, 2019-to date; Manager at CBS); Ingmar Leijen (VU Amsterdam, 2019-2025; currently faculty at VU Amsterdam); Alexandra Chabanova (BI Norway, 2017-2025; Data scientist at TUI); Alexander Grotz (2016-2020, VU Amsterdam; currently Global Marketing Manager at Google Chrome); Ana Babic (HEC Paris, 2010-2016; currently tenured Associate Professor at University of Denver); Mohan Huang (2014).

Doctoral committee: David de Jong (2026; VU); Kedma Hamelberg (2026; UvA); Ruichen Ge (2026; Groningen); Xia Liu (2026; Groningen); Sertan Eravci (2025; Muenster University); Xia Liu (2025; Groningen); Rowena Summerlin (2026; Tilburg); Joep Van der Plas (2025, Tilburg); Sepehr Safari (2024-25, Bocconi); Linda van Rijn

(2024, RSM); Felix Lehmkuhle (2024; Muenster University); Jing Niu (2023, HEC Paris); Baris Kocaman (2023, Eindhoven University); Jinsheng Chen (2022, VU Amsterdam); Chenming Peng (2022, University of Groningen); Zeynep Aydin Gokgoz (2021, Erasmus University Rotterdam); Wei Li (2021, Erasmus University Rotterdam); Anne Kranzbuhler (2018, VU Amsterdam); Marleen Hermans (2017, Maastricht University).

Master Theses Supervisor: 2004-to date.

Bachelor Theses Supervisor: 2004-2008; 2011; 2017-2022.

Supervision Business Projects: LUISS Capstone Projects Supervisor (2022-2024) VU MBA Final Project Supervisor (2022-2023) Executive Teaching & Project Supervision (2008-to date) HEC Paris CEMS Business Projects Supervisor (2010-2015) HEC Paris MBA Business Projects Supervisor (2008-2012) HEC Paris MBA Fieldwork Projects Supervisor (2014-2015) ENSAE Statistic Projects Supervisor (2014-2015) Google Challenge Supervisor (2012-2016).

Committee and Jury: Co-Chair AMA Winter (2026), ERIM Research Awards (2025), Co-Chair AMA Howard Award (2023), Global Marketing SIG Conference Track Chair (2022), Committee VU-UVA Research Master, Business in Society (2018), EMAC Track Chair (2017), Chair VU Marketing Alumni Committee (2017-2019), VU Marketing Alumni Committee (2016-2024), Jury HEC Paris PhD specialization exam and PhD Progress Presentations (2008-2015), Admission Jury HEC Paris Marketing PhD Program (2008-2015), Admission Jury HEC Paris Marketing Major (2009).

Social Media Manager: Journal of Retailing (2022 – 2024), VU Amsterdam Marketing Department (2024-date).

Editorial Review Board:

- SI Editor: International Journal of Research in Marketing (2026); Psychology & Marketing (2024).
- Associate editor: Journal of the Academy of Marketing Science (ERB: 2016 - to date; Associate editor: 2023-to date); Journal of Retailing (ERB: 2016-2019; Associate Editor: 2022 – to date); Journal of Interactive Marketing (ERB: 2022- to date; Associate editor: 2024-to date).
- ERB: Journal of Marketing (2025- to date); International Journal of Research in Marketing (2024 - to date); Journal of Business Research (2022 – to date); Journal of Advertising Research (2022 – to date).
- Ad-hoc Review: Journal of Marketing Research; Journal of Consumer Research; AMA (2008 - to date); EMAC (2004 – to date).

COMPANY PRESENTATIONS AND MEDIA COVERAGE

Presentations for companies such as: Sales Network, AlzheimerLab, Bosch, Buzz Capture, Carrefour, Danone, GfK, KPN, Energize, Patagonia, P&G, Rabobank, Roland Berger, Unilever, Validator, VivaSanté, VODW.

Keynote speaker at: Societa' Italiana Marketing (2025), Sales Network Summit (2024), Patagonia (2022), Migros-KUMPEM Retail Conference, Turkey (2019), Anton Dreesmann Congres (Rabobank, 2016), VODW (2016).

Media coverage: EuroPanel (GfK and Kantar) “Price war: love it or leave it” written by Oliver Koll (<http://visionplatform.europanel.com/4fa909ac3dccc409c9076978642e763c/>) 2016; NBForum, “Dutch Study: Supermarket Price Wars Could Harm Rather Than Help Brands” by Denise Wall (<https://www.nbforum.com/nbreport/dutch-study-supermarket-price-wars-could-harm-rather-than-help-brands>) 2016; Keller Center for Research Report for the real estate industry (Hankamer School of Business, Baylor University), December Issue 2016; Denver University (Newsletter 2016); HEC Paris “How to manage electronic word of mouth to boost sales” 2016 (<http://www.hec.edu/Knowledge/Marketing/e-Marketing/How-to-manage-electronic-word-of-mouth-to-boost-sales>); Mieux gérer le bouche-à-oreille en ligne pour booster les ventes (<http://www.hec.fr/Knowledge/Marketing/e-Marketing/Mieux-gerer-le-bouche-a-oreille-en-ligne-pour-booster-les-ventes>); VODW “Focus in kanaalstrategie zorgt voor hoger rendement” (<http://www.vodw.com/vier-inzichten-uit-de-marketingwetenschap-die-iedere-marketeer-in-de-praktijk-kan-gebruiken/>) 2016; MSI “Meta-analysis offers generalized empirical findings – what works and what doesn't” - <http://www.msi.org/articles/effect-of-ewom-on-sales/2016>; MSI - Most impactful papers of MSI: <http://www.msi.org/articles/journal-selections-from-msi-october-2016/> 2016 MSI - What managers should read: <http://www.msi.org/articles/what-should-marketers-read-our-academic-trustees-tell-us/>.

MEMBERSHIPS

Tinbergen Institute Research Fellow; ABRI Research Fellow; American Marketing Association; INFORMS Society for Marketing Science – Marketing Science Institute; European Marketing Academy.