

# Rebecca Pera

Dual Nationality: Italian-British

## EDUCATION

PhD in Culture and Enterprise, Università di Torino (Italy) in 2004.

Business Communication degree, Università di Torino (Italy) in 1998.

## UNIVERSITY CAREER

2012-present	Assistant Professor in Managerial Economics, Department of Economic and Business Studies, Università del Piemonte Orientale (Italy)
2014-2015	Visiting Professor at Oxford Brookes University (United Kingdom), Faculty of Business, Marketing Department (three months each year)
2007-2009	Research Fellow, Politecnico di Torino (Italy)
2003-2005	Research Fellow, Università di Torino (Italy)
2002-2003	Visiting Scholar at California State Polytechnic University (CA, USA), Faculty of Business, Marketing Department (three months each year)

## UNIVERSITY POSITIONS

2016-present	Member of the Orientation Committee group at Department of Economic and Business Studies, Università del Piemonte Orientale (Italy)
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## SCIENTIFIC POSITIONS

2016-present	Member of the Italian Management Society (SIMA)
2016-presente	Member of the Italian Marketing Society
2003-2005	Member of the Scientific Committee of the International Business Association - U.S. West Region.

## MAIN FIELDS OF INTEREST

1. Co-creation and user innovation
2. Multistakeholder co-creation
3. Storytelling
4. Consumer wellbeing
5. Online reviews
6. Digital marketing

## **CURRENT ISSUES OF RESEARCH**

### **1. When silence is worth a thousand words: understanding reporting biases through construal-level theory**

Despite the consumer behaviour literature has found strong evidence that consumers weight negative information more heavily than positive information, in most reputation systems reviews are overly positive, and suffer from some amount of non-response bias. Such biases are even more severe within the sharing economy realm, where the majority of online reviews are positive. The aim of the research is to explore the relation between negative experiences and constraints in not providing a negative review. The research is carried out with Daniele Dalli, Università di Pisa and Giampaolo Viglia, Bournemouth University.

### **2. Bringing digital dialogue to co-creation in multi-stakeholder ecosystems: the online and offline Expo2015 mega-event**

This study reflects the current interest in marketing literature into stakeholder value co-creation. While value co-creation, and digital value co-creation, is more common among consumers, a new discussion emphasizes the concept of value co-creation across non-consumers within an ecosystem. Using the context of the Universal Expo2015, this research intends to propose a framework to understand the main characteristics of multi-stakeholder digital value co-creation. In specific, the role of social media as tools of dialogue and engagement among stakeholders is investigated. The research is carried out with Giampaolo Viglia, Bournemouth University.

### **3. Exploring the Digital Marketing Orientation: its nature, antecedents, and implications for SME theory and practice**

Digital technology is impacting on the marketplaces that SMEs operate in. Yet, little is understood about how these businesses are adapting to, and adopting, digital technologies. This research project aims to develop an understanding of the constituents of a digital marketing posture within the European SME realm (Italy, Spain, Ireland, and UK). The goal is to help to conceptualize a new digital marketing orientation. The research is carried out with Sarah Quinton, Ana Canhoto, Tribikram Budhathoki, Oxford Brookes University, and Sebastian Molinillo, Universidad de Malaga.

### **4. Perception of subjective well-being: a qualitative insight of 15 years old youth**

Traditionally, research on adolescents' health has focused on behaviours (i.e. smoking, alcohol consumption and unhealthy diet) and their association with negative health outcomes. Only recently scholars have started to agree on the importance of investigating the role of "softer" factors such as having good relationships in school and in the family environment can have on youths' well-being. The aim of this inquire is to understand the real meanings adolescents give to well-being, especially in respect to consumption processes. The research is carried out with Patrizia Lemma and Alberto Borraccino, Università di Torino.

## 5. How video storytelling builds consumer relationship experience: why authenticity rules

The study of the relationship between storytelling and consumption experience is still under developed. Within the value co-creation framework, digital storytelling is interpreted as a key encounter communication practice where consumers adopt the role of storytellers and story receivers. Consumers use operand and operant resources that allow the translation of individual consumption experiences into relationship ones, which our proposed to be the pillars of relational peer-to-peer communities. The research is carried out with Giampaolo Viglia, Bournemouth University.

### TOP FIVE PAPERS

1. (2014). Empowering the new traveller: storytelling as a co-creative behaviour in tourism. *Current Issues in Tourism*, (10.1080/13683500.2014.982520), 1-8.
2. (2015). Turning ideas into products: subjective well-being in co-creation. *The Service Industries Journal*, 35(7-8), 388-402 (with Giampaolo Viglia).
3. (2016). Motives and resources for value co-creation in a multi-stakeholder ecosystem: A managerial perspective. *Journal of Business Research* (with Nicoletta Occhiocupo and Jackie Clarke). doi:10.1016/j.jbusres.2016.03.047
4. (2016). Who am I? Explicating the Implicit Stories in Personal Profiles and Personal Reputation. *Journal of Interactive Marketing* (with Giampaolo Viglia and Roberto Furlan), 35, pp.44-55.
5. (Forthcoming). Exploring how video digital storytelling builds relationship experiences. *Psychology and Marketing* (with Giampaolo Viglia).

### AWARDS

1. Best Paper Award for the paper "Exploring how video digital storytelling builds relationship experiences" –GIKA Conference – Valencia (2016). With Giampaolo Viglia.
2. Best Award for the paper "The Digital Orientation of European SMEs: Initial findings from an International Study" - Academy of Marketing – Limerick (2015). With Sarah Quinton, Ana Canhoto, Sebastian Molinillo, and Tribikram Budhathoki.