

# Ludovica Cesareo, *Ph.D.*

Assistant Professor of Marketing  
College of Business  
Lehigh University  
Rauch Business Center 421

621 Taylor Street, Bethlehem, PA 18015  
Phone. (610) 758-2777  
E-mail: [lcesareo@lehigh.edu](mailto:lcesareo@lehigh.edu)  
Website: [www.ludovicacesareo.com](http://www.ludovicacesareo.com)

## Academic Positions

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**Assistant Professor of Marketing** 2018 - present  
Lehigh University

**Post-doctoral Research Fellow** 2015-2018  
Marketing Department  
The Wharton School, University of Pennsylvania

## Education

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**Ph.D., Business Management, Marketing Track** 2011-2014  
Faculty of Economics, Sapienza, University of Rome (Italy)

**Visiting Scholar**, Department of Management and Operations Jan-Jun 2014  
Host: Prof. Peggy Chaudhry  
Villanova School of Business, Villanova University, PA

**M.S. Management, Innovation and Internationalization of Firms** 2011  
Faculty of Economics, Sapienza, University of Rome (Italy), 110/110 *summa cum laude*

**B.S. Economics, Finance and Firm Management** 2009  
Faculty of Economics, Sapienza, University of Rome (Italy), 110/110 *summa cum laude*

## Research Interests

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- Consumer status-signaling behaviors
  - o Antecedents
  - o Luxury goods
  - o Counterfeit luxury goods
- Aesthetics
- Sustainable consumer behavior
  - o Antecedents
  - o Drivers

## Journal Publications

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*\*denotes equal authorship*

Amatulli, Cesare, De Angelis, Matteo Peluso, Alessandro, & **Cesareo, Ludovica\***, (2026), "When and Why Products Presented in Unbalanced Positions Foster Sustainable Behaviors," *Conditionally accepted at the Journal of Business Research*.

**Cesareo, Ludovica**, Amatulli, Cesare, Peluso, Alessandro M., & De Angelis, Matteo (2026), "A More Creative World is a More Sustainable One: How to Increase Length of Product Usage through

Creativity and Emotional Attachment,” *Conditionally accepted at the Journal of Marketing Research*.

**Cesareo, Ludovica**, & Bellezza, Silvia (2025), “Knowledge, Morality, and the Appeal of Counterfeit Luxury Goods,” “*Morality and Consumption*,” *Journal of the Association for Consumer Research*, 10 (1), 58-70. DOI: <https://doi.org/10.1086/733111>

Media: *The Fashion Law* (<https://www.thefashionlaw.com/if-consumers-love-logos-what-is-driving-demand-for-dupes/>; <https://www.thefashionlaw.com/new-research-offers-strategies-to-counter-counterfeit-luxury-goods/>); *Science X* (<https://phys.org/news/2024-12-strategies-counter-counterfeit-luxury-goods.html>); *Science Magazine* (<https://scienmag.com/breaking-research-offers-luxury-brands-new-strategies-to-combat-counterfeit-goods/>); *StudyFinds* (<https://studyfinds.org/why-counterfeit-luxury-goods-appeal-to-consumers/>); *JACR webinar* (<https://vimeo.com/1051717558>)

**Cesareo, Ludovica**, Townsend, Claudia, & Pavlov, Eugene (2023), “Hideous but Worth It: Distinctive Ugliness as a Signal of Luxury,” *Journal of the Academy of Marketing Science*, 51, 636-657. DOI: <https://doi.org/10.1007/s11747-022-00913-3>

Media: *The Wall Street Journal* (<https://www.wsj.com/articles/fashion-weird-moments-2022-recap-photos-11671485853>); *BMA* (<https://www.youtube.com/watch?v=kZOMLlzz8Cs>); *Nick Kolenda* ([www.nickkolenda.com/tactics/luxury-brands-signal-higher-status](http://www.nickkolenda.com/tactics/luxury-brands-signal-higher-status)).

Vernuccio, Maria, **Cesareo, Ludovica**, Pastore, Alberto, & Kitchen, Philip (2021), “Managerial and Organizational Perspectives on Online-Offline Integration within Integrated Marketing Communication: Toward a Holistic Conceptual Framework,” *International Journal of Advertising*, 1-22, 519-540. DOI: <https://doi.org/10.1080/02650487.2021.1897432>.

Chaudhry, Peggy E., **Cesareo, Ludovica**, & Pastore, Alberto (2019), “Resolving the Jeopardies of Consumer Demand: Revisiting Demarketing Concepts,” *Business Horizons*, 62(5), 663-677. DOI: <https://doi.org/10.1016/j.bushor.2019.05.002>.

Robertson, Thomas S., Gatignon, Hubert, & **Cesareo, Ludovica** (2018), “Pop-Ups, Ephemerality and Consumer Experience: The Centrality of Buzz,” *Journal of the Association of Consumer Research – Consumer Responses to the Evolving Retailing Landscape*, 3(3), 425-439.

Chaudhry, Peggy E., & **Cesareo, Ludovica** (2017), “Fake and Pirated: Do Consumers Care?,” *Journal of Business Strategy*, 38(6), 11-19.

Giraldi, Angelo, & **Cesareo, Ludovica** (2017), “Film Marketing Opportunities for the Well-known Tourist Destination: An Exploratory Analysis on the City of Rome,” *Place Branding and Public Diplomacy Special Issue: "The Great Beauty. The role of cultural heritage and place identity in the international marketing strategies of the 'Made in Italy' "*, 3(2), ISSN: 1751-8040.

