

Marco W.W. Nutta

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Google Scholar: <https://scholar.google.com/citations?hl=en&user=itbVt9UAAAAJ>

Citations: 202 | h-index: 5 (as of July 2025)

Research Areas: Behavioral Marketing • Symbolic Consumption • Brand Identity •
Consumer Technology Interaction • Cultural and Experiential Consumption

RESEARCH SUMMARY

I study how consumers perceive value, identity, and symbolic meaning across digital, cultural, and experiential environments. My research employs experimental, survey, and panel data methods to investigate behavioral and predictive models of consumer response, with applications in branding, symbolic consumption, and AI-mediated services. I often examine these processes in rich consumption domains such as wine, hospitality, and tourism. My work contributes to behavioral marketing theory by clarifying how symbolic meaning, identity, and technology interact to shape consumer attitudes and actions, while informing applied teaching in branding, experience design, and consumer behavior.

ACADEMIC POSITIONS

Assistant Professor of Marketing

Hitotsubashi University, Tokyo, Japan

2023–Present

- Faculty member at Hitotsubashi Institute for Advanced Study (HIAS)
- Affiliate of the Management Innovation Research Center (MIC)
- Teach in the AACSB-accredited School and Graduate School of Business Administration

Graduate Teaching & Research Associate

University of Central Florida – Rosen College of Hospitality Management

2021–2022

Graduate Research Assistant

University of Central Florida – Rosen College of Hospitality Management

2018–2021

EDUCATION

Ph.D., Hospitality Management

University of Central Florida – Rosen College of Hospitality Management, 2022

- Dissertation: *Understanding brand coolness: An investigation into brand coolness and its impact on wine consumers*
- Graduate Certificate in Advanced Quantitative Methodologies (2018–2020)

M.Sc., Applied Communication Science

Wageningen University, The Netherlands, 2016

- Thesis: *The development of grassroots movements and the influence of power: A case study of craft beer*

B.A., Interdisciplinary Studies

University of Central Florida, 2014

PEER-REVIEWED JOURNAL ARTICLES (FIRST AUTHOR)

Nutta, M. W. W., Ridderstaat, J., & Back, R. M. (in press).

Uncorking the Impact of Tourism on Wine Consumption in Europe: Insights from a 17-Year Analysis. *Journal of Wine Economics*.

Nutta, M. W. W., Back, R. M., Park, J-Y., & Bufquin, D. (2025).

Exploring the relationship between brand coolness, brand personality, brand identity, and purchase intentions through the lens of wine. *Journal of Wine Research*, 1–22.

CO-AUTHORED JOURNAL ARTICLES

Lee, J., Park, J-Y., Back, R. M., & Nutta, M. W. W. (2025).

Expert wine reviews: Exploring trends in wine quality indicators. *Journal of Wine Research*, 1–19.

Park, J-Y., Back, R. M., Bufquin, D., & Nutta, M. W. W. (2021).

Attraction, social presence, sociability, and booking intentions: The moderating role of homophily. *Journal of Hospitality & Tourism Research*, 45(6), 1044–1068.

Back, R. M., Park, J-Y., Bufquin, D., Nutta, M. W. W., & Lee, S. J. (2020).

Effects of hotel website photograph size and human images on perceived transportation and behavioral intentions. *International Journal of Hospitality Management*, 89, 102545.

Bufquin, D., Park, J-Y., Back, R. M., Nutta, M. W. W., & Zhang, T. (2020).

Hotel website photographs and length of textual descriptions: Effects on emotion and behavioral intentions. *International Journal of Hospitality Management*, 87, 102378.

Youngblood, A.M., Nutta, J.W., Dickson, D.R., & Nutta, M. W. W. (2020).

Learning English as a second language in the back-of-the-house: Proficiency and employment from the perspective of hotel human resource directors. *Journal of Human Resources in Hospitality and Tourism*, 20(1), 24–47.

Bufquin, D., Back, R.M., Park, J-Y., & Nutta, M. W. W. (2018).

Architectural congruence perceptions and winery visitors' emotions: The case of Marqués de Riscal. *Journal of Destination Marketing & Management*, 9, 56–63.

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

Suzuki, S., & Nutta, M. W. W.

