



## Giulia Pavone

### PhD Candidate in Management Science

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## Education

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- Since 2019 **Doctor of Philosophy (PhD)**, Management Science-Marketing  
Toulouse Capitole University, Toulouse School of Management  
  
Supervisors – Prof. Lars Meyer-Waarden and Prof. Andreas Munzel  
  
German co-supervision: Prof. Marc Khun , DHBW Stuttgart University  
  
Temporary Dissertation Title: *Consumers emotional and cognitive responses when using and interacting with intelligent technologies*
- 2019 **Master of Philosophy (M.Phil.)**, Management Science  
Toulouse Capitole University, Toulouse School of Management
- 2018 **Master of Science (Msc)**, Management Science- Marketing  
Toulouse Capitole University, Toulouse School of Management  
  
Master Thesis Title: *Is it a human or a machine? The effect of communication styles on human-computer interactions*
- 2015- 2017 **Master degree (M2- 120 ECTS)** Marketing, Consumption and Communication  
High Honor  
International University of Languages and Media (Iulm), Milan (Italy)  
  
Thesis Title: *The social role of consumption and social relations with brands: the consumer between "Ego" and "Alter"*
- 2014 **Degree** in Media and Institutional Communication Science  
High Honor  
University of Palermo (Italy)  
  
Thesis Title: *Twitter and political satire: the evolution of political communication through social networks*

## Research Interests

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Perceptions of technologies; ethics and innovation; environmental, societal and individual impact of technologies; experimental research

## Conferences papers

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Pavone, G., Meyer-Waarden, L., Munzel, A. (2019). The effect of communication styles on customers attitudes: a comparison of human-chatbot versus human-human interactions, **35ème Congrès International de l'Association Française du Marketing (AFM)**, Le Havre, France, May 15-17.

Pavone, G., Meyer-Waarden, L., Munzel, A. (2019). The effect of communication styles on customers attitudes: a comparison of human-chatbot versus human-human interactions, **48th European Marketing Academy Annual Conference (EMAC)**, Poster Session, Hamburg, Germany, 28-31 May.

## Paper accepted for 2020 conferences

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Pavone, G., Meyer-Waarden, L., Munzel, A. *When technology fails: rage against the machine or self-control? Investigating consumers' negative emotions, sense of power and coping strategies in AI-service failure scenarios* (with the supervision of Prof. Lars Meyer-Waarden and co-supervision of Prof. Andreas Munzel). Accepted for Conference of Frontiers in Service, Boston, June 2020.

## Paper accepted for future publication

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Meyer-Waarden, L., Pavone, G., Poocharoentou, T., Prayatsup, P., Ratinaud, M., Tison A. , Torné S. How service quality influences customer acceptance and usage of chatbots? **Special Issue Journal of Service Management Research**. Expected Publication: Issue 2-2020

## Ongoing thesis research project

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From semi to full autonomous cars: consumers' emotional and cognitive responses as automation increases (in partnership with Prof. Marc Khun from the University of Stuttgart and with the supervision of Prof. Lars Meyer-Waarden and co-supervision of Prof. Andreas Munzel).

Using and interacting with the technology: investigating consumers' emotional and cognitive responses when integrating a conversational agent in the driverless car (Solo paper).

## Academic Involvement

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December 2019 Reviewer for Special Issue in the Journal of Service Management Research on Artificial Intelligence and Robots in Service Interaction

October 2019 Coordinator of the *Ateliers Axe Marketing* - Marketing department of TSM

March 2019 TSM Doctoral Programme Marshall's Hooding Ceremony

Since 2019 Member of the *European Marketing Academy* (EMAC)

Since 2019 Member of the *Association Française du Marketing* (AFM)

## Teaching Experiences

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January-February 2020	<i>Organizational behaviors</i> (15 hours TD), L3 Marketing and Management
January 2020	<i>Marketing and Consumer behavior in the era of AI</i> (22 hours TD), M2 International Marketing
December 2019	Teaching assistant. <i>Business Game</i> . L1 économie-gestion (15 hours TD)
January 2019	<i>Marketing and Consumer Behavior in the era of AI</i> (15 hours TD) Toulouse Capitole University, Toulouse School of Management - M2 International Marketing.
2019	Master Thesis Tutor – M2 International Marketing

## Other work experiences

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2017- 2018	Translator English-Italian and copywriter, Nestpick.
March- July 2016	Communication and event manager assistant, Unioncamere (Belgium). Erasmus + Project Working in the Representative Institution of the Italian Chambers of Commerce in Bruxelles. Institutional communication about EU economic policies, grants and calls for tender. Digital communication and institutional event planning.
2014	Internship in the Economic and Finance Department of the Region of Sicily. Palermo (Italy). Renewment of the Digital and Institutional communication strategy. Cross-platform benchmark to improve the institutional website.

## Volunteering experience

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April –September 2017	<i>European Voluntary Service</i> - Marketing and Communication Specialist. Backup NGO. Vila Real De Santo Antonio (Portugal)
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## Languages

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<b>Italian</b> Native speaker	<b>English</b> Full Professional Proficiency TOEIC score: 975 Test date: 06/12/2019 Valid until 06/12/2021	<b>French</b> Full Professional Proficiency Level B2 – <i>Université Federale Toulouse Midi Pyreneés</i> (2017).	<b>Spanish</b> Intermediate
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## Technical skills

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Statistical analysis on SPSS, Amos, R