Pastore, Alberto, Cesaroni, Fabrizio, & **Cesareo, Ludovica** (2016), “Counterfeiting and Culture: Consumer Attitudes towards Counterfeit Products,” *Journal of Marketing Trends*, 3(1), 29-36, ISSN: 2114-8910.

**Cesareo, Ludovica**, & Stöttinger, Barbara (2015), “United We Stand, Divided We Fall: How Firms can Engage Consumers in their Fight against Counterfeits,” *Business Horizons*, 58, 527-537, DOI: [10.1016/j.bushor.2015.05.007](https://doi.org/10.1016/j.bushor.2015.05.007).

Shaanan–Satchi, Rinat, Hornik, Jacob, **Cesareo, Ludovica**, & Pastore, Alberto (2015), “Information Dissemination via Electronic Word-of-mouth: Good News Travels Fast, Bad News Travels Faster!,” *Computers in Human Behavior*, 45, 273-280, ISSN: 0747-5632, DOI: 10.1016/j.chb.2014.11.008.

**Cesareo, Ludovica**, Pastore, Alberto, & Ugolini, Giulia (2015), "Pirate or Subscriber? An Exploratory Study on Italian Consumers' Music Habits," *Sinergie Italian Journal of Management*, 33(96), 155-173.

**Cesareo, Ludovica**, & Pastore, Alberto (2014), "Consumers' Attitude and Behavior towards Online Music Piracy and Subscription-based Services," *Journal of Consumer Marketing*, 31(6/7), 515-525, DOI: 10.1118/JCM-07-2014-1070.

Chaudhry, Peggy E., **Cesareo, Ludovica**, & Stumpf, Stephen A. (2014), "What Influences Rampant Movie Piracy?," *Journal of Management Systems*, 24(4), 73-95, ISSN: 1041-2808.

Giraldi, Angelo, & **Cesareo, Ludovica** (2014), "Destination Image Differences between First Time Visitors and Repeat Visitors: An Exploratory Study on the City of Rome," *Tourism and Hospitality Research*, 14(4), 197-205, DOI: 10.1177/1467358414543971. ISSN: 1467-3584.

Pastore, Alberto, & **Cesareo, Ludovica** (2014), "No al falso! Un'indagine esplorativa sulle strategie anti-contraffazione delle fashion firms (*No to Fakes! An Exploratory Analysis on Fashion Firms' Anti-Counterfeiting Strategies*)," *Mercati & Competitività*, 2, 81-102, DOI: 10.3280/MC2014-002005, ISSN: 1826-7386.

## Monographs

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**Cesareo, Ludovica** (2016), "*Counterfeiting and Piracy. A Comprehensive Literature Review*," Springer Briefs in Business, Springer, ISBN: 978-3-319-25356-5, DOI: 10.1007/978-3-319-25357-2.

## Book Chapters

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**Cesareo, Ludovica**, & Pastore, Alberto (2018), "Acting on Luxury Counterfeiting," in Reinecke, Sven, Berghaus, Benjamin & Mueller-Stewens, Günther (Eds), *The Management of Luxury*, 335-353, Kogan Page USA, Second edition, EAN: 9780749481827, ISBN: 074948182X.

**Cesareo, Ludovica**, Pastore, Alberto, & Williams, Patti (2017), "Counterfeiting Luxury Goods," in Chaudhry, Peggy E. (Ed.) *Handbook of Research in Counterfeiting and Illicit Trade*, 193-222, Edward-Edgar Publishing.

Stöttinger, Barbara, Penz, Elfriede & **Cesareo, Ludovica** (2017), "Analysis of Anti-counterfeiting Tactics to Diffuse Consumer Demand," in Chaudhry, Peggy E. (Ed.) *Handbook of Research in Counterfeiting and Illicit Trade*, 387-403, Edward-Edgar Publishing.

Pastore, Alberto, & **Cesareo, Ludovica** (2015), "Fashion Firms and Counterfeiting: Causes and Actions," in Strangio, Donatella & Sancetta, Giuseppe (Eds). *Italy in a European Context: Research in Business, Economics, and the Environment*, 105-123, Palgrave-MacMillan, ISBN: 978-11-37560-76-6.

Pastore, Alberto, & **Cesareo, Ludovica** (2014), "Il Fenomeno della Contraffazione nella Prospettiva del Management. Verso un Sistema per la Brand Protection (*The Counterfeiting Phenomenon from Management's Perspective, Towards a Brand Protection System*)," in Cagiano de Azevedo, R., Cecchi, C., Magistro, A., Milanetti, G., Sancetta, G. & Strangio, D. (Eds), *Oltre i confini. Studi in onore di Giuseppe Burgio*, 117-137, Roma: Sapienza universitaria editrice, ISBN: 978-88-98533-44-2, DOI: 10.13133/978-88-98533-44-2.

**Cesareo, Ludovica**, & Pastore, Alberto (2014), "Acting on Luxury Counterfeiting," in Reinecke, Sven, Berghaus, Benjamin & Mueller-Stewens, Günther (Eds), *The Management of Luxury*, 341-359, Kogan Page USA, ISBN: 978-07-494-7166-8.

Gatti, Mauro, & **Cesareo, Ludovica** (2012), "Market-driven Management and Corporate Culture: Competitiveness and Innovation," in Brondoni, Silvio (Ed), *Market-Driven Management and Corporate Growth*, 73-91, Impresa Economia Comunicazione, Collection Edition, Giappichelli, Torino, ISBN/EAN 978-88-348-3876-1.

