

SARA VALENTINI

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Address

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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)
- PhD program in Marketing Curriculum Coordinator (June 2022-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

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

Honors, Awards, and Grants

- 2024 Journal of Interactive Marketing Best Paper Award for “Content That Engages Your Customers: The Role of Brand Congruity and Promotions in Social Media”
- 2024 Faculty Fellow, AMA-Sheth Doctoral Consortium, Manchester University (UK)
- 2023 PRIN project ‘Platform Monetization: Strategies, Challenges and Implications’, Italian Ministry for Universities and Research, role: Member of the team, 2023-2025.
- 2022 PNRR project ‘GRINS-Growing Resilient, INclusive and Sustainable’, Italian Ministry for Universities and Research, role: member, 2022-2025.
- 2021 Davidson Award (second runner up) for the best paper published in the Journal of Retailing in 2020 for “Identifying omnichannel deal prone segments, their antecedents, and their

- consequences”
- 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

- Montaguti, Elisa, Valentini, Sara, and Federica Vecchioni (2022) “Content That Engages Your Customers: The Role of Brand Congruity and Promotions in Social Media.” *Journal of Interactive Marketing*, 58(1), 16–33.
- Valentini, Sara, Scott A. Neslin, and Elisa Montaguti (2020), "Identifying omnichannel deal prone segments, their antecedents, and their consequences." *Journal of Retailing*, 96(3): 310-327.
- Valentini, Sara, Chiara Orsingher, and Alexandra Polyakova (2020), "Customers' emotions in service failure and recovery: a meta-analysis." *Marketing Letters*, 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, 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

- “The Race for Data: Utilizing Informative or Persuasive Cues to Gain Opt-in?” with Caterina D’Assergio, Elisa Montaguti, and Puneet Manchanda. R&R, *Journal of Marketing*, [link](#).
- “Free Riding the Return Stock: How to Turn Returns into Profit Driver” with Scott Neslin, and Elisa Montaguti, R&R, *Journal of Marketing*
- “Consumer Impatience, Technological Innovation, and Market Structure ” with Chaewon Seol, Federico Rossi, Elisa Montaguti, under review *Marketing Science*, [link](#).
- “A Meta-Analysis on Channel Choice” with Umut Konus and Carla Freitas Silveira Netto.
- “Eco-Movement Echoes: Tracing Sustainability Shifts with GPS Data” with Liyang Zhou and Qiaoni Shi.
- “The Impact of Recognition-Based Cues in Digital Platform Aggregators' Ecosystem” with Marton Varga and Sichu Chang.
- “Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition” with Carla Freitas 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 Lifetime Value” with Elisa Montaguti and Scott Neslin.

Presentation at Conferences

- 2024 “The Impact of Recognition-Based Cues in Digital Platform Aggregators' Ecosystem” (With M. Varga and S. Chang), EMAC Annual Conference” 28-31 May 2024, Bucharest, Romania.
- 2023 “The Race for Data: Gaming or Being Gamed By the System? (With C. D’Assergio, P. Manchanda, E. Montaguti), EMAC Annual Conference” 23-26 May 2023, Odense/Denmark.
- 2022 “The Race for Data: Gaming or Being Gamed By the System? (With C. D’Assergio, P. Manchanda, E. Montaguti), “Customer Journeys in a Digital World” June 2022, Bocconi University, Italy.
- 2022 “The Role of Marketing Activities and Searching Behavior Driving New Users Toward Acquisition.” (With C. Freitas, E. Montaguti), EMAC Annual Conference 24-27 May 2022, Budapest.
- 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), 20-21 October, SIM Conference Italy
- 2016 “Can companies generate engagement through their social media activity? A Field Experiment” (With E. Montaguti, F. Vecchioni), 20-21 October, 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

- 18/05/2024 Keynote Speaker at Aston University 14th Research Camp (Birmingham, UK)
- 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- 2024]

Analytics for Managing Customer Value | Ph.D. program [Fall 2024]

Marketing Management | MBA program, SDA [Fall 2021,2022]

