

## Edoardo Lozza: short biography



Edoardo Lozza, PhD., is Professor of “Economic Psychology” and “Consumer and Marketing Psychology” at the Faculty of Psychology at Catholic University in Milan.

At the same University he is

- Director of the Master of Science in “[Psychology for Organizations: Human Resources, Marketing and Communication](#)”, a program that aims at training psychologists at the intersection with economic disciplines (HR and marketing management);
- Scientific Coordinator of the Master in “[International Marketing Management](#)”, an inter-Faculty program (Economics and Psychology) that aims at training marketing managers with psychological expertise;
- Director of the [Research Unit in Economic Psychology](#) of the Department of Psychology, a research group of twenty economists and psychologists from different Departments and Faculties, aiming at straightening the interdisciplinary analysis of economic behaviors;
- and Director of the “[Consumer and organizational cultures Lab](#)”, a laboratory where to conduct research with different methodological approaches.

He authored [scientific publications](#) in the fields of economic psychology (fiscal psychology, psychology of money, ...), consumer psychology (consumer sentiment, new patterns and trends) and marketing research (methods). Edoardo’s scientific activity is devoted to the application of economic psychology to real world problems (eg: promoting tax compliance, developing new opportunities for psychological professions, facilitating the encounter between demand and offer in emerging markets, ...). In this scope, he directed several research projects with different stakeholders, such as the Italian Revenue Agency (Agenzia delle Entrate), banks and financial institutions, consumer associations and marketing research agencies. Moreover, he worked across different anthropological and cultural settings, such as the international projects he led in developing countries such as Rwanda and Mozambique.

Besides his academic achievements, Edoardo worked as research manager and scientific consultant for several marketing research agencies, managing national and international research programs in both social and market research. For ASSIRM (Italian Association for Market Research Agencies) he is currently the Scientific Editor of the “Quality code for Market Research” as well as honorary member of the Quality Committee.

For IAAP, besides actively participating to previous ICAP conferences and IAAP workshops, Edoardo is promoter and Member of the Local Organizing Committee (with prof. Giuseppe Scaratti from Bergamo University and prof. Di Fabio from Florence University) who is going to host the 31st International Congress of Applied Psychology (2026) in Florence, Italy.