## Manuscripts under Review, Working Papers, and Works in Progress

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*\*denotes equal authorship*

**Cesareo, Ludovica**, & Patrick, Vanessa (2026), "What's Bragworthy in Luxury Innovations? Really New Innovations Signal Brand Status, but Incremental Innovations Backfire," *Invited for a second round of review at the Journal of Consumer Research*.

**Cesareo, Ludovica**, Patrick, Vanessa, & Holmqvist, Jonas (2026), "Gifting Sustainable Luxury Services: Preference Similarity of the Gift Recipient and Perceived Risk," *Under review at the Journal of Consumer Psychology*.

Desmichel, Perrine, & **Cesareo, Ludovica\*** (2026), "Doing Less, Feeling Higher: Delegating Chores to Automation Increases Felt Status and Bragging," *Under review at the Journal of Consumer Psychology*.

**Cesareo, Ludovica**, & Zane, Daniel M. (2026), "Minimalism = Masculine? Investigating Gendered Lay Theories in Consumer Preferences," *Work in progress*.

## Conference Presentations

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*\*presenter*

Desmichel, Perrine & **Cesareo, Ludovica** (2025), "How Automated Products Elevate Consumers' Status Perceptions and Drive Purchase Behavior," *ACR North American Conference*, October 9-11, Washington, DC, USA.

**Cesareo, Ludovica\***, Amatulli, Cesare, Peluso, Alessandro M, & De Angelis, Matteo (2024), "Fostering Sustainable Consumption by Increasing Length of Product Usage: The Role of Creativity and Emotional Attachment," *ACR North American Conference*, September 26-28, Paris, France.

**Cesareo, Ludovica\***, & Patrick, Vanessa M. (2023), "Sustaining Excellence: Embedded (not Peripheral) Sustainability Aligns with Luxury," *ACR North American Conference*, October 26-28, Seattle, WA, USA.

Amatulli, Cesare, **Cesareo, Ludovica**, Peluso, Alessandro M, & De Angelis, Matteo (2023), "Emotional Attachment and Product Durability: The Role of Creativity and Type of Product (Luxury vs. Mass-Market)," *Italian Society of Marketing Conference*, October 20-21, Florence, Italy.

**Cesareo, Ludovica\***, Townsend, Claudia, & Pavlov, Eugene (2021), "Distinctive Ugliness as a Signal of Luxury," *ACR North American Conference*, October 28-30, Seattle, WA, USA. (*virtual*)

**Cesareo, Ludovica\***, Townsend, Claudia, & Shi, Zijun (2019), "The Ugly Luxury Premium: When Distinctiveness Pays Off," *ACR North American Conference*, October 17-20, Atlanta, GA, USA.

- Cesareo, Ludovica\***, & Patrick, Vanessa M. (2019), "From 'Wealth-as-Status' to 'Values-as-Status': The Millennial Luxury Consumer Mindset," *ACR North American Conference*, October 17-20, Atlanta, GA, USA.
- Cesareo, Ludovica\***, Townsend, Claudia, & Shi, Zijun (2019), "The Ugly Luxury Premium: When Distinctiveness Pays Off," *INFORMS Marketing Science Conference*, June 20-22, Rome, Italy.
- Cesareo, Ludovica\***, & Patrick, Vanessa M. (2019), "The Millennial Luxury Mindset: Signaling Personal Values (not Status) by Consuming Luxury" *INFORMS Marketing Science Conference*, June 20-22, Rome, Italy.
- Cesareo, Ludovica\*** & Bellezza, Silvia (2017), "I'm a Fashionista and I (Think I) Know It: The Role of Fashion Knowledge in Preferences for Counterfeits," *ACR North American Conference*, October 26-29, San Diego, CA, USA.
- Cesareo, Ludovica\***, Wu, Eugenia, Cutright, Keisha, & Williams, Patti (2017), "The Unexpected Consequences of Beautiful Products: Sacredness, Awe and Forgiveness," *ACR North American Conference*, October 26-29, San Diego, CA, USA.
- Robertson, Thomas, Gatignon, Hubert & **Cesareo, Ludovica\*** (2017), "A Conceptual Framework to Explain Consumer Reaction to Luxury Pop-Ups in the Evolving Retailing Landscape," *Wharton Baker Retail Center Annual Conference – 'Consumer Response to the Evolving Retailing Landscape'*, June 22-23, Philadelphia, PA, USA.
- Cesareo, Ludovica\***, Williams, Patti, Wu, Eugenia, & Cutright, Keisha (2017), "To Err is Human, to Forgive is Divine: Why Beautiful Products Are Forgiven," *Society for Consumer Psychology (SCP) Annual Conference*, 16-18 February, San Francisco, CA, USA.
- Vernuccio, Maria, **Cesareo, Ludovica\***, Micheli, Laura, & Pastore, Alberto (2015), "Online and offline integration in marketing communication. Delving into the business perspective," *44<sup>th</sup> European Marketing Academy Conference (EMAC) Conference*, 26-29 May, Leuven, Belgium, ISBN: 978-90-823-8330-0.
- Cesareo, Ludovica\***, Stöttinger, Barbara & Pastore, Alberto (2015), "Real or counterfeit? Drivers, deterrents and coping mechanisms against online consumer deception, Working paper, *ACR North American Conference*, 1-4 October, New Orleans, LA, USA.
- Cesareo, Ludovica\***, & Pastore, Alberto (2014), "The consumers' choice: Illegal music downloads vs. subscription-based music services," *XI Annual Conference of the Italian Marketing Academy*, 18-19 September, Università degli Studi di Modena e Reggio Emilia, Modena, ISBN: 978-88-907662-2-0.
- Giraldi, Angelo, & **Cesareo, Ludovica\*** (2014), "The influence of a film on destination image. The case of the city of Rome.," *4<sup>th</sup> International Conference on Tourism Management and Related Issues (EIASM Conference)*, 18-19 September, Rome, Italy, ISSN: 2295-3485.
- Cesareo, Ludovica\***, & Stöttinger, Barbara (2014), "Consumer-directed Anti-counterfeiting Measures (CAMs): A review and preview," *43<sup>rd</sup> European Marketing Academy Conference (EMAC) Conference*, 3-6 June, Valencia, Spain, ISBN: 978-84-370-9453-3.
- Chaudhry, Peggy E., Stumpf, Stephen A., & **Cesareo, Ludovica\*** (2014), "Antecedents and anti-counterfeiting tactics that influence consumer complicity in emerging markets," *Academy of Marketing Science (AMS) Annual Conference*, 21-23 May, Indianapolis, IN, USA, ISBN: 978-3-319-11814-7.