Marketing & Insurance Applications| AXA custom program, SDA [Spring 2022,2023, Winter 2025]

Statistics and econometrics | AXA custom program, SDA [Spring 2024]

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 EMBA's, 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 EMBA's, Custom programs, BSS [2015-2021]

Invited Teaching

Advanced Econometrics | Summer Schools on Research Methods for Social Sciences, UniCal, Cosenza, Italy [Summer 2020, 2021]
“Made In”, Global Leadership Program| Tulane University, New Orleans, USA [Winter 2016]

Research Agreements with Companies

- 2024 Mogeant. Tracking sustainable behaviors
- 2021 Intersport. Product Returns
- 2020 Fondazione Fico. Drive to store
- 2019 Dorelanbed, Italy. Customer Disclosure and Privacy, Segmentation & Positioning
- 2019 UnipolSai. Customer Disclosure and Privacy
- 2015, re-new 2018 Yoox Net-A-Porter. Customer Acquisition, Product Returns
- 2015 Best in Game. Gamification, CLV
- 2014 Factory Home, Emilione Gamification
- 2007 Mondadori Group, Multichannel behavior

Professional Services

Reviewing Activity

2022-Editorial Board *Journal of Retailing*

Ad hoc reviewer: *Journal of Marketing, International Journal of Research in Marketing, Journal of Interactive Marketing, Marketing Letters, Journal of Business Research, Journal of Service Research, Applied Marketing Analytics*

Since 2008 Reviewer Emac Conference

Organization Conferences / Committee / Events

- 2024 Co-Organizer of the conference with Umut Konus and Jonne Guyt “Customer Journeys in a Digital World 4th Edition”, 3-5 June, Bocconi University. [Website](#)

- 2023 Co-Organizer of the conference with Umut Konus and Jonne Guyt “Customer Journeys in a Digital World 3rd Edition”, 29-31 May, Amsterdam Business School, [Website](#)
- 2022 Co-Organizer of the conference with Umut Konus and Jonne Guyt “Customer Journeys in a Digital World 2nd Edition”, 12-14 June, Bocconi University. [Website](#)
- 2019 Co-chair, with Umut Konus of the first edition of the research event “Marketing effectiveness through customer journeys 1st Edition” Bologna Business School 16-18 June 2019, done in collaboration with Amsterdam Business School. [Website](#)
- 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
- 2015-2022, organization of the Yearly Doctoral & Research Colloquium, Società Italiana Marketing (SIM).
- 2021-Present - Track Chair “Methods, Modelling & Marketing Analytics”, Emac Conference
- 2013-2016 Executive Committee Member – EMAC Academy, National Representatives (member elected).

Other

- 2017- 2019, 2021. Invitation as Guest Professor to the section International Strategy & Marketing of the Amsterdam Business School
- 2015-2017, 2019-2021 Associate Dean, Alumni Bologna Business School
- 2011-2016 Coordination of the "Global Leadership Program", done in collaboration with BBS and Tulane University (USA).
- Co-Advisor Ph.D. of Federica Vecchioni, Unibo Ph.D. Program (completed 2020)
- Advisor Ph.D. of Caterina D’Assergio, Unibo Ph.D. Program (completed 2021)
- Co-Advisor Ph.D. of Sichu Chang, Bocconi Ph.D. Program (2023-current)
- Advisor Ph.D. of Lorenzo Morgante, Bocconi Unibo Ph.D. Program (2024-current)
- Member of the Junior Hiring Committee, Dep. Of Marketing Bocconi (2022-23)
- President of Junior Hiring Committee, Dep. Of Marketing Bocconi (2023-24)
- Member of the Marketing Management Study Program Committee, Bocconi (2022-current)
- "Upskill the Teachers" Program, Dep. of Marketing Bocconi, Instructor for “Logit, Probit and Count Data” (2024)

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 2022 member of the American Marketing Association
- Since 2013 EMAC Climber Community.
- Since 2008 member of the European Marketing Academy.
- Since 2008 member of Informs Society (Marketing).

