

# Blockchain reactions

Citation for published version (APA):

Stallone, V. (2024). *Blockchain reactions: the marketing trek from knowledge to decision*. [Doctoral Thesis, Maastricht University]. Maastricht University. <https://doi.org/10.26481/dis.20240508vs>

**Document status and date:**

Published: 01/01/2024

**DOI:**

[10.26481/dis.20240508vs](https://doi.org/10.26481/dis.20240508vs)

**Document Version:**

Publisher's PDF, also known as Version of record

**Please check the document version of this publication:**

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## *VALORIZATION ADDENDUM*

Throughout the course of my PhD trajectory, a series of key milestones and accomplishments has highlighted the progressive dissemination of knowledge and underscores the potential societal and economic impact of this research.

Beginning with the invaluable trust placed in my work by Prof. Martin Wetzels and Prof. Dr. Dominik Mahr in 2019 and in 2021 respectively, my research journey was rooted in a foundation of academic rigor and integrity. This trust was instrumental in catalyzing my research endeavors and ensuring that they bore fruit.

The significance of my work was further recognized when I was honored with the PhD grant of my employer, the School of Management and Law (SML) of the University of Applied Sciences Zurich in 2020. This support enabled me to include the efforts on my PhD into my daily work at the SML and to delve deeper into the nuances of my research area, refining my methodologies and approach.

Following this, the presentation of my first conference paper on the topic of BCT in marketing at the IADIS International Conference WWW/Internet in 2020 (Stallone et al., 2020) provided a platform to introduce preliminary findings to an audience of my peers. The investigation was the result of a research grant<sup>32</sup> and initiated dialogues with other researchers in the field, fostering a more comprehensive and multidisciplinary understanding. The culmination of this effort was the completion of the publication presented in chapter 2 in 2021, a testament to the dedication and hours of rigorous investigation.

A defining moment in my PhD trajectory was receiving the first keynote speaker invitation in April 2023 at the EthereumZuri.ch<sup>33</sup> conference in Zürich, Switzerland. Addressing a wider audience, this platform allowed me to not only share my findings but also inspire and ignite interest in fellow scholars and industry practitioners. The information exchange at such events is invaluable, bringing together academic theory and practical implications.

Further amplifying the influence of my research, the first A-Journal paper, the publication in chapter 3, showcased the depth and breadth of my investigations. The

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<sup>32</sup> See <https://www.aramis.admin.ch/Grunddaten/?ProjectID=43316>

<sup>33</sup> See <https://ethereumzuri.ch/>

investigation was the result of a research grant<sup>34</sup> and having my research featured in the esteemed Journal of Interactive Marketing highlighted its excellence and significance.

A significant testament to the reach and impact of my work was the achievement of 50 citations on a single paper for the publication of chapter 2 in September 2023. This reflected the resonance of my findings within the academic community and the wider recognition of their relevance.

Lastly, the invitation to create a special issue on Blockchain in Advertising for Frontiers in Blockchain<sup>35</sup> underscores the cutting-edge nature of my research. BCT, being a pivotal advancement of our times, requires continual exploration and understanding. Curating content for this special issue further ensures the dissemination of knowledge to those at the forefront of technological and economic transformations.

In conclusion, the journey of my PhD has been about academic inquiry and about actively engaging with broader audiences to ensure the effective transfer and application of knowledge. The findings of this dissertation, given their recognition and relevance in various spheres, hold immense promise for benefiting society and industries beyond the confines of academia.

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<sup>34</sup> See <https://www.aramis.admin.ch/Grunddaten/?ProjectID=48981>

<sup>35</sup> See <https://www.frontiersin.org/research-topics/56079/blockchain-for-advertising>