- Stöttinger, Barbara & **Cesareo, Ludovica** (2014), “It is counterfeits that consumers love!? Exploring the phenomenon in the digital environment,” *Academy of Marketing Science (AMS) Annual Conference*, 21-23 May, Indianapolis, IN, USA, ISBN: 978-3-319-11814-7.
- Lado, Nora, Cesaroni, Fabrizio, Ho, Han Chiang, and **Cesareo, Ludovica** (2014), “The role of gender in co-branding strategies of hi-tech brands and luxury brands,” *Academy of Marketing Science (AMS) Annual Conference*, 21-23 May, Indianapolis, IN, USA, ISBN: 978-3-319-11814-7.
- Cesareo, Ludovica\***, Stöttinger, Barbara, & Pastore, Alberto (2013), “How to fight the online purchase of luxury counterfeit products: manufacturer insights and strategies,” *X Annual Conference of the Italian Marketing Academy*, 3-4 October, Università degli Studi di Milano Bicocca, Milano, ISBN: 978-88-907662-1-3.
- Pastore, Alberto, & **Cesareo, Ludovica\*** (2013), “Fashion firms and counterfeiting: causes and actions,” *EuroSapienza Conference “Overcoming Borders”*, 6 November, Sapienza, Università di Roma.
- Pastore, Alberto, & **Cesareo, Ludovica\*** (2013), “Delving into the counterfeiting phenomenon: An exploratory analysis of original brands’ perceptions and their strategies against fakes,” *Poster session, 42<sup>nd</sup> European Marketing Academy (EMAC) Conference*, 4-7 June, Istanbul Technical University, Istanbul, ISBN: 978-9944-380-10-2.
- Cesareo, Ludovica\***, Giordani, Federica, & Iannotta, Michela (2013), “Le learning histories come strumento di *knowledge transfer*: Un comparative case study,” *XIV Workshop of the Teachers and Researchers of Business Organization (WOA)*, 30-31 May, Sapienza, Università di Roma, ISBN: 978-88-678-7055-4.
- Pastore, Alberto, & **Cesareo, Ludovica\*** (2012), “Lotta alla Contraffazione! Un’indagine esplorativa su strategie, strumenti ed azioni delle imprese di marca,” *IX Annual Conference of the Italian Marketing Academy*, 20-21 September, Università degli Studi del Sannio, Benevento, ISBN: 978-88-907-6620-6.
- Pastore, Alberto, Cesaroni, Fabrizio, & **Cesareo, Ludovica\*** (2012), “Counterfeit luxury products: Consumer attitudes, behavior and cultural influences,” *Poster Session, 41st European Marketing Academy (EMAC) Conference*, 22-25 May, ISCTE Business School, Lisbon, ISBN: 978-98-973-2004-0.

## Invited Talks

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| 2025 | “A More Creative World Is a More Sustainable One: How to Increase Length of Product Usage through Creativity and Emotional Attachment” <i>Lehigh University College of Business Research Retreat, May 15</i> |
| 2024 | “Sustaining Excellence: Embedded (not Peripheral) Sustainability Aligns with Luxury Brands” <i>LeBow College of Business, Drexel University, February 9</i>  |
| 2023 | “Sustaining Excellence: Embedded (not Peripheral) Sustainability Aligns with Luxury Brands” <i>Lehigh University College of Business Research Retreat, May 18</i>  |
| 2021 | “From Conspicuous to Conscientious: When and Why Sustainable Luxury Signals Status” <i>Universidad Torcuato di Tella, Argentina, April 22</i>  |
| 2020 | “From Farm-To-Table Restaurants to Orange Peel Textiles: When and Why Sustainable Luxury Signals Status” <i>University of Portsmouth, UK, December 2</i>   |

