

Curriculum Vitae

ANTONELLA CARU'

Department of Marketing –Bocconi University
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EDUCATION

- 1993 Research Doctorate in Business Administration (V cycle) – Università Commerciale L. Bocconi,
- 1986 Bachelor Degree in *Business Administration*, Università Commerciale L. Bocconi. Major in Managerial Accounting.

ACADEMIC EXPERIENCE

Positions

- 2004-now Full Professor of Business Economics and Management, Marketing Department, Università Commerciale L. Bocconi
- 2000-2004 Associate Professor of Business Economics and Management, Marketing Department, Università Commerciale L. Bocconi
- 1998-2000 Assistant Professor of Business Economics and Management (Field: Marketing), Università Commerciale L. Bocconi, Milan, Italy
- 1995-1997 Assistant Professor of Business Economics and Management (Field: Marketing), Liuc – Università Cattaneo, Castellanza, Italy
- 1991-1995 Research fellow, of Business Economics and Management (Field: Marketing), Università Commerciale L. Bocconi, Milan, Italy
- 1987-1991 Research fellow, of Business Economics and Management (Field: Marketing), Università Commerciale L. Bocconi, Milan, Italy

Visiting Professor in foreign universities

- 2010 February Visiting Professor at Copenhagen Business School, Marketing Department – (Course taught: Managing Consumer Experience)
- 2003 Sept-Dec Visiting Professor at the European School of Management – ESCP-EAP, Marketing Department, (courses taught: Marketing; Ethics and Crisis Management; Services Marketing)

- 2002 July-Aug Visiting Scholar at Ecole des Hautes Etudes Commerciales - HEC Montréal, Canada, Chaire des Arts
- 1998 May-Juin Visiting Professor at the Université Jean Moulin, Lyon, France (course taught: The Marketing of Businesses in Italy)

RESEARCH AREAS

Service marketing.
Consumption experience and experiential marketing.
Arts and Culture marketing and management.
Analysis of marketing performance.

INSTITUTIONAL ACADEMIC SERVICES

- 2022 - now Dean for Development and Alumni Relations
- 2014- 2022 Dean Graduate School, Bocconi University
- 2012-2014 Dean Undergraduate School, Bocconi University
- 2004-2012 Director of MSc in Marketing Management, Bocconi University
- 2018-now President of Arts and Humanities Committee
- 2014-now Member of the Council of Bocconi Alumni Community
- 2014 -now Member of Comitato Pari Opportunità – Bocconi University
- 2010-2013 and 2019-now Member of the Marketing Department's Giunta
- 2000-2005 Member of the research Division - Sda Bocconi School of Management

Articles in international journals and edited special issue

- Articles

Ostillio M.C., Carù A. (Forthcoming) “Value Co-Creation in a Social Purpose Institution: The Case of the Dynamo Camp Art Factory—Between Art Therapy and Artification”, *Journal of Philanthropy and Marketing*

Carù A., Cova B., Voss Z. (2003) “Disruptive Audience Performance: The Extremes of the Duet Applauses/Boos”, *International Journal of Arts Management*, 26, 1, pp. 72-81

Cova B, Carù A. and Cayla J. (2018), “Re-Conceptualizing escape in consumer research”, *Qualitative Market Research*, Vol. 21 No. 4, pp. 445-464.

Carù A., Ostillio M.C., Leone G. (2017), “Corporate Museums to Enhance Brand Authenticity in Luxury Goods Companies: The Case of Salvatore Ferragamo”, *International Journal of Arts Management*, 19 (2), 32-45.

Carù, A. and Cova, B. (2015). “Co-creating the collective service experience”, *Journal of Service Management*, 26(2), 276-294.

Cirriuncione A., Estes Z., Carù A (2014) “The effect of ambient scent on the experience of art: Not as good as it smells”, *Psychology & Marketing* Vol. 31(8): 615–627.

Carù A., Cova B., Pace S. (2014) "Combining qualitative methods in practice: A contextualized account of the evolution of consumer studies", *Management Decision*, Vol. 52, Issue 4, pp. 777 – 793.

Carù A., Cova B. (2011), “Can the Generation Gap Impede Immersion in an Exhibition? The Case of *Annisettanta* (The 1970s)”, *International Journal of Arts Management*, 13, 2, January, 16-28.

Cugini A., Carù A., Zerbini F. (2010), "Assessing and Managing the Costs of Satisfaction in B2B Services", *Journal of Strategic Innovation and Sustainability*, 6, 4, 50-79.

Borghini S., Carù A. Cova B. (2010), "Representing BtoB Reality in Case Study Research: Challenges and new opportunities", *Industrial Marketing Management*, 39, 1, 16–24.

d’Astous A., Voss Giraud Z., Colbert F., Carù A., Caldwell M., Courvoisier F. (2008), “Product-country images in the arts: a multi-country study”, *International Marketing Review*, 25, 4, 379-403.

Carù A., Cova B. (2008), “Small versus big stories in framing consumption experiences” *Qualitative Market Research: An International Journal*, 11, 2, 166-176 .

Cugini A., Carù A., Zerbini F. (2007), “The cost of customer satisfaction: a framework for strategic cost management in service industries”, *European Accounting Review*, vol. 16, n. 3, 2007, pp. 499-530.