Beyond Lodging: Exploring the Dynamics of Hotel Brand Extensions, eWOM, and Brand Evaluations in the Japanese Context

Revision submitted, *Journal of Hospitality and Tourism Insights*

Survey with embedded experimental design, Japanese hotel consumers

This project serves as my job market paper

Nutta, M. W. W., Back, R. M., Park, J-Y., & Bufquin, D.

Examining Wine Brand Coolness: Understanding the Relationship Between Wine Brand Characteristics, Perceived Brand Coolness, and Behavioral Intentions

Revision submitted, *Journal of Foodservice Business Research*

Survey with embedded experimental design, U.S. wine consumers

Nutta, M. W. W., & Suzuki, S.

The Kawaii Effect in Service Robotics: Enhancing Social Presence and Customer Experience

Targeting *Journal of Services Marketing* (expected submission: Q4 2025)

Survey-based study on aesthetic design and perceived sociability

Li, J., Nutta, M. W. W., & An, Q.

Ceding Control to the Machine: How Generative AI Shapes Consumer Autonomy in Travel Planning

Targeting *Journal of Travel Research* (expected submission: Q4 2025)

Survey-based study on trust, control, and behavioral intention under AI decision support

Nutta, M. W. W., Suzuki, S., Back, R. M., & Park, J-Y.

AI Sommeliers and Wine Reviews: Symbolic Resistance to Algorithmic Authority in Aesthetic Consumption

Targeting *Journal of Consumer Research* or *Journal of Retailing* (planned submission: 2026)

Multi-study experimental project examining how consumers respond to AI in symbolic roles, such as wine recommendation and review, across cultural contexts. Focuses on perceived authenticity, trust, and the emotional limits of algorithmic expertise.

CONFERENCE PRESENTATIONS

Oral Presentations

1. Nutta, M. W. W., Back, R. M., Park, J-Y. (2025, June).
Assessing the impact of brand coolness, brand personality, and brand identity on wine purchase intentions. 17th Annual Conference of the American Association of Wine Economists, San Luis Obispo, CA.
2. Nutta, M. W. W., Back, R. M., Park, J-Y., Bufquin, D. (2024, July).
Assessing the impact of brand coolness, brand personality, and brand identity on wine purchase intentions. 16th Annual Conference of the American Association of Wine Economists, Lausanne, Switzerland.
3. Back, R. M., Park, J-Y, Lee, J., Nutta, M. W. W. (2024, July).

- Determinants of wine price: An analysis of Wine Spectator “Top 100” reviews.* 16th Annual Conference of the American Association of Wine Economists, Lausanne, Switzerland.
4. Lee, J., Park, J-Y, Back, R. M., Nutta, M. W. W. (2024, January). *Trend analysis of wine quality indicators.* 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Pomona, CA.
 5. Nutta, M. W. W., Back, R. M., Park, J-Y., Bufquin, D., Lee, S-Y. (2022, July). *Brand coolness and its relation to brand personality.* Asia Pacific Tourism Association Hybrid Conference, Jeju, South Korea.
 6. Nutta, M. W. W., Back, R. M., Park, J-Y. (2021, December). *Urban vs rural: The effect of winery setting on memorability, affective commitment, satisfaction, and loyalty.* 5th World Research Summit for Tourism and Hospitality, Orlando, FL.
 7. Bufquin, D., Park, J-Y., Back, R. M., Lee, S.J., & Nutta, M. W. W. (2019, December). *Human images in hotel websites: Their effects on customers’ cognitive, emotional, attitudinal, and behavioral outcomes.* 5th World Research Summit for Tourism and Hospitality, Orlando, FL.
 8. Nutta, M. W. W., Back, R. M., Bufquin, D., & Park, J-Y. (2019, January). *Too much information! Optimizing hotel websites to maximize booking intentions.* UCF Rosen College Research Colloquium, Orlando, FL.
 9. Nutta, M. W. W., Back, R. M., Bufquin, D., & Park, J-Y. (2019, January). *Too much information! Optimizing hotel websites to maximize booking intentions.* 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX.