- 2019 “The Ugly Luxury Premium: When Distinctiveness Pays Off” *Lehigh University College of Business Research Retreat*, May 16
- 2019 “From ‘Wealth-as-Status’ to ‘Values-as-Status:’ The Millennial Luxury Consumer Mindset” *Carolyn Research Forum, University of Texas at San Antonio (UTSA)*, April 5-6
- 2017 “I’m a Fashionista and I (Think I) Know It: The Role of Fashion Knowledge in Preferences for Counterfeits” *Rice University*, October
- 2017 “I’m a Fashionista and I (Think I) Know It: The Role of Fashion Knowledge in Preferences for Counterfeits” *Vanderbilt University*, September
- 2017 “I’m a Fashionista and I (Think I) Know It: The Role of Fashion Knowledge in Preferences for Counterfeits” *Lehigh University*, September
- 2017 “I’m a Fashionista and I (Think I) Know It: The Role of Fashion Knowledge in Preferences for Counterfeits” *Bucknell University*, September
- 2017 “I’m a Fashionista and I (Think I) Know It: The Role of Fashion Knowledge in Preferences for Counterfeits” *Framingham State University*, September
- 2017 “Emotions in Consumption and Advertising: The Role of Awe,” *R/GA New York City*, June 7
- 2017 “Creativity in Advertising,” *Sapienza University of Rome*, May
- 2017 “Counterfeiting in the Luxury Goods Market: State-of-the-art, Criticisms and Current Trends,” *Diversity and Ethics in Business Workshop, Wharton*, March
- 2016 “Luxury Counterfeiting: Threats and Coping Strategies,” *Bocconi University, Milan, Italy*, May 25
- 2015 “Counterfeiting and Piracy. A Global Phenomenon, a Global Challenge,” *Sapienza University of Rome*, March

## Interviews / Media

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- “Ludovica Cesareo on How Creativity Can Make Products More Sustainable”, *Lehigh College of Business “ilLUMinate” blog/podcast*: <https://business.lehigh.edu/blog/2025/ludovica-cesareo-how-creativity-can-make-products-more-sustainable> (November 4, 2025)
- “Is there any way to tell if a product is a counterfeit before buying it online?” *Cybernews*, <https://cybernews.com/tech/counterfeit-goods-online-detection-apps/> (January 30, 2025).
- “The ‘Walmart Birkin’, dupes, and counterfeits,” *Wharton Business Radio on Sirius XM*, “Marketing Matters” program, with Prof. Barbara Kahn and Prof. Americus Reed II, <https://podcasts.apple.com/us/podcast/ludovica-cesareo-assistant-professor-of-marketing-at/id1560857970?i=1000684185906> (January 16, 2025).
- “Why the ‘Walmart Birkin’ Struck a Nerve,” *The Business of Fashion*, <https://www.businessoffashion.com/articles/marketing-pr/the-walmart-birkin-conversation/> (January 3, 2025)
- “New research offers companies advice on countering the appeal of counterfeit luxury goods” *Lehigh University News*, <https://news.lehigh.edu/new-research-offers-companies-advice-on-countering-the-appeal-of-counterfeit-luxury-goods> (December 11, 2024)
- “Ludovica Cesareo on Moral Disengagement and Counterfeit Luxury Goods,” *Lehigh College of Business “ilLUMinate” blog/podcast*: <https://business.lehigh.edu/blog/2024/ludovica-cesareo-moral-disengagement-and-counterfeit-luxury-goods> (December 10, 2024)
- “Marketing Hits or Misses – Coca-Cola’s new ad campaign; the lack of success of ‘The Marvels’ movie” *Wharton Business Radio on Sirius XM*, “Marketing Matters” program, co-host with Prof. Barbara Kahn, <https://open.spotify.com/episode/59D3DP1At8f7Y19RDffmFP> (November 15, 2023)