Carù A., Cova B. (2006), “Expériences de marque: comment favoriser l’immersion du consommateur? ”, *Decision Marketing*, 41, Janvier-Mars, 43-52.

Carù A., Cova B. (2006), “Expériences de consommation et marketing expérientiel”, *Revue Française de gestion*, 162, 99-113.

Carù A., Cova B. (2006), “How to facilitate immersion in a consumption experience: Appropriation operations and service elements” (Co-author B. Cova), *Journal of Consumer Behaviour*, 5, 1, January-February, 4-14.

d'Astous A., Carù A., Koll O., Sigué S.P. (2005), “Moviegoers’ Consultation of Film Reviews in the Search for Information: A Multi-country Study”, *International Journal of Arts Management*, 7, 3, Spring 32-45.

Carù A., Cova B. (2005), “The Impact of Services Elements on the Artistic Experience: The Case of Classical Music Concerts”, *International Journal of Arts Management*, 7, 2, Winter 39-54.

Carù A., Cova B., Pace S. (2004), “Project Success: Lessons from the Andria Case”, *European Management Journal*, 22, 5, 532-545.

Carù A., Cova B. (2003), “Approche empirique de l’immersion dans l’expérience de consommation : les opérations d’appropriation”, *RAM-Recherche et Application en Marketing*, 18, 2, 47-65.

Carù A., Cova B. (2003), “Revisiting consumption experience. A more humble but complete view of the concept”, *Marketing Theory*, 3, 2, 267-286.

Carù A., Cugini A. (1999), “Profitability and customer satisfaction in services. An integrated perspective between marketing and cost management analysis”, *International Journal of Service Industry Management*, 10, 2, 132-156.

- *Edited special issues*

Carù A., Cova B., Dalli D., (Eds.) (2014) “Mediterranean marketing and southern thinking: retrospects and prospects”, in *Special Issue on Mediterranean Perspectives on Consumption and Marketing*, *Journal of Consumer Behaviour*, 13, 3, pp. 157–163

Shankar A., Cova B. Carù A. (Eds.) (2010), “Special Issue: Best Papers from the 5th European Institute of Advanced Management Studies Interpretive Consumer Research Workshop”, *Journal of Consumer Behavior*, 9, 2, March/April, 83–155.

Edited books and Chapters in edited books (international publisher)

- *Edited books*

Tollin K., Carù A. (eds.), (2008), *Strategic market creation. A new Perspective on Marketing and Innovation Management*, Wiley.

Carù A., Cova B. (eds.), (2007), *Consuming Experience*, Oxon: Routledge.

- *Chapters in edited books*

Prestini S., Borghini S. Carù A. (2023), “Embracing diversity and body positivity: the role of marketing in fashion markets and culture”, in Ekström, Karin M. (ed.) “*Marketing fashion: critical perspectives on the power of fashion in contemporary culture*”, Routledge, Taylor and Francis Group, pp. 59-76

Carù A., Cuadrado M. (2020) “Understanding the arts customer: the mistake of overlooking customer experience”, in Addis M., Rurale A. (eds.), *Managing the Cultural Business: Avoiding Mistakes, Finding Success*, Routledge (Edizione italiana 2021: “Capire il fruitore delle arti. L’errore di sottivalutazione della Customer Experience”, in *Il valore della cultura: 22 esperti per nuove strategie*)

Carù A., Ostillio M.C., Mion P., Piancatelli C. (2020) “The impact of technology on visitor immersion in art exhibitions: Evidence from the Modigliani Art Experience exhibition”, in Massi M., Vecco M., Lin Yi, *Digitalization in the cultural and creative sectors. Production, Consumption and Entrepreneurship in the Digital and Sharing Economy*, Routledge

Pace S., Carù A., Cova B (2017) “Innovating as an Interaction of Practices: The Case of Customers’ Use of a New Website”, in Russo-Spena T., Mele C., Nuutinen M. (eds.) *Innovating in practice. Perspectives and Experiences*, Springer International Publishing, pp. 139-157 (available on line from 2016, November the 24th)

Carù A., Colm L., Cova B. (2016) “Innovating Services through Experiences: An Investigation of Servicescape’s Pivotal Role”, in Toivonen M. (ed.), *Service Innovation: Novel Ways of Creating Value in Actor Systems*; pp. 149-170

Carù A., Cova B. (2014) “The Design of Consumer Experiences: Managerial Approaches for Services Companies”, in Baglieri E. and Karmarkar U. (eds.), *Managing Consumer Services: Factory or Theater?*, pp. 91-108 (accepted November 2013)

Carù A., Cova B. (2012), “Experiencing Consumption: Appropriating and Marketing Experiences” in Peñaloza L., Toulouse N. and Visconti L. M. (eds.), *Marketing Management: A Cultural Perspective*, London: Routledge, pp. 164-177

Borghini S., Carù A. (2008), “Co-creating Consumption Experiences: An Endless Innovation”, in Tollin K. and Carù A. (eds.) *Strategic market creation. A new Perspective on Marketing and Innovation Management*, Wiley, 257-284.

