SARA VALENTINI

(Updated September 2021)

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Educational Background

2008   Ph. D. in Marketing, Department of Management, University of Bologna, Italy
2003   Laurea cum laude in Statistics, University of Bologna, Italy

Academic Positions

Bocconi University, Italy
- Associate Professor of Marketing, Department of Marketing (Sept 2021 – Present)

University of Bologna, Italy
- Associate Professor of Marketing, Department of Management (Sept 2014 – August 2021)
- Assistant Professor of Marketing, Department of Management (Jan 2009 – Sept 2014)

Tuck School of Business, Dartmouth College, USA
- Visiting Scholar, , Department of Marketing (Jan-July 2007)

Research Interests

Omnichannel/Multichannel marketing | Marketing effectiveness | Channel migration models | Customer management | Customer analytics | Customer data-acquisition and privacy | Product return behavior models | Service recovery and complaint management

Honours, Awards, and Grants

2021   Davidson award (second runner up) for the best paper published in the Journal of Retailing in 2020.
2016   Best Track Paper: Service retailing and channel management, 20-21 October, SIM conference, Italy.
2020   Best Professor MSc Program, Unibo (Italy)
2019   Best Professor MSc Program, Unibo (Italy)
2016   Best Conference Paper, 20-21 October, SIM conference, Italy.
2010   MSI Grant: winner of the "Modeling Multichannel Customer Behavior" Research Competition. Field Research Project funded by Marketing Science Institute (MSI)/ Wharton Interactive Media Initiative (WIMI, now the Wharton Customer Analytics Initiative (WCAI)).

2009　"Customer Evolution in Sales Channel Migration" selected among the nine presenting papers at the special John D. C. Little Festschrift (Marketing Science Conference 2009, Ann Arbor - Michigan).

2008　Best Paper of the Conference based on a Doctoral Dissertation Award for the paper entitled "Customer Evolution in Sales Channel Migration" 37th EMAC Conference Brighton, UK, May 27-30, 2008.

2008　Best Paper Award for "A Meta-Analysis of Satisfaction with Complaint Handling in Services" " (With. M. De Angelis, C. Orsingher) June 2007, QUIS 10, Quality in Services, Orlando, Florida.

Publications & Research

Articles

- Valentini, Sara, Scott A. Neslin, and Elisa Montaguti. "Identifying omnichannel deal prone segments, their antecedents, and their consequences." **Journal of Retailing** (2020), 96(3): 310-327.
- Valentini, Sara, Chiara Orsingher, and Alexandra Polyakova. "Customers' emotions in service failure and recovery: a meta-analysis." **Marketing Letters** (2020): 1-18
- Montaguti, Elisa, Scott A. Neslin and Sara Valentini (2016), "Can marketing campaigns induce multichannel buying and more profitable customers? A field experiment", **Marketing Science** Volume 35, Issue 2, March-April 2016, Pages 201-217.
- Valentini, Sara, Montaguti, Elisa and Scott A. Neslin (2011), "Decision Process Evolution in Customer Channel Choice", **Journal of Marketing**, 75 (November), 72–86, 2011.
- Orsingher, Chiara, Marzocchi, Gian Luca and Sara Valentini (2011), "Consumer (goal) satisfaction: A means-ends chain approach", **Psychology & Marketing**, 28(7), 730-748, 2011.
- Orsingher, Chiara, Valentini, Sara and Matteo De Angelis (2010), "A Meta-analysis of Satisfaction with Complaint Handling in Services", **Journal of the Academy of Marketing Science**, 38 (2), 169-186, 2010.
- Valentini, Sara and Elisa Montaguti (2017), "Brand e Social Media: Alla Ricerca degli Strumenti più Efficaci Nella Caccia All'Engagement", **Harvard Business Review Italia**, Settembre 2017, 102-109