- “Academic-Industry Nexus: Unleashing Innovation in Media, Research, and Tech,” Invited panelist, NotedSource event, <https://www.eventbrite.com/e/academic-industry-nexus-unleashing-innovation-in-media-research-tech-tickets-718496350927?aff> (October 18, 2023).
- “Marketing Hits or Misses - Apple’s new VisionPro; Google European Antitrust Laws; Twitter’s new CEO with Jeanine Poggi, Editor at Ad Age” *Wharton Business Radio on Sirius XM*, “Marketing Matters” program, co-host with Prof. Barbara Kahn <https://open.spotify.com/episode/3imQxLA0tz34mrxeJyRRaE> (June 14, 2023).
- “Trends in the Luxury Marketplace 2023,” *Wharton Business Radio on Sirius XM*, “Marketing Matters” program, hosted by Prof. Barbara Kahn: <https://open.spotify.com/episode/3sWEG2xudRyHIt4GCsyWIL> (May 10, 2023).
- “Fashion’s Weirdest Year? Why 2022 Saw Paint Cans as Handbags, and Worse. How this year’s surrealist styles came to be,” *The Wall Street Journal* (December 20, 2022). <https://www.wsj.com/articles/fashion-weird-moments-2022-recap-photos-11671485853>
- “Hideous but Worth It: An Interview with Ludovica Cesareo”, *BMA (Bathroom Manufacturers Association UK)*, December 20, 2022. <https://www.youtube.com/watch?v=kZOMLlzz8Cs>
- “2022 Top 50 Business Undergraduate Professors: Ludovica Cesareo, Lehigh University, College of Business,” *Poets & Quants for Undergrads*, December 12, 2022. <https://poetsandquantsforundergrads.com/news/2022-best-undergraduate-professors-ludovica-cesareo-lehigh-university-college-of-business/>
- “The Luxury Marketplace: Hits and Misses,” *Wharton Business Radio on Sirius XM*, “Marketing Matters” program, hosted by Prof. Americus Reed: <https://open.spotify.com/episode/5C16hFM7QJ5JmJDwHr8y2Y> (May 24, 2021)
- “The Target Dress Challenge Sparks Conversation and Sales,” *Forbes*, February 26, 2021. <https://www.forbes.com/sites/marciaturner/2021/02/26/the-target-dress-challenge-sparks-conversation-and-sales/?sh=3054b87958d7>
- “Covid-19 Fashion and Holiday Shopping,” *Lehigh College of Business “iLLUminate” blog/podcast*: <https://business.lehigh.edu/blog/2020/ludovica-cesareo-covid-19-fashion-and-holiday-shopping> (December 15, 2020)
- “Covid Fashion and Beyond,” *Wharton Business Radio on Sirius XM*, “Marketing Matters” program, hosted by Prof. Barbara Kahn and Prof. Americus Reed: <https://shows.acast.com/wbr-guest/episodes/ludovica-cesareo-on-marketing-matters> (December 7, 2020)
- “Selling plus-size clothing isn’t only about pleasing shoppers,” *BBC*, November 2, 2020. <https://www.bbc.com/worklife/article/20200211-selling-plus-size-clothing-isnt-only-about-pleasing-shoppers>
- “Forever21 Goes From Rags to Riches to Bankruptcy Court,” *Spectacular Failures* podcast, American Public Media, August 10, 2020. <https://www.spectacularfailures.org/episode/2020/08/10/forever-21-goes-from-rags-to-riches-to-bankruptcy-court>
- “Brands Like Nike and Adidas Speak Out Against Racism. Is It Enough?” *The Wall Street Journal*, June 2, 2020. <https://www.wsj.com/articles/brands-like-nike-and-adidas-speak-out-against-racism-is-it-enough-11591129678>
- “Ugly is In: Ludovica Cesareo explores the appeal of garish – and expensive – fashion.” *Lehigh Business Magazine*, October 2019, Issue 5, pp. 16-17. <https://www2.lehigh.edu/news/ugly-fashion-is-in>
- “Fashion Fail: Where did Forever 21 Go Wrong?” *Wharton Business Radio on Sirius XM*, “Knowledge @ Wharton” program, hosted by Dan Loney (October 10, 2019) [Content published in

- an article on Knowledge@Wharton: <https://knowledge.wharton.upenn.edu/article/where-did-forever-21-go-wrong/>
- “Why Major Brands are Becoming More Size Inclusive” *Wharton Business Radio on Sirius XM*, “Knowledge @ Wharton” program, hosted by Dan Loney (July 11, 2019) [Content published in an article on Knowledge@Wharton: <https://knowledge.wharton.upenn.edu/article/major-brands-plus-size-clothing/>]
  - “Sustainable and Ethical Fashion: The Future of the Luxury Industry” *Wharton Business Radio on Sirius XM*, “Knowledge @ Wharton” program, hosted by Dan Loney (May 10, 2019)
  - “In Today’s Fashion World, Ugly is In” *Lehigh College of Business “ilLUMinate” blog/podcast*: <https://cbe.lehigh.edu/blog/posts/in-todays-luxury-fashion-world-ugly-is-in> (February 11, 2019)
    - o Picked up by *The Morning Call* newspaper, February 14, 2019: <https://www.mcall.com/opinion/yourview/mc-opi-ugly-fashion-valentine-20190212-story.html>
  - “Gucci’s Misstep: Is a More Diverse Fashion Industry the Answer?,” *Wharton Business Radio on Sirius XM*, “Knowledge @ Wharton” program, hosted by Dan Loney (February 10, 2019) [Content published in an article on Knowledge@Wharton: <http://knowledge.wharton.upenn.edu/article/gucci-blackface-sweater/>]
  - “Five Marketing Lessons from the Payless Shoe Prank,” *Wharton Business Radio on Sirius XM*, “Knowledge @ Wharton” program, hosted by Dan Loney (December 7, 2018) [Content published in an article on Knowledge@Wharton: <http://knowledge.wharton.upenn.edu/article/five-marketing-lessons-from-the-payless-shoe-store-prank/>]
  - “Michael Kors buys Versace: Perspectives on this Luxury Acquisition” *Wharton Business Radio on Sirius XM*, “Knowledge @ Wharton” program, hosted by Dan Loney (October 2018)
  - “Being Rich in Philly Sure Doesn’t Look Like it used to. From Designer Sweatpants to Chicken Coops: The Lowdown on how Wealth went Stealth,” Interview for the article on the cover of June’s edition of Philadelphia Magazine [Also published online: <https://www.phillymag.com/articles/2018/06/02/new-rich-people-philadelphia/>]
  - “How will the Royal Wedding Influence Wedding Trends going Forward?” *Wharton Business Radio on Sirius XM*, “Knowledge @ Wharton” program, hosted by Dan Loney (June 2018)
  - “Why Luxury Brands are Racing to Embrace E-commerce,” *Knowledge@Wharton* article (March 13 2018) [Published online: <http://knowledge.wharton.upenn.edu/article/luxury-brands-racing-embrace-e-commerce/>]
  - “It’s Lawfulness O’Clock: Fake Luxury Watches Keep Striking the Italian Economy,” *European Observatory on Illicit Trade*, article by Stefania d’Ignoti (March 6 2018) [Published online: <https://www.eurobsit.eu/article/its-lawfulness-oclock-italian-fake-luxury-watches-keep-striking-italian-economy/>]
  - “Seeing Red: Can a Brand Trademark a Signature Color?,” *Wharton Business Radio on Sirius XM*, “Knowledge @ Wharton” program, hosted by Dan Loney (February 2018) [Content published in an article on Knowledge@Wharton: <http://knowledge.wharton.upenn.edu/article/louboutin-red-soles/>]
  - “Anti-counterfeiting strategies effectiveness across the globe: Differences in consumer’s perceptions across the United States, Brazil, China, India, and Russia,” with Prof. Peggy Chaudhry, *Wharton Business Radio on Sirius XM*, “Knowledge @ Wharton” program, hosted by Dan Loney (January 2018)
  - “Postdoctoral Fellow Spotlight: An Interview with Marketing Postdoctoral Fellow Ludovica Cesareo and the Wharton Neuroscience Initiative (WiN),” *Wharton*. (June 2017) <https://neuro.wharton.upenn.edu/community/cesareo/>

- “Luxury Counterfeiting and Online Piracy,” *Wharton Business Radio on Sirius XM*, “Marketing Matters” program, hosted by Prof. Barbara Kahn and Prof. Americus Reed. (April 2016)

## Teaching Interests

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Principles of Marketing  
 Advertising Management  
 Marketing Strategy  
 Fashion and Luxury Branding

## Teaching Experience

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### At Lehigh University

Principles of Marketing (MKT111), Undergraduate core semester course  
 Sections 010, 012, 013, 015, 016, 020, 021  
 Teaching Ratings: 4.50/5 (course average: 4.46/5)      Fall 2018-20, '22, '23, '25; Spring 2022, '25

Advertising and Sales Promotion Strategy (MKT313), Undergraduate elective course  
 Section 010  
 Teaching Ratings: 4.73/5 (course average: 4.52/5)      Fall 2022, '23, '25; Spring 2022, '25

### At the Wharton School

#### **Instructor:**

Intro to Marketing (MKTG101), Undergraduate semester course  
 Sections 202, 209, 210, 212 and 220 (honors)  
 Teaching Ratings: 3.59/4 (course average: 3.39)      Fall 2015, '16; Spring 2016, '17

Advertising Management (MKTG724), MBA elective course  
 Sections 001, 002, and 003  
 Teaching Ratings: 2.50/4 (course average: 2.25)      Spring 2016, '17, '18

#### **Teaching Assistant:**

Head Teaching Assistant (MKTG101)      Fall 2016; Spring 2017

Strategic Marketing Simulation (MKTG613)  
 MBA course      January 2016, '17, '18  
 Executive MBA course      April 2018, '19  
*Prof. David J. Reibstein*

Luxury Retailing in Italy and Beyond (MKTG897), MBA global module  
*Prof. Barbara E. Kahn and Prof. David Bell*      May 2016

### Other teaching experiences

#### **Instructor:**

Integrated Marketing Communications, intensive undergraduate summer course  
 Lorenzo de' Medici – The Italian International Institute  
 Rome Campus (Italy)      Summer 2013, '14

#### **Teaching Assistant: Sapienza, University of Rome**

Undergraduate courses: Marketing; Marketing Strategy; Management; Business Organization  
 Graduate courses: Advanced Marketing; Corporate and Marketing Communication; Strategic Management; Advanced Business Organization; Business Game (Markstrat module)      2011-2015

## Grants

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Carolan Research Forum at the Department of Marketing, UTSA (2018 – *ongoing*). Project: “*The Millennial Luxury Mindset: Should Luxury Brands Change their Offerings, and if so, How Much?*,” in collaboration with Vanessa Patrick (University of Houston). Total award \$11,980.

“Funding early-stage research projects” grant, Sapienza, University of Rome (Italy). Winner three consecutive years: 2012-2015. Total award €6,000.

- Research project (2014-2015): *Developing a Generalizable Model of Consumer Complicity with Counterfeit Products.*
- Research project (2013-2014): *No to fakes! Creating a comprehensive brand protection framework for fashion firms in the fight against the current challenges posed by counterfeiting*
- Research project (2012-2013): *Counterfeit Luxury Products: Exploring Consumer Attitudes, Behaviors and Cultural Influences.*

Funded research project: “Analyzing customer-to-customer e-WOM interactions. An empirical study”, Sapienza, University of Rome grant, in collaboration with Prof. Jacob Hornik (*Tel Aviv University, Israel*), Prof. Alberto Pastore, Prof. Maria Vernuccio and Prof. Corrado Gatti (*Sapienza, University of Rome*). 2014-2015. Total award €15,000.

“Integrative Teaching and Tutorship” grant, Faculty of Economics, Sapienza, University of Rome (Italy). 2014. Total awards €3,500.

Joint Research Project CERMES Institute (Bocconi University) – Management Department (Sapienza, University of Rome) on “Integrated Marketing Communication Offline and Online: New Challenges for Advertisers.” 2013-2014. Total award €9,000.