Carù A., Cova B. (2007), “Consuming Experiences: an introduction”, in Carù A. and Cova B. (eds.), *Consuming Experience*, Oxon, Routledge, 3-16

Carù A., Cova B. (2007), Consumer immersion in an experiential context, in Carù A. and Cova B. (eds.), *Consuming Experience*, Oxon, Routledge, 34-47

Articles in Italian referred journals and edited special issues

- Articles

Rurale A., Carù A., Mion delle Carbonare P. (2022), “Nuove esperienze di consumo il caso FAI”, *Economia & Management*, n. 1, pp. 30-34

Colm L., Carù A. (2016), “Two faces of the same coin: how the interplay between organizational and territorial culture builds the concept of service culture”, *Mercati e Competitività*, 3, pp. 87-109

Ostilio M.C., Carù A., Leone G. (2016), “L’ autenticità come driver strategico per il brand value nelle imprese italiane del lusso. Il caso Salvatore Ferragamo”, *Economia & Management*, 1, 67-79

Ostilio M.C., Di Donato C., Carù A. (2012), “Vintage autentico o autenticità nel vintage”, *Micro & Macro Marketing*, 2, 305-332

Carù A., Cova B., Maltese L. (2008), “Un approccio duale al marketing esperienziale: divertimento e approfondimento nell’ immersione”, *Mercati e Competitività*, 4, 17-40

Carù A., Cova B. (2006), “Comprendere l’ immersione del consumatore nell’ esperienza: il potere dell’ introspezione”, *Mercati e Competitività*, 1, 11-34

Carù A., Cova B. (2004), "How Services Elements Wrap the Consumers Experience. The Case of Music Consumption at the Auditorium of Milan", *Finanza Marketing e Produzione*, 2, 2004, 5-28.

Carù A., Cova B. (2003), “Esperienza di consumo e marketing esperienziale: radici diverse e convergenze possibili”, *Micro & Macro Marketing*, 2, 187-211.

Valdani E., Carù A. (1997), “Customer satisfaction: un punto di avvio per la re-ingegnerizzazione dei processi di erogazione dei servizi pubblici”, *Azienda Pubblica*, n. 3- 4 319-334.

Carù A. (1996), “Il contributo del marketing dei servizi all’ evoluzione degli studi di marketing”, *Sinergie*, 40, 69-98

Carù A. (1996), “Il marketing assicurativo: dalla standardizzazione alla personalizzazione dell’ offerta”, *Micro & Macro Marketing*, 2, 261-271.

Carù A. (1988), "Strategie d'offerta e vincoli distributivi nel comparto dei surgelati in Italia", *Commercio* 31, 125-152

- Edited special issues

Carù A., Cova B., Shankar A. (2009) “Special Issue on the 5th Workshop on Interpretive Consumer Research”, *Finanza Marketing e Produzione*, 4, 2009.

Books with national publisher

Carù A., Cova B. (2011), *Marketing e Competenze del Consumatore*, Egea, Milano.

Carù A. (2007), *Consumo e marketing dei servizi. L'evoluzione verso esperienze e soluzioni*, Egea, Milano.

Carù A., Cugini A. (2000), *Valore per il cliente e controllo dei costi: una sfida possibile. La proposta di un approccio integrato per le imprese di servizi*, Egea, Milano.

Carù A. (1996), *Marketing e progettazione dei servizi. Un percorso tra mercato e competenze*, Utet, Torino.

Carù A. (1994), *Marketing delle imprese di assicurazione*, Egea, Milano.

Edited books and Chapters in edited books (national publisher)

- Edited books

Borghini S., Carù A., Golfetto F., Pace S., Rinaldo D., Visconti L., Zerbini F. (eds.) (2012) *Prodotto, Consumatore e Politiche di mercato – Quarant'anni dopo. Libro in Onore di Stefano Podestà*, EGEA, Milano

Carù A., Salvemini S. (eds.), (2011), *Management delle istituzioni culturali*, Egea. Milano (II edizione: 2012)

Carù A., Cova B. (eds.) (2006), *Marketing Mediterraneo. Tra metafora e territorio*, Egea, Milano.

Silva F., Carù A and Cova B. (eds.) (2005), *Marketing Méditerranée et Postmodernité*, Editions Euromed Marseille.

- Chapters in edited books

Carù A., Cuadrado M. (2021) “Capire il fruitore delle arti. L'errore di sottovalutazione della Customer Experience”, in Addis M., Rurale A. (eds.) *Il valore della cultura: 22 esperti per nuove strategie*, Skira, pp 245-270

Carù A., Ostilio M.C. (2018) “Brand Authenticity tra Brand e Autenticità: valore di un asset strategico per l'impresa”, in Busacca. B. e Costabile M. (eds.) *Marketing: Una disciplina fantastica. Omaggio a Enrico Valdani*, EGEA, pp. 135-157

Carù A., Cova B., (2012) “Sociologia dei consumatori: modernità, postmodernità e oltre”, in *Prodotto, Consumatore e Politiche di mercato – Quarant'anni dopo. Libro in Onore di Stefano Podestà*, EGEA, Milano, pp. 17-33

Carù A., Ielasi F., Munari L. (2012) “Il marketing budget nel settore bancario e assicurativo”, in Ancarani F., Musile Tanzi P. (a cura di), *Il marketing per le banche e le assicurazioni*, Egea, Milano, pp. 43-56.