Books, Chapters, and Monographs

- Valentini, Sara, Montaguti, Elisa and Scott A. Neslin (2015), "Decision Process Evolution in Customer Channel Choice" in "From Little's Law to Marketing Science: Essays in Honor of John D.C. Little", eds. Glen Urban and John Hauser **MIT Press**. https://mitpress.mit.edu/books/littles-law-marketing- science
- Valentini, Sara (2017), "Il Marketing Omnicanale: L'integrazione dei Canali come Strategia di Marketing", Bononia University Press
- Valentini, Sara (2008), "Segmentazione e Motivazioni della Customer Base", Esculapio

Papers under review/Working papers

- "How to Determine Re-Broadcasting Activity: The Role of the Fit between the Brand Fan Page and the Post Content" with Elisa Montaguti and Federica Vecchioni.
- "Free Riding the Return Stock: How to Turn Returns into Profit Driver" with Scott Neslin, and Elisa Montaguti.

- "The Race for Data: Who Gained from Re-Permission E-Mails in the GDPR Enforcement?" with Caterina D'Assergio, Elisa Montaguti and Puneet Manchanda.
- "A Meta-Analysis on Channel Choice" with Umut Konus and Carla Freitas Silveira Netto.
- "Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition" with Federica Vecchioni and Elisa Montaguti.
- "The 'Right' Variation of Fit between Online Contents and Brand Fan Pages" with Elisa Montaguti.
- "The Impact of Cross-channel Buying on Customer Life Time Value" with Elisa Montaguti and Scott Neslin.

Presentation at Conferences

2021 "How Do Firms Ask for Consumers' Data Permission? The Value of Companies Data Practices." (With C. D'Assergio, P. Manchanda and E. Montaguti), Special session, EMAC Annual Conference 25-28 May 2021, Madrid.

2021 "What Drives Channel Choice in Multichannel Customer Journeys: A Meta-Analysis" (With C. Freitas Netto and U. Konus, EMAC Annual Conference 25-28 May 2021, Madrid

2020 "The Race for Data: Who Gained from Re-permission E-mails in the Enforcement of GDPR." (With C. D'Assergio, P. Manchanda and E. Montaguti), 10-11 December, NYU-Temple-CMU 2020 AIML Conference on Artificial Intelligence, Machine Learning, and Business Analytics (via Zoom).

2019 "How do firms ask for consumers' data permission? And how do customers react." (With C. D'Assergio and E. Montaguti), 28-31 May 2018, EMAC Conference, Hamburg (Germany).

2019 "How do firms ask for consumers' data permission? And how do customers react." (With C. D'Assergio and E. Montaguti), June 20-22, 2019, Marketing Science Conference, Rome, (Italy)

2018 "Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition" (With E. Montaguti, F. Vecchioni), 29 May- 1 June 2018, EMAC Conference, Glasgow (UK).

2018 "Gamification: A Way to Increase Customer Base Value?" (With E. Montaguti, A. Zammit), 29 May- 1 June 2018, EMAC Conference, Glasgow (UK).

2018 "The Omnichannel Deal Prone Consumer" (With E. Montaguti, S.A. Neslin), June 13 – 16, 2018, Marketing Science Conference, Philadelphia, PA, USA.

2017 "How Can Companies Get Their Social Media Campaigns Rebroadcast:
The Role Of Fit Between Online Contents And Corporate Fan Pages" (With E. Montaguti, F. Vecchioni), 7- 10 June, Marketing Science Conference, Los Angeles, CA, USA.

2017 "The Deal Prone Consumer in a Omnichannel Marketplace" (With E. Montaguti, S.Neslin), 23-26 May 2017, EMAC Conference Groningen, The Netherlands

2017 "The 'Right' Variation of Fit between Online Contents and Brand Fan Pages" (with E. Montaguti), 23-26 May 2017, EMAC Conference Groningen, The Netherlands

2016 "Is There a Multichannel Deal Prone Consumer?" (With E. Montaguti, S. Neslin), 20-21October, SIM Conference Italy

2016 "Can companies generate engagement through their social media activity? A Field Experiment" (With E. Montaguti, F. Vecchioni), 20-21October, SIM Conference Italy

2016 "Getting Emotional Twice: An Analysis of Patterns of Emotional States after failure and

recovery" (With C. Orsingher, A. Polyakova) May 31-June 3, La Londe Conference France.

2015 "Consumer impatience and market structure: The case of online pizza delivery" (with E. Montaguti and F. Rossi). Marketing Science Conference Baltimore, June 18.

2015 "The Role of the Fit between the Brand Fan Page and the Post in Determining Re - broadcasting Activity" (with E. Montaguti, F. Vecchioni). Emac Conference 2015, Leuven, Belgium

2014 Do Marketing Campaigns Produce Multichannel Buying and More Profitable Customers? A Field Experiment" (with E. Montaguti, S. Neslin) invited to HEC/JR Thought Leaders in Marketing Channels Conference Paris, June 1-3, 2014

2013 "Redoubling emotions: An analysis of customers' emotional patterns following service failure and recovery" (with C. Orsingher). EMAC Conference, 4-7 June. Instabul, Turkey.

2011 "Does Multichannel Produce More Profitable Customer" (with E. Montaguti e S. Neslin), SIG Track entitled "Multichannel Customer Management" EMAC Conference, 24-27 May. Ljubljana, Slovenia.

2011 "Does Multichannel Usage Produce More Profitable Customers?" (with E. Montaguti e S. Neslin), Marketing Science Conference, 9-11 June. Houston Texas.

2011 "A Meta-Analytic Assessment of the Effects of Perceived Justice and Emotional Response in Service Recovery Situations" (with C. Orsingher e M. De Angelis), EMAC Conference 2011, 24-27 May. Ljubljana, Slovenia.

2010 "The Impact of Customer Multichannel Choices on Revenues and Retention" (with E. Montaguti e S. A. Neslin), 32nd Marketing Science Conference, 17-19 June. Cologne (Germany).

2010 "Does Multichannel Produce More Profitable Customers?" (with S. Neslin e E. Montaguti), WIMI's and MSI's Crossplatform and Multichannel Customer Behavior. 9-10 December, Wharton School, Philadelphia (USA).

2009 "Do Multichannel Customers Really Outperform? Retention, Revenues, and Multichannel Usage in a Contractual Setting" (with S. Neslin e E. Montaguti), Marketing Science Conference, 12-14 June. Ann Arbor, Michigan (USA).

2009 "Do Multichannel Customers Really Outperform? Retention, Revenues, and Multichannel Usage in a Contractual Setting" (with S. Neslin e E. Montaguti), EMAC, 26-29 May. Nantes, France.

2008 "Customer Evolution in Sales Channel Migration" (with S. Neslin e E. Montaguti), Marketing Science Conference, 12-14 June. Vancouver, Canada.

2008 "Customer Evolution in Sales Channel Migration" (with S. Neslin e E. Montaguti), EMAC Conference, 27-30 May. Brighton, UK. (Best Paper Based on a Doctoral Dissertation).

2007 "Generalisations About Satisfaction with Complaint Handling" (with M. De Angelis e C. Orsingher) EMAC Conference, May, Reykjavik, Iceland.

2007 A Meta-Analysis of Satisfaction with Complaint Handling in Services" (with M. De Angelis e C. Orsingher) 10th QUIS Conference, June, Quality in Services, Orlando, Florida. (Best Paper of the Conference).

Invited Talks

- 29/05/2020 Bocconi University (Milan, Italy)
- 14/09/2018 Marketing Camp, KU Leuven, Vlerick Business School (Leuven, Belgium)
- 01/11/2016 University of Lausanne (Lausanne, Switzerland)
- 10/05/2016 University of Amsterdam (Amsterdam, Netherlands)
- 31/03/2016 Cass Business School (London, UK)
- 12/10/2015 Samsung Italy (Milan, Italy)

- 02/03/2015 Tulane Business School (New Orleans, USA)
- 10/02/2015 Bocconi University (Milan, Italy)
- 26/06/2008 ESC Rouen Business School (Rouen, France)
- 02/10/2008 Politecnico di Milano – DRIG DAY- (Milan, Italy)
- 20/10/2008 RSM Erasmus University (Rotterdam, the Netherlands)
- 18/12/2008 KOC University (Istanbul, Turkey)
- 29/11/2007 Mondadori Group (Milan, Italy)