Poster Presentations

1. Nutta, M. W. W., & Suzuki, S. (2025, May). *The Role of “Kawaii” Service Robots in Shaping Memorable Experiences.* Global Hospitality and Tourism Research Summit 2025, Fukuoka, Japan.
2. Lee, J., Park, J-Y, Back, R. M., Nutta, M. W. W. (2023, December). *Extending Wineinformatics: Re-examining expert wine review variables.* 7th World Research Summit for Hospitality and Tourism, Orlando, FL.
3. Nutta, M. W. W., Park, J-Y., Back, R. M., & Bufquin, D. (2022, March). *Is brand coolness part of brand personality?: Focusing on its impact on behavioral intentions.* Tourism, Hospitality, and Events Conference for Researchers, Educators, Practitioners, and Students (THE REPS), Philadelphia, PA.
4. Nutta, M. W. W., Hancer, M., & Back, R. M. (2020, January). *Can urban wineries reproduce the rural winery experience? An investigation of familiarity, prior experience, and perceived authenticity.* Florida Wine and Grape Growers Association Conference, Deland, FL.
5. Park, J-Y., Back, R. M., Bufquin, D., & Nutta, M. W. W. (2019, April). *Revisiting information overload: Mediating role of perceived stress and enjoyment.* The Conference for Researchers, Educators, Practitioners, & Students (THE REPS), Las Vegas, NV.
6. Nutta, M. W. W., Hancer, M., & Back, R. M. (2019, April).

Understanding how familiarity and prior experience influence perceived authenticity in an urban winery setting. 2019 UCF Graduate Research Forum, Orlando, FL.

INVITED TALKS

- *Invited Speaker*, Japan Marketing Academy (2025, Tokyo)
“Exploring Wine: A Primer on Wine History, Culture, Tasting, and Research”

GRANTS & AWARDS

Japan Society for the Promotion of Science (JSPS)

- *Understanding Japanese Wine Tourism* — Principal Investigator, ¥5,000,000, Not Funded (2025)
- *Visions of Vino: Advancing Japanese Wine Brands* — Principal Investigator, ¥5,000,000, Not Funded (2024)

COST Action – European Cooperation in Science and Technology

- *Tourism Impacts Network (TINET)* — Secondary Proposer, Not Funded (2025)

Graduate Dean’s Fellowship, University of Central Florida — 2018

Florida Wine & Grape Growers Scholarship — 2020

TEACHING EXPERIENCE

Hitotsubashi University – School of Business Administration (AACSB-accredited)

Assistant Professor, 2023–Present

- Special Topics in Marketing and Management (Undergraduate & Graduate, 2024–2026)
Focus: marketing and hospitality strategy, consumer behavior, market research, and promotion
- Intermediate Seminar II: Research Methodology (Undergraduate, 2024–2026)
Focus: research design, hypothesis testing, and original student-led projects

University of Central Florida – Rosen College of Hospitality Management

Graduate Teaching Associate, 2021–2022

- Fine Spirits Management (Undergraduate)
Instructor-of-record for an applied branding and marketing course focused on spirits, wine, and experiential product storytelling

Teaching Areas: Consumer Behavior, Marketing Strategy, Branding, Research Methods, Symbolic Consumption, Consumer Culture, Wine and Hospitality Marketing (as applied contexts)

Teaching evaluations included as supporting material

RESEARCH METHODS & SOFTWARE EXPERTISE

Research Designs & Methods

Survey design, experimental and quasi-experimental methods, panel data analysis, latent variable modeling (CB-SEM, PLS-SEM), mediation and moderation analysis, multivariate statistics, psychometrics, multilevel modeling

Software

Stata, R, SmartPLS, Jamovi, SPSS, AMOS, SAS

PROFESSIONAL AFFILIATIONS & SERVICE**Memberships**

Association for Consumer Research (2025–Present)
American Association of Wine Economists (2018–Present)
Asia Pacific Tourism Association (2022)
International Council on Hotel and Restaurant Institutional Education (2021)
Florida Wine and Grape Growers Association (2018)

Editorial and Conference Service

Reviewer, *International Journal of Hospitality Management*
Scientific Committee Member, International Conference on Destinations, Events, and Sports (2025, Sapporo)

CERTIFICATES & TRAINING**Academic & Research Training**

Fundamentals of Case Teaching, Harvard Business Publishing Education (2024)
Online Teaching Certification (ADL 5000), University of Central Florida (2020)
CITI Program – Human Subjects Research, Responsible Conduct of Research, and PI Training (2018)

Industry Certification

Cicerone® Certified Beer Server (2014)