Martina Pocchiari

⚲ NUS Business School, National University of Singapore

BIZ1 8-32, Mochtar Riady Building, 15 Kent Ridge Drive, Singapore

✉ pmartina@nus.edu.sg   🌐 https://sites.google.com/view/martinapocchiari   🐦 @pccmtn

Research Interests

Digital marketing, social network analysis, causal inference, machine learning, information consumption.

Academic Appointments and Visits

2022 – *present*	Assistant Professor of Marketing
	NUS Business School
	National University of Singapore

Education

2017-2022	Ph.D., Empirical Quantitative Marketing
	Rotterdam School of Management, Erasmus University
	Thesis advisors: Gerrit van Bruggen and Jason M.T. Roos
2022	Visiting Research Fellow, Marketing Department
	Hebrew University, Jerusalem School of Business Administration
2015-2016	M.Sc. Marketing Management – Digital Marketing & Analytics Track, Cum Laude
	Rotterdam School of Management, Erasmus University
	Thesis advisors: Pieter Schoonees and Alina Ferecatu
2012-2015	B.Sc. Business and Economics, Cum Laude
	University of Bologna
	Thesis advisor: Sara Valentini

Working Papers

Drafts available upon request.

Pocchiari, M., Roos, J.M.T. "The Effect of Digitizing Community Activities on Community Participation". (Under review)

Featured in:

    Talk About Your Community liveshow. July 30 2021.
    Clocktower Advisors newsletter. July 2 2021.
    The Developer Advocates newsletter. June 7 2021.
    The Communities Show Podcast. May 13 2021.

Pocchiari, M., Dover, Y., Proserpio, D. "Online Reviews: A Literature Review and Roadmap for Future Research". (Under review)

Pocchiari, M., Schoenmueller, V., Dover, Y. "Review Updating: How Consumers Can Change Their Mind". (In preparation for submission)

Research in Progress

Check website for updated list and abstracts.

Pocchiari, M., Yildirim, P. "How Do Brand Networks Break in Face of a Crisis?". Modeling phase.

Pocchiari, M., Dover, Y. "External Events and User Engagement in Online Communities". Data processing.

Featured in:

    Talk About Your Community liveshow. January 2022.

Pocchiari, M.. "Gender Stereotypes in Advertising". Design phase.

Pocchiari, M.. "Microeconomic Externalities of Interactions in Heterogeneous Social Networks". 2 projects at various stages.

Pocchiari, M., Dover, Y., Donkers, B. "De-escalating Polarization and Sentiment in Digital Platforms". Data collection.

TALKS

2023
    INFORMS Marketing Science – Special Session Online Reviews and Special Session UGC (Session chair)
    EMAC – Special Session UGC and Online Reviews
    EDAMBA Annual Meeting
    Academy of Marketing Science Conference

2022
    NUS Business School – Marketing department internal seminar
    London Business School – Transatlantic Doctoral Conference
    INFORMS Marketing Science

Industry Talks
    Talk About Your Community Show

2021
    INFORMS Marketing Science (Session Chair)
    EMAC Doctoral Colloquium (Advanced Marketing Research) and main conference
    Marketing in Israel Conference
    Rotterdam School of Management brownbag seminar series

Industry Talks
    Talk About Your Community Show
    The Communities Show Podcast. "Using Science to Research Online Communities"
    Free and Open Source Developers' European Meeting (FOSDEM). "Switching Open Source Communities: How to Stay Authentic to Yourself and Find Hidden Benefit In Your New Role" (Joint talk with Anastasia Raspopina)

2020 (All Virtual)
    RSM Marketing Brownbag Seminar
    RSM Marketing PhD day
    Interactive Marketing Research Conference
    EMAC Doctoral Colloquium Advanced Marketing Research
    INFORMS Marketing Science Doctoral Consortium and Session chair
    SIMktg - Società Italiana Marketing, Doctoral & Research Colloquium

2019
    INFORMS Marketing Science (Session chair)
    Marketing Effectiveness Through Customer Journeys and Multichannel Management
    EMAC Doctoral Colloquium

INVITED TALKS

2023
    Customer Journeys in a Digital World - University of Amsterdam (UvA)
2022
    Ben-Gurion University - Guilford Glazer Faculty of Business & Management
    Reichman University (formerly IDC Herzliya) - Arison School of Business
    The Hebrew University Business School
2021
    McGill University - Desautels Faculty of Management (canceled)
    Universitat Pompeu Fabra - Department of Economics and Business

ESADE Business School

Simon Fraser University - Beedie School of Business

Hong Kong University (HKU) Business School

Nova School of Business and Economics

Tilburg School of Economics and Management

University of Notre Dame - Mendoza College of Business

IESE Business School

Santa Clara University - Leavey School of Business

National University of Singapore - NUS Business School

EDHEC Business School

RECOGNITIONS

2023	EDAMBA Doctoral Thesis Competition Winner (∼$2700)
	AMS Mary Kay Dissertation Award ($600)
2021	AMA-Sheth Foundation Doctoral Consortium Fellow (Indiana University, Bloomington, IN)
	European Marketing Academy Conference Doctoral Colloquium Fellow
	ISMS Marketing Science Doctoral Consortium Fellow
2020	ERIM Talent Placement Grant (∼$33,000)
	SIMktg - Società Italiana Marketing Doctoral Colloquium Fellow
2019	ISMS Marketing Science Doctoral Consortium Fellow (Rome, Italy)
	European Marketing Academy Conference Doctoral Colloquium Fellow (Hamburg, Germany)
2017	PhD scholarship in Empirical Quantitative Marketing (ERIM, Erasmus University)
2015-2016	Marketing Management Honours Program Cohort Member (RSM, Erasmus University)

SERVICE & EDITORIAL ASSIGNMENTS

Reviewer at the Journal of Consumer Research, Internet Research, Journal of Sustainable Tourism

Department Seminar Committee; PhD brownbag series organizer. NUS Business School

Practice expert of customer analytics at Customer Analytics Lab. Erasmus Centre for Data Analytics

Member of the BeUkraine global network of behavioural science experts

PhD brownbag organizer. RSM, Erasmus University

Writer and contributor for Towards Data Science

Board Member Alumni Association. Bachelor Degree Course in Business and Economics, University of Bologna

TEACHING

2022-2024	Digital Marketing
	NUS Business School, National University of Singapore
	N = 90, average instructor evaluation 4/5.
2022	Research Training and Bachelor Thesis - Analytical Decision-Makers Track
	Rotterdam School of Management, Erasmus University
	N=24, average instructor evaluation 5/5.
2020, 2021	Research Training and Bachelor Thesis
	Rotterdam School of Management, Erasmus University
	N=30 per year, average instructor evaluation: 9.8/10 (2021), 9/10 (2020)

Teaching Assistant:

2020	Experimentation and Causal Inference
	Rotterdam School of Management, Erasmus University
	Lab Sessions, Marketing Analytics
	Rotterdam School of Management, Erasmus University
2016	Marketing
	Erasmus School of Economics, Erasmus University

Other Working Experience

2016-2017	Marketing Research Consultant - Nielsen, division Pointlogic
2014-2015	Teaching Assistant - Angolo del Sapere srl
2014	Internship - Geocart ltd, a Geocart Group Company
2011-2013	Pre-school/kindergarten teacher (kids aged 3-5)

Personal Interests

I foster abandoned or abused cats while they are ready for adoption. I am interested in intersectional feminism. In my free time, I am interested in art history, cinema, concerts (rock/new prog rock/nu metal/industrial/electronic/alternative), Nintendo games, bouldering (indoor climbing), and running (quite slowly).