## Honors & Awards

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2025	Lehigh University College of Business “Robert and Christine Staub Faculty Excellence Award in Business and Economics” ( <a href="https://awards.lehigh.edu/past-award-winners">https://awards.lehigh.edu/past-award-winners</a> )
2023	“Outstanding Reviewer” award, Emerald Literati awards, Journal of Consumer Marketing ( <a href="https://www.linkedin.com/posts/journal-of-consumer-marketing-literatiawards-consumers-marketing-activity-7115929087256244224-KgeE/">https://www.linkedin.com/posts/journal-of-consumer-marketing-literatiawards-consumers-marketing-activity-7115929087256244224-KgeE/</a> )
2023	Lehigh University “Stabler Award for Excellence in Teaching” ( <a href="https://www2.lehigh.edu/news/lehigh-announces-university-faculty-and-staff-awards-1">https://www2.lehigh.edu/news/lehigh-announces-university-faculty-and-staff-awards-1</a> )
2022	Poets&Quants Top 50 Undergraduate Business School Professor award ( <a href="https://poetsandquantsforundergrads.com/news/2022-best-undergraduate-professors-ludovica-cesareo-lehigh-university-college-of-business/">https://poetsandquantsforundergrads.com/news/2022-best-undergraduate-professors-ludovica-cesareo-lehigh-university-college-of-business/</a> )
2018	Admitted to the rank of Associate Professor in Italy based on scientific productivity
2017	Visiting Professor Program, one week fellowship at R/GA New York City, Advertising Educational Foundation (AEF)
2014	Academy of Marketing Science doctoral student travel award
2014	“Subject expert” for Marketing, Strategic Management Corporate, Marketing Communications
2013	Sapienza Excellent Graduate award
2011	Ph.D. in Business Management full scholarship, 1 <sup>st</sup> classified, Sapienza
2010	Master thesis preparation abroad scholarship, 1 <sup>st</sup> classified, Sapienza

## Service

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### To the Field

Editorial review board member – *Journal of Business Research*; *Journal of Consumer Marketing*.

Scientific advisory board member – *Sinergie Italian Journal of Management*.  
2026 SCP Dissertation Competition reviewer, San Diego (CA).  
2025 SCP Conference Working Paper Track Chair, Las Vegas (NV).  
2020 AMA John A. Howard Doctoral Dissertation Award – Reviewer.  
2019 Society for Consumer Psychology “Job Market Mentorship Program” – Faculty mentor.  
2019 Association for Consumer Research Doctoral Consortium Speaker, “Fresh Advice from the Other Side” panel.

Ad-hoc Reviewing: Journals

- *The Journal of Consumer Research*
- *The Journal of Marketing Research*
- *The Journal of Marketing*
- *The Journal of Consumer Psychology*
- *The Journal of the Association for Consumer Research*
- *The International Journal of Research in Marketing*
- *The Journal of Public Policy and Marketing*
- *The European Journal of Marketing*

Ad-hoc Reviewing: Conferences

- Association for Consumer Research [competitive papers and working papers, North American Conference]
- The Society for Consumer Psychology [competitive papers and working papers]
- The American Marketing Association
- The Academy of Marketing Science [Annual Congress and World Marketing Congress]

**At Lehigh University**

- *To the University*
  - Member of the “Disciplinary Appeals Committee” since August 2023
- *To the College of Business*
  - Member of the “Nominations Committee” since April 2019
  - Member of the “Undergraduate Curriculum Committee” May 2021 – June 2024
  - Member of the “New Building Committee” Fall 2018 – Spring 2022
- *To the Marketing Department*
  - MKT111 – Principles of Marketing – Course Coordinator May 2021 – June 2024
  - Recruiting Committee, Summer/Fall 2019
  - Organizer of the Extra Credit Research Studies Labs (Fall 2018-2020, 2022-2023, 2025; Spring 2019, 2021).

**External**

NotedSource subject matter expert (consulting) (Fall 2022; Fall 2023).

**At the Wharton School**

Moderator of the panel “Pivoting Brands in the Age of Millennials”. Annual Wharton Marketing Conference, October 21<sup>st</sup> 2016, Philadelphia, PA. Content of the panel published in an article on Knowledge@Wharton: <http://knowledge.wharton.upenn.edu/article/millennials-saving-brand/>; and featured in Penn News Today (12/22/16).

Volunteer at the annual Society for Consumer Psychology (SCP) Winter Conference, February 26-28 2015, Phoenix, AZ

**At Sapienza, University of Rome**

Chair of the Organizing Committee for the 2013 WOA Workshop of the Professors and Researchers of Business Organization, “*Organizing in Turbulent Times: the Challenges Ahead*”, May 30-31 2013, Sapienza, University of Rome, Rome.

## Additional Education and Training Information

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**The Wharton School (Fall 2015; Spring 2016)**

DOCTORAL COURSES

Information Processing Perspectives on Consumer Behavior

Judgment and Decision-Making Perspectives on Consumer Behavior

Research Methods in Marketing

PROFESSOR

Americus Reed II

Deborah Small

Robert J. Meyer

**Villanova School of Business (Spring 2014)**

Global Advertising and Promotion, MBA course

Charles R. Taylor

**Summer Research Methods School, SDIPA, Università della Calabria (Italy) (2012, 2013)**

Multivariate Analyses for the Social Sciences

Structural Equations Modeling

Gaetano N. Miceli

Gaetano N. Miceli

## Professional Affiliations

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The Association for Consumer Research (**ACR**).

The Society for Consumer Psychology (**SCP**).

The European Marketing Academy (**EMAC**).

The Academy of Marketing Science (**AMS**).

The Italian Management Society (**SIMA**).

The Italian Marketing Society (**SIM**).

## Languages

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Mother tongue **Italian** and **English**. Excellent level of **Spanish**. Basic **French**.

## Technical Skills

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Proficient with SPSS, AMOS, and LISREL software.

Proficient with SABRE (Strategic Allocation of Business REsources) and MarkStrat simulations.

Good knowledge of SAS, LaTeX and LATENTGOLD software.

Basic knowledge of EVIEWS and UCINET software.