Teaching

Bocconi University, SDA

Strategic Marketing and Analytics | Second cycle degree program *[Fall 2021]*
Marketing Management | MBA program, SDA *[Fall 2021]*

University of Bologna (Unibo), Bologna Business School (BBS)

Marketing (core) | BSc program Unibo *[Fall 2008 – 2020]*
Social media marketing | MSc program, Unibo *[Winter 2013- 2021]*
Marketing Models | MSc, Unibo *[Winter 2008 – 2021, Winter 2019 – 2021]*
Marketing Strategy | Ph.D. program, Unibo *[Winter 2010-2020]*
Introduction to statistics | Ph.D. program, Unibo *[Winter 2012-2018]*
Marketing Research | Full-time Masters, Professional EMBAs, Customs BBS *[Winter 2009-2021]*
Statistics for managers | MBA program BBS *[Fall 2011 – 2018]*
Digital Marketing | EMBA, BSS *[Summer 2021]*
Creating Value with Big Data | Professional EMBA, BSS *[2018-2021]*
Omnichannel Marketing | Professional EMBAs, Custom programs, BSS *[2015-2021]*

Industry & Scientific Agreements with Companies for Research Purposes:

- *2020 Fondazione Fico.* Drive to store (responsible)
- *2019 Dorelanbed, Italy.* Positioning and Segmentation (member of the team)
- *2019 UnipolSai.* Customer Disclosure and Privacy (co-responsible)
- *2015, re-new 2018 Yoox Net-A-Porter.* Customer Acquisition (co-responsible)
- *2015 Best in Game.* Gamification, CLV (responsible)
- *2014 Factory Home, Emilione* Gamification (responsible)

Professional Services

- 2017- 2019, 2021. Invitation as Guest Professor to the section International Strategy & Maketing of the Amsterdam Business School
- 2013-2016   Executive Committee Member – EMAC Accademy**,** National Representatives (member elected).
- 2015-Present, organization of the Yearly Doctoral & Research Colloquium, Società Italiana Marketing (SIM).

- Reviewing activity as ad hoc reviewer: *Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing, Journal of Interactive Marketing, Journal of Business Research, Journal of Service Research, Applied Marketing Analytics*
- Since 2008 Reviewer Emac Conference
- 2015-2017, 2019-2021 Associate Dean, Alumni Bologna Business School
- 2020 Co-chair together with Umut Konus and Jonne Guyt of the second-edition of research event " Marketing effectiveness through customer journeys" Amsterdam Business School 19-23 June 2020, Unibo-ABS co-partners. (Cancelled due to covid)
- 2019 Co-chair, together with Umut Konus of the first edition of the research event "Marketing effectiveness through customer journeys" Bologna Business School 16-18 June 2019, done in collaboration with Amsterdam Business School. Website: https://eventi.unibo.it/multichannel-bologna2019
- 2015 Organizer of the Event " Ready for an Omnichannel World?" An event that the School wants to dedicate to the Alumni Community. Participants: Venky Shankar, Texas A & M University Dario Tecci, ABB S.p.A. Gabriele Tazzari Yoox-Net-A-Porter Group Federico Sforza, UniCredit Bank
- 2011-2016 Coordination of the "Global Leadership Program", done in collaboration with BBS and Tulane University (USA).
- Supervisor Ph.D. of Caterina D'Assergio (completed 2021)

Education Related Activities

2012   Consumer Analytics Program, Alma Graduate School (Bologna). Peter Fader (Wharton School) and Bruce Hardie (London Business School).

2010   Invited to "Bayesian Statistics & Marketing", London Business School (UK). Two day seminar with Peter Rossi (University of Chicago)

Other Activities

- Since 2013 EMAC Climber Community

- Since2008 member of the European Marketing Academy.

- Since2008 member of Informs Society (Marketing).