- Munari L., Carù A., Ielasi F. (2012) “Le metriche utilizzate per la valutazione delle performance nel settore bancario e assicurativo” in Ancarani F., Musile Tanzi P. (a cura di), *Il marketing per le banche e le assicurazioni*, Egea, Milano, pp. 109-136
- Pace S., Carù A., Ordanini A (2011) “Service Management” in Valdani E. (ed.), *Marketing Management*, Egea, Milano, pp. 409-431
- Carù A., Soscia I (2011) “Marketing esperienziale” in Valdani E. (ed.), *Marketing Management*, Egea, Milano, pp. 503-527.
- Carù A., Reina D., Vianello S. (2011) “Green Marketing” in Valdani E. (ed.), *Marketing Management*, Egea, Milano, pp. 313-328.
- Carù A., Cirrincione A. (2011), “Le istituzioni culturali: definizione e tassonomia”, in Carù A. e Salvemini S. (eds.), *Management delle istituzioni artistiche e culturali*, Egea, Milano, 17-36
- Carù A., Cirrincione A. (2011), “La fruizione di prodotti artistici e culturali”, in Carù A. e Salvemini S. (eds.), *Management delle istituzioni artistiche e culturali*, Egea, Milano, 65-86
- Carù A., Cirrincione A. (2011), “Il management dei servizi al servizio dell’arte”, in Carù A. e Salvemini S. (eds.), *Management delle istituzioni artistiche e culturali*, Egea, Milano, 87-112
- Carù A., Pace S. (2009), “Servizi e soluzioni nelle relazioni di mercato”, in Castaldo S. (ed.), *Marketing e Fiducia*, Il Mulino, 2009, pp.467-489.
- Carù A., Cugini A. (2006), “La misurazione delle performance economico-reddituali del punto vendita e la gestione delle relazioni tra costi aziendali e valore per il cliente”, *Management*, Il Sole 24 Ore, Università Bocconi Editore, La Repubblica, Milano, pp.394-421.
- Carù A. (2004), “Il valore per il cliente nei servizi: determinanti, relazioni fondamentali”, in Cugini A., *I sistemi di misurazione dei costi e di reporting*, CEDAM, 155-177.
- Busacca B., Carù A. (2001), “I metodi di formulazione dei prezzi nello scambio tra beni e servizi”, in S. Vicari (ed.), *Trasporto pubblico urbano. La determinazione del prezzo*, Egea, Milano, 13-28.
- Busacca B., Carù A., Elefanti M., Vicari S. (2001), “Un modello concettuale di riferimento per la determinazione delle tariffe di Atm”, in S. Vicari (ed.), *Trasporto pubblico urbano. La determinazione del prezzo*, Egea, Milano, 119-145.
- Carù A. (1998), “Il marketing dei servizi: dalla transazione alla gestione interattiva della relazione con il cliente finale”, in AAVV, *Percorsi evolutivi del marketing*, Guerini Studio, Milano, 13-61.
- Carù A. (1997), “Informazione, tecnologia e marketing dei servizi”, in AAVV, *Saggi in onore di Camillo Bussolati*, Liuc. 397-408

Carù A. (1995), "Prodotto, analisi economica del", in E. Valdani (ed.) *Marketing*, Volume dell'*Enciclopedia dell'impresa*, Utet, 762-770.

Carù A. (1995) "Broker", in E. Valdani (ed.) *Marketing*, Volume dell'*Enciclopedia dell'impresa*, Utet, 61-63.

Carù A. (1994) "La comunicazione integrata nelle imprese di assicurazione", in R. Fiocca (ed.), *La comunicazione integrata nelle aziende*, Egea, Milano, 235-278.

Carù A. (1991) "Domanda e comportamento d'acquisto dei servizi assicurativi", in AA.VV. *Lecture per il corso di marketing dei servizi*, Cusl, Milano, 223-292

Carù A. (1998) "L'analisi di bilancio delle imprese di assicurazione: una proposta metodologica", in AA.VV., *Scritti in onore di Luigi Guatri*, Bocconi Comunicazione, Milano.

Others Publications and working paper

Ostilio M.C., Borghini S., Caru' A., Trinca Colonel R., Cuomo S., Guerini C. (2013) "Over 45: Mai state così bene! L'età della consapevolezza", *Economia & Management*, 5, pp. 9-13

Carù A., Cova B. (2011), "Autenticità Mediterranea al di là degli stereotipi", in Finestra sul Mondo, *Economia & Management*, 4, 27-33.

Carù A., Reina D., Vianello S. (2010) "Green Marketing", in Temi di Management, *Economia & Management*, 4, 61-63

Carù A. (2009) "Preface" in Grant J., *Green Marketing. Il Manifesto*, Brioschi, Milano.

Carù A. (2009) "Preface" in Maggiolino M., Montagnani L., *Marketing e Diritto*, Egea, Milano.

Carù A., Cova B. (2007), "Nuove opportunità: l'immersione nelle esperienze di consumo", in Temi di Management, *Economia & Management*, 6, 65-69.

Carù A. (2007) "Preface", in Lovelock C., Wirtz J., *Il marketing dei servizi. Risorse umane, tecnologie, strategie*, Pearson Education Italia.

Baglieri E., Carù A., Pace S. (2006) "L'evoluzione degli studi di innovation e operations management nei servizi", Working Paper Sda Bocconi.

