

Curriculum Vitae

SANDRO CASTALDO

ACADEMIC POSITION

2003 to date	Full professor at Università Commerciale L. Bocconi - Milan - Italy; Settore concorsuale: 13/B2; Settore scientifico–disciplinare: SECS/P08 - Economia e gestione delle imprese - Bocconi University
1999 to 2003	Associate professor of Management at Università Commerciale L. Bocconi - Milan - Italy.
1996 - 1999	Assistant Professor of Management at Università Commerciale L. Bocconi - Milan - Italy.
1993 - 1996	'Three Year Contract as Assistant Professor' - Marketing Department – Business School of Università Commerciale L. Bocconi - Milan - Italy.
1989 - 1993	Two Scholarships of two years each granted by the 'Associazione Amici della Bocconi' in Research at the Marketing Department of the Sda Bocconi Management School - Milan - Italy.

RECENT PUBLICATIONS

Books with international publisher

- *Channel and Retail Management* (with Monica Grosso and Katia Premazzi), Edward Elgar, Cheltenham, UK, 2020 (first edition 2013).
- *Coopetition Winning Strategies for the 21st Century*, (edited by Sandro Castaldo, Giambattista Dagnino, Frédéric Le Roy, Saïd Yami,), Edward Elgar, Cheltenham, UK, 2010.
- *Trust in Market Relationships*, Edward Elgar, Cheltenham, UK, 2007.

Books with national publisher

- *Marketing*, (with Monica Grosso), Egea, Milano, 2022 (forthcoming).
- *Conquistare mercati e clienti* (with Monica Grosso), Egea, Milano, 2018.
- *Store Management. La gestione delle piattaforme relazionali*, (edited by Sandro Castaldo and Chiara Mauri), Franco Angeli, Milano, first edition 2005, second edition 2008, third edition 2010, fourth edition 2017.
- *Marketing (with Monica Grosso)*, Egea, Milano, second edition 2016, first edition 2012.
- *Go to market*, Il Mulino, Bologna, 2010.
- *Marketing e Fiducia* (edited by), Il Mulino, Bologna, 2009.
- *Channel & Retail Management* (edited by), Egea, Milano, 2008.
- *Distribuzione e Vendite. Le strategie commerciali delle imprese* (edited by) Università Bocconi Editore, Milano, 2006.
- *Analisi e gestione dei canali distributivi*, Il Mulino, Bologna, 2005.
- *Fiducia e relazioni di mercato*, Il Mulino, Bologna, 2002.
- *Il loyalty management nella distribuzione moderna*, (edited by Sandro Castaldo and Chiara Mauri), Egea, Milano, 2002.

- *Convergenza. Nuove traiettorie per la competizione*, (edited by Enrico Valdani, Fabio Ancarani and Sandro Castaldo) Egea, Milano, 2001.
- *Retailing & Innovazione. Le nuove frontiere del marketing della distribuzione* (edited by) Egea, Milano, 2001, seconda edizione 2006.
- *Category management: creare valore per il consumatore* (edited by Sandro Castaldo and Paolo Bertozzi), Mc Graw Hill, Milano, 2000.

Articles in international journals

- 'Cruising in the COVID-19 pandemic era: Does perceived crowding really matter?' (with L. Penco, G. Profumo), *International Journal of Contemporary Hospitality Management*, vol. 33 (8), p. 2586-2612.
- 'A qualified account of supererogation: toward a better conceptualization of Corporate Social Responsibility' (with A. Tencati, N. Misani), *Business Ethics Quarterly*, vol. 30, p. 250-272, 2020.
- 'What information do shoppers share? The effect of personnel-, retailer-, and country-trust on willingness to share information' (with M. Grosso, H. Li, B. Lariviere), *Journal of Retailing*, vol. 96, p. 524-547, 2020.
- 'How store attributes impact shoppers' loyalty: an investigation in the retail indian sector' (with M. Grosso and A. Grewal), *Journal of Retailing & Consumer Services*, 40 (c), 117-124, 2018.
- 'The Missing Path to Gain Customers loyalty in Pharmacy Retail: the Role of the Store in Developing Satisfaction and Trust' (with M. Grosso, E. Mallarini, M. Rindone), *Research in Social and Administrative Pharmacy*, 12 , 699-716, 2016.
- 'How store attributes impact shoppers' loyalty: do different national cultures follow the same loyalty building process?' (with M. Grosso), *The International Review of Retail, Distribution and Consumer Research*, 25 (5), 503-515, 2015.
- 'The Meaning(s) of Trust. A Content Analysis on the Diverse Conceptualizations of Trust in Scholarly Research on Business Relationships' (with K. Premazzi, F. Zerbini), *Journal of Business Ethics*, 96 (4), 657-668, 2010.
- 'The Impact of Corporate Social Responsibility Associations on Trust in Organic Products Marketed by Mainstream Retailers: A Study of Italian Consumers' (with F. Perrini, N. Misani, A. Tencati), *Business Strategy and the Environment*, 19 (8), 512-526, 2010.
- 'Supporting retailers to exploit online settings for internationalization: The different role of trust and compensation' (with K. Premazzi, M. Grosso, C. Hofacker), *Journal of Retailing & Consumer Services*, 17 (3), 229-240, 2010.
- 'Customer Information Sharing With E-Vendors: The Roles Of Incentives And Trust' (with K. Premazzi, M. Grosso, P. Raman, S. Brudvig, C. Hofacker), *International Journal of Electronic Commerce*, 14 (3), 63-91, 2010.
- 'The missing link between corporate social responsibility and consumer trust: the case of Fair Trade products' (with F. Perrini, N. Misani e A. Tencati), *Journal of Business Ethics*, vol. 84 (19), pp. 1-15, 2009.
- 'Integration of third parties within existing dyads: an exploratory study of category management programs (CMPs)' (with M. Grosso, F. Zerbini), *Industrial Marketing Management*, Vol. 38, October, 2009, pp. 946-959.
- 'Private Labels: Purchase Precedes Trust in Retailer', *IESE Insight*, Fourth quarter 2009, 3, 28-35.
- 'Corporate Social Responsibility and Trust' (with Francesco Perrini), *Business Ethics: A European Review*, 17 (1), 2009, pp.1-2.
- 'Stay in or get out the Janus? The maintenance of multiplex relationships between buyers and sellers' (with Fabrizio Zerbini), *Industrial Marketing Management*, 36 (7), 2007, pp.941-954.

Chapters in edited books (international publisher)

- 'An Empirical Investigation to Improve Information Sharing in Online Settings: A Multi-Target Comparison' (co-author M. Grosso), in F. Musso (ed.) *Handbook of Research on Retailing Techniques for Optimal Consumer Engagement and Experiences*, IGI Global, 2020, DOI: 10.4018/978-1-7998-1412-2.ch016, 2020, ISBN13: 9781799814122; ISBN10: 1799814122; EISBN13: 9781799814139, pp. 355-379.
- 'Privacy concerns and customers' information sharing intentions, the role of culture', (co-author M. Grosso), in S. Sarma (ed.) *Global Observations of the Influence of Culture on Consumer Buying Behavior*, IGI Global, DOI: 10.4018/978-1-5225-2727-5.ch007, ISBN: 9781522527275, ISBN(ebook): 9781522527282, 2017, pp. 108-123.
- 'CRM in Fashion Retail: Building Store Loyalty through Store Trust', (co-author M. Grosso), in Vecchi Alessandra and Buckley Chitra (eds.) *Handbook of Research on Global Fashion Management and Merchandising*, IGI Global, DOI: 10.4018/978-1-5225-0110-7.ch021, ISBN13: 9781522501107, 2016, pp. 509-531.
- 'Private Labels and National Brands: A Comparison Within Brand Extension', (co-author M. Grosso), in Francisco J. Martínez-López, Juan Carlos Gázquez-Abad, Raj Sethuraman (eds.) *Advances in National Brand and Private Label Marketing*, Springer Proceedings in Business and Economics, DOI: 10.1007/978-3-319-20182-5_10, ISBN: 978-3-319-20181-8, online ISBN: 978-3-319-20182-5, 2015, pp. 95-102.
- 'Retailer-Customers Relationships in the Online Setting: An Empirical Investigation to Overcome Privacy Concerns and Improve Information Sharing', (co-author M. Grosso), in Musso Fabio and Elena Druica (eds.) *Handbook of Research on Retailer-Consumer Relationship Development*, IGI Global, DOI: 10.4018/978-1-4666-6074-8, ISBN: 9781466660748, 2014, pp. 204-225.
- 'The management of trust in competitive strategy research: Why it is important and what is new' (co-author K. Premazzi) in Giambattista Dagnino (edited by) *Handbook of Research in Competitive Strategy*, Edward Elgar, Cheltenham, UK, 2012, pp.437-459.
- 'Give to get. An experimental study to explore information giving and technology adoption in retailing', (co-authors: M. Grosso and K. Premazzi), in Timmermans Harry and Pantano Eleonora (eds.), *Advanced Technologies Management for Retailing*, IGI Global, DOI: 10.4018/978-1-60960-738-8, ISBN: 9781609607388, 2011, pp. 197-220.
- 'Exploring how third-party organizations facilitate cooperