

## Special Sessions

### Workshop on Experimental Research



Giampaolo is a Professor of Marketing at the University of Portsmouth's Faculty of Business and Law, where he also serves as the Research Lead for the Marketing Subject Group. He is Editor-in-Chief of *Psychology & Marketing* and an Associate Editor of *Annals of Tourism Research* and *Journal of Business Research*. Additionally, he serves on the Editorial Boards of several prestigious journals, including *Tourism Management*, *Journal of Service Research*, *Journal of Travel Research*, *Journal of Advertising Research*, *Journal of Business Research*, *International Journal of Hospitality Management*, and *Journal of Services Marketing*. Giampaolo holds two PhDs: one in Applied Statistics for

Business from the University of Turin (Italy, 2012) and another in Marketing from the University Pompeu Fabra (2015). His research focuses on consumer decision-making, pricing, and services, including tourism and hospitality marketing. He has published, reviewed, and guest-edited for top journals in the Marketing field, such as the *Journal of the Academy of Marketing Science*, the *Journal of Retailing*, the *International Journal of Research in Marketing*, the *Journal of Product Innovation Management*, and the *Journal of Service Research*.



## Strategic Marketing Orientations – A Grounded Cognition Approach Using Wine



Nathalie Spielmann (PhD) is Professor of Marketing and Director of the MSc Wine & Gastronomy at NEOMA Business School in Reims France. Dr. Spielmann's research centers on understanding how product and advertising cues, especially those related to traceability, authenticity and sustainability, are likely to persuade and influence consumers. Her research has been published in the International Business Review, Journal of Business Research, the European Journal of Marketing, the Journal of Advertising Research, the Journal of Service Research, among others. In parallel she is an avid wine student and holds the WSET Diploma, is an Italian Wine Ambassador, a certified Sherry Educator, and a French Wine Scholar.