Carù A., Cova B : (2003) "L'expérience de consommation: une perspective méditerranéenne, (co-author B. Cova), *Euromed Marseille, Working Paper*, N°06.

Anacarani F., Carù A., Valentini G. (1999) "Le dinamiche ipercompetitive nel settore assicurativo italiano: il caso delle compagnie di 'vendita a distanza'", *Working paper*, n. 56, collana Osservatorio di Marketing, SDA Bocconi.

Carù A., Berardi F. (1998) “Le aspettative nei processi di Customer Satisfaction: un problema di definizione degli standard di comparazione nel paradigma della conferma/disconferma delle aspettative”, *Working paper*, n. 46, collana Osservatorio di Marketing, SDA Bocconi.

Carù A. (1997) “L’information Technology nelle aziende della distribuzione moderna”, *Logistica management*, Agosto/Settembre, 75-84

Carù A. (1997) “L’impatto delle Nuove Tecnologie Informative sui Processi Esterni delle Aziende della Distribuzione Moderna” *Quadreni Consiel, Rivista di Mangement*, n. 1/97, 9-17.

Carù A., Troilo G. (1996) “Il marketing per il Medico di Medicina Generale: orientamento al mercato o alle competenze?” (coautore G. Troilo), *Working paper*, n. 23., collana Osservatorio di Marketing, SDA Bocconi, Estate

Carù A. (1991) "Domanda e comportamento d'acquisto dei servizi assicurativi", in AA.VV. *Lecture per il corso di marketing dei servizi*, Cusl.

CONFERENCES

Participation to conferences with paper presentation

Rurale A., Carù A., Martuscelli S., “Digital immersion in a Greek tomb: how a digital cultural experience can stimulate interest and development in a neighborhood. The case of Ipogeo dei Cristallini in Naples”, *15th International Conference on Arts and Cultural Management - AIMAC 2024*, Lisboa, Portugal, June 23-26

Carù A., Mion Dalle Carbonare P., Ostillio M.C., “The impact of technology on visitor immersion in art exhibitions: Evidence from the Modigliani Art Experience exhibition,” *15th International Conference on Arts and Cultural Management - AIMAC 2019*, Venice, June 23-26

Ostillio M.C., Carù A, Isaja G, “The customer journey in the museum experience. The case of the Opera del Duomo Museum in Florence” *14th International Conference on Arts and Cultural Management, AIMAC 2017*, Peking University, Beijing, China, June 24 28

Carù A., Cova B., Rurale A., “Claque and Cabale in Contemporary Arts Performances: An Artist brand Phenomenon”, *XIII International Conference on Arts and Cultural Management - AIMAC 2015*, Aix-Marseille, France June 26th - July 1st

Caru A., Cova B., “Looking at consumption through 18th century lens: Seeing the *Claque* and *Cabal* at play in contemporary consumption”, *8th Workshop on Interpretative Consumer Research*, Edinburgh, April 16-17, 2015

Ostillio M.C., Carù A., “A value co-creation process in the arts: the hidden effect of art therapy”, *XII International Conference on Arts & Cultural Management - AIMAC 2013*, Universidad de los Andes at Bogotá, Colombia, on June 26 - 29, 2013

Ostilio M.C., Carù A., Leone G., “Corporate museum as a pillar for brand authenticity in luxury companies. The case of Salvatore Ferragamo”, *XII International Conference on Arts & Cultural Management - AIMAC 2013*, Universidad de los Andes at Bogotá, Colombia, on June 26 - 29, 2013

Carù A., Cova B., Solerio C., “Booing at La Scala: Consumer Fanaticism at Play” *6th CCT Conference*, Chicago, 7-9 July, 2011.

Carù A., Cova B., Solerio C., “Co-Destructing Value through Consumer Fanaticism: The Scala/Loggionisti Case”, *11th International Conference on Arts and Cultural Management (AIMAC 2011)*, Antwerp, Belgium, 3-6 July, 2011.

Carù A., Cova B., “Examining Consumer Fanaticism: Towards Co-Destruction of Value”, *6th Workshop on Interpretive Consumer Research*, Odense, Denmark, May 6 - 7, 2011.

Carù A., Cova B., “Young Consumer’s Immersion in an Artistic Experience: the Case of the *Annisettanta* (The 1970s)”, *European Conference of the Association for Consumer Research - Royal Holloway*, London, 30th June - 3rd July 2010.

Carù A., Cova B., “Referents as facilitators of the immersion process in an aesthetic experience: The case of the exhibition *annisettanta* (the 1970’s)”, *10th AIMAC Conference - Dallas*, 28 June-1 July 2009.

Cugini A., Carù A., Zerbini F., “Assessing and Managing the Costs of Satisfaction in B2B Services”, *9th Annual Hawaii International Conference on Business - June 12-15, 2009*

d’Astous A., Voss Giraud Z., Colbert F., Carù A., Caldwell M., Courvoisier F., “Made in...: A multi-country study of the factors that influence service-country images” (co-author), *10th International Research Seminar in Service Management*, La Londe Les Maures, 27-30 May, 2008.

Carù A., Cova B., “Le consommateur interpassif: nouvel avatar postmoderne ?”, *7^{ème} Congrès des Tendances du Marketing*, Venise, 25 et 26 Janvier 2008.

Carù A., Cova B., Pace S., “L’esperienza di consumo nel caso dei siti internet: dal semplice piacere al flow”, *IV^o Convegno della Società Italiana di Marketing*, Roma, 5-6 ottobre 2007.

Carù A., Cova B., Pace S., “Pleasure and Enjoyment in the Consumption Experience: The Case of ICT-Based Services”, *European Conference of the ACR*, Università Bocconi, Milan, 11-14 July 2007.

Addis M., Carù A., Rurale A., “Consumer Immersion in Aesthetic Experiences at Arts Exhibitions: Implications for Marketing the Arts”, *9th AIMAC Conference*, University of Valencia, Valencia, Spain, 8-11 July 2007.

Carù A. “Opérations d’appropriation et ingrédients de l’offre facilitant l’accès au plaisir dans l’expérience de consommation virtuelle”, *XXIII^{ème} Congrès International de l’AFM*, 31 Mai et 1 Juin 2007

Carù A., Cova B., “L’interpassivité postmoderne”, *Journées du CEAQ*, Sorbonne, Paris, 21 Juin, 2007

Carù A., Cova B., “Understanding Consumption Experience: Combining Introspection and Observation”, *4th Workshop on Interpretive Consumer Research* – Euromed Marseille, France, 26 et 27 April, 2007.

Carù A., Cova B., DeRuelle V., «L'accès au plaisir/jouissance dans l'expérience de consommation: une investigation du cas spécifique des expériences virtuelles», *11èmes Journées de Recherche en Marketing de Bourgogne*, Dijon, 9 et 10 Novembre 2006.

Carù A., Cirrincione A., Podestà S., “Anteo Spazio Cinema: a Mediterranean way of <going to the cinema>”, *1st International Conference on «Management in the Mediterranean Space»*, 9-10 Juin 2006, Ecole Supérieure des Affaires, Beyrouth (Lebanon)

Carù A., Cova B., “L'immersione del consumatore in un contesto esperienziale: la narrazione introspettiva come modalità di ricerca”, *5th International Congress on Marketing Trend*, Venice, 20 and 21 January 2006.

d'Astous A., Colbert F., Carù A., Courvoisier F., “Product-Country Images in the Arts: Preliminary Findings from an Ongoing Research Program”, *5th International Congress on Marketing Trend*, Venice, 20 and 21 January 2006.

d'Astous A., Colbert F., Carù A., Courvoisier F. “Country-of Origin Effects in the Arts: A Multi-Country Study”, *8th International Conference on Arts and Cultural Management-AIMAC*, HEC Montréal, June 29-July 2 2005.

Tissier-Desbordes E., Carù A., Cova B., Halliburton C., Jacob F., Manceau D., “From ownership to renting: a multi-cultural approach”, *34th EMAC Conference*, Università Bocconi, Milano 24-27 May, 2005.

Carù A., Cugini A., “A Framework to Manage the Price-Cost Relationship in the Service Activities”, *34th EMAC Conference*, Università Bocconi, Milano 24-27 May, 2005.

d'Astous A., Colbert F., Carù A., Courvoisier F., Caldwell M. “Product-Country Images in the Arts: Preliminary Findings from an Ongoing Research Program”, *34th EMAC Conference*, Bocconi, Milano 24-27 May, 2005. (accepted as a Poster)

Carù A., Cova B., “Immersion of the Consumer in the Experience: Introspective Reports as a Way of Knowing”, *3rd Workshop on Interpretive Consumer Research*, Copenhagen Business School, Copenhagen, Denmark May 6-8 2005

Carù A., Cugini A., “Management Accounting in service companies: the challenge of the value-for-customer approach”, *Research Conference on the Changing Roles of Management Accounting as a Control System - MCA-ENROAC*, 7-9 April 2005 –Belgium

Carù A., Cugini A., “Operations Management and Value for Customer: an integrated approach applied to a holiday village”, *Beta Conference 2004*, Eindhoven, The Netherlands 27-28 September 2004

Carù A., Cugini A., “A Value-for- Customer Based Approach to Maximize Profitability in B2B Service Companies”, *ISBM Boston 2004 Academic Workshop “New Priorities and Challenges for Business-to-Business Marketers”*, Harvard Business School, Boston, August 5-6, 2004.

Carù A., Cova B., Tissier Desbordes E., “Consumerscapes as Enclaves of Masculinity?”, *ACR Conference on Gender, Marketing and Consumer Behaviour*, Madison, Wisconsin, June 24-27, 2004.

Carù A., Cova B., Pace S., “Superior Service in Project Business: Lessons from the Andria Case”, *8th International Research Seminar in Service Management - La Londe les Maures*, France, 8-11 June 2004.

Carù A., Cova B., “A Critical Approach to Experiential Consumption: Fighting Against the Disappearance of the Contemplative Time”, *3rd International Critical Management Studies Conference*, Lancaster, 7-9 July 2003.

Carù A., Cova B., “Analysing Aesthetic Experiences at Classical Music Concerts: Implications for Marketing the Arts”, *7th International Conference on Arts and Cultural Management*, AIMAC 2003, Università Bocconi, June 29-July 2.

D’Astous A., Carù A., “Moviegoers’ Use of Film Reviews in the Search for Information: An Inter-Cultural Comparison of the Impact of Individual Variables”, *7th International Conference on Arts and Cultural Management*, Aimac 2003, Università Bocconi, June 29 - July 2.

Carù A., Cugini A., “Value-for-Customer Based Costing in Service Companies”, *6th Manufacturing Accounting Research, Conference*, Eschede, 26-28 May 2003.

Carù A., Cova B., “From Immersion to Paddling: A More Humble View of the Consumption Experience”, *32nd EMAC Conference*, Glasgow, 20-23 May 2003.

Carù A., Cova B., “Retour sur le concept d’expérience: pour une vue plus modeste et plus complète du concept”, *Communication à la 7ème Journée de Recherche en Marketing de Bourgogne*, 13 November 2002.

Carù A., Cugini A. “Profitability and customer satisfaction in services: an integrated perspective between marketing and cost management analysis”, *5th International Research Seminar in “Service Management”*, Institut d’Administration des Entreprises, Clos Guiot, Puyricard, France, 26-29 June 1998.

Carù A., Troilo G., “Health Care Service Management: Customer or Competence Based?”, *4th International Research Seminar in “Service Management”*, Institut d’Administration des Entreprises, Clos Guiot, Puyricard, France, 4-7 June 1996.

RESEARCH ACTIVITY

Main fields

Services Marketing and Management, Arts and Cultural marketing, Experiential Marketing, Consumer Culture Theory, Marketing Performances

EDITORIAL POSITIONS

Editorship & Associated editorship

2011 - 2015 Associate Editor – *Marketing – International Journal of Arts Management*

2012 - 2013 Vice Director of *Finanza Marketing e Produzione*

2000 – 2010 Editor *Finanza, Marketing e Produzione*

Other services (editorial board, reviewer, etc)

- *Service to Academic Journals*

2022 - now Member of the Editorial Board *International Journal of Arts Management*

2019 – oggi Membro dell’Editorial Board di *Economia & Management*

2013 - now Member of the Editorial Review Board *Consumption, Market and Culture*.

2008 - now Member of the Scientific Committee, *Economia Aziendale on line*.

2010 - 2012 Member of “Comité de Lecture” *Perspectives culturelles de la consommation*.

2007 - 2010 Member of “Comité de Lecture” - *RAM – Recherche et Application en Marketing*.

Ad hoc reviewer of several international and Italian Journals: *Journal of Consumer Culture, Qualitative Market Research: an International Journal, International Journal of Hospitality Management, European Journal of Marketing, Journal of Consumer Behaviour, International Journal of Arts Management, European Journal of Operational Research, Marketing Theory, Economia e Management, Micro & Macro Marketing, Mercati e Competitività*

- *Conference related activities*

Member of the Scientific Committee of the International Workshop “Innovation, Culture at Tourisme” 13 mai 2020, Dijon, Université de Bourgogne, France

Member of the organizing Committee of the AIMAC Conference, 2019, Venice, Responsible with Michela Addis for Consumer behavior track

Member of the organizing Committee of the AIMAC Conference, 2017, Beijing - Responsible for Consumer behavior track

Member of the Scientific Committee of 26th Annual RESER Conference, 2016, Naples, Italy.

Member of the Scientific Committee of *2016 Consumer Culture Theory Conference*, Lille July 6 - 9

Member of the Scientific Committee of 25th Annual RESER Conference, 2015, Copenhagen, Denmark

Member of the organizing Committee of the AIMAC Conference, 2015, Aix en Provece - Marseille, France. – Responsible for Consumer behaviour track

Member of the Scientific Committee of 24th Annual RESER Conference, 2014, September 11th - 13th 2014, Helsinki, Finland

Member of the organizing Committee of the *AIMAC Conference, 2013*, Bogota, Colombia. Responsible for Consumer behaviour track

Co-Chair (with Bernard Cova and Daniele Dalli) of the Organising Committee of the *Annual Workshop on Mediterranean Consumption and Marketing* (Bocconi University, Euromed Marseille and Pisa University), 2011 and 2012

Member of the Programme Committee of the *EACR Conference, 2010* - Royal Holloway, University of London, 30th June-3rd July, 2010.

Co-Chair (with B. Cova and A. Shankar) for the *4th Workshop on Interpretative Consumer Research*, Università Bocconi, April, 2-3 , 2009.

Member of the Programme Committee of the *EACR Conference*, Università Bocconi, Milano, July, 2007.

Co-Chair (with Bernard Cova) of the Organising Committee of the *Annual Workshop on Mediterranean Consumption and Marketing* (Bocconi University and Euromed Marseille), from 2006 - 2010

Member of the Organising Committee of the *1st workshop in Arts, Culture and Management in Europe*, September, 2006.

Member of the Organizing Committee of 34th *EMAC Conference*, Università Bocconi, May 24-27, 2005

Member of the Organising Committee (with F. Silva and B. Cova) of the *Annual Workshop on Mediterranean Marketing*, (Bocconi University and Euromed Marseille) from 2004-2005

Member of the Organising Committee of *AIMAC - 7th International Conference on Arts and Cultural Management*, Università Bocconi, 29 June - 2 July 2003.

Reviewer and Track-Chair at the various editions of Italian and International Conferences (*AIMAC, International Research Seminar in "Service Management", SIM Conference, Emac, Eacr, CCT*)

TEACHING EXPERIENCE

Courses taught at Bocconi University, Milan

Undergraduate Programs

1999/00–2012/13 “Management delle istituzioni culturali” (from 2006/07 Economia e Management delle Istituzioni Culturali; from 2009/10 "Economia Aziendale e delle Istituzioni Culturali - Modulo 2 (Istituzioni Culturali)" – Bachelor CLEACC (*Course Responsible*))

2003/04 – to date “Management delle istituzioni culturali e artistiche” – Bachelor CLEA

1992/93 – 2007/08 “Marketing” CLEA/CLEAM

1997/98 – 1998/99 “Economia e Gestione delle imprese di servizi” CLEA

1998/99 – 2001/02 “Economia e Gestione delle imprese” CLEA

1991/92 – 1999/00 “Marketing dei Servizi” CLEA

1991/92-1992/93 “Economia delle Aziende di Assicurazione e di previdenza” CLEA

Graduate and PhD Programs

2005/06 – to date “Marketing dei servizi” (*Course Director*)

2005/06 – to date “Marketing esperienziale” (*Course Director*)

2000/01 – to date “Services and Experience Marketing”, Mimec – Master in Marketing e Comunicazione, Sda Bocconi, Università Bocconi

2008/09 “Analisi delle Performance di Marketing”

2004/05–2007/08 “Consumer Markets and Marketing” (product and services) “ Mexem – Master in Exhibition Management, Università Bocconi (*Course Director*)

2003/04 “Brand & Product Management”, Mimec – Master in Marketing e Comunicazione, Università Bocconi (*Course Responsible*)

1996/97–2001/02 “Marketing”, PhD Università Bocconi- participation in the teaching activities

1996/97-2001/02 “Marketing dei Servizi” - PhD Università Bocconi- participation in the teaching activities

International teaching experience

2010 February *Managing Consumer Experience*, Copenhagen Business School

2003 Sept.-Dec. *Marketing; Ethics and Crisis Management; Services Marketing*, ECSP-EAP Paris

1998 May-Juin *Il marketing delle imprese in Italia - The Marketing of Businesses in Italy*, Université Jean Moulin, Lyon, France

Courses taught at SDA Bocconi – School of Management, Milan (Italy)

Teaching and direction activities SDA - Bocconi School of Management Programs (from 1987 to date)

Scientific Coordinator of “Services Project” – Marketing Area (From 1997 – 2010)

She has acted as director of several Executive Open Programs (among them: Sviluppo e lancio dei nuovi servizi, Service innovation, Performance di Marketing, Marketing delle operazioni immobiliari, Marketing Management delle imprese di Servizi)

She has taught many programs (among them: General Management nel Turismo, General Management nel Comparto Alberghiero, Destination Management, Marketing Management dei servizi bancari, Promotion and Event Management, Customer Profitability Analysis, Marketing Esperienziale, Marketing Metrics, Accounting for marketing, Marketing Management imprese di consumo, Marketing delle imprese di servizi, Sales Management, Incentivi alla forza vendita)

She has act as directed of several Custom Programs (among the most relevant Autogrill, CSI Piemonte, CartaSì, Fai, ABIServizi, JakalaPromplan and has taught in many programs (among them, Postel, Poste italiane, Ras, Enel Luxottica, Lottomatica, Unicredit. Pirelli RE, Italcementi, Starwood, Sda Coutier Express, Sky, Shell. Ibm, Fieramilano, Vodafone, WPP, MPS Banca Personale, HP, Zurich Italia, ANCE)

MBA Programs:

2000-2004CEGA e Mba Serale Elective - Customer Value Management

2010-2014 EMBA, Elective: Managing Value-for-Customer and Customer Profitability in Services

HONORS AWARDS AND GRANTS

Awards: internal & external

2013 *Best Paper in Marketing*, XII AIMAC - International Conference on Arts and Cultural Management - Universidad de los Andes, Bogotá, Colombia, June.

2007 Teaching Award, Electives Courses a.a. 2006-07, Graduate School, Università Bocconi.

2001 Award for research (premio alla ricerca) Università Bocconi

OTHER

Membership:

- Consumer Culture Theory Consortium
- AMA American Marketing Association
- ACR Association for Consumer Research
- AIMAC Association internationale de management des arts et de la culture
- EMAC European Marketing Academy
- ITP Alumni - International Teachers Program Alumni Association
- SIM -Società Italiana di Marketing
- AIDEA Associazione Italiana di Economia Aziendale

PROFESSIONAL EXPERIENCES

She has done advisory and research activities for industrial businesses, service companies and financial institutions

She has gained experience in the management and control bodies of listed and unlisted companies. Below are the main roles held:

From 2023 – now Standing Statutory Auditor of World Duty Free S.p.A

From 2023 – now Board member of Fideuram Asset Management SGR S.p.A.

From 2020 – 2023 Board member of Fondazione Accademia Teatro alla Scala

From 2015 – 2023 Standing Statutory Auditor of Autogrill S.p.a (from November 2023 incorporated in World Duty Free S.p.A)

From 2012 to 2016 and from 2017 –2024: Standing Statutory Auditor of Pirelli & C. S.p.A

2014 - Member of the Innovation workgroup- High-level Group on Business Services – European Commission

Milan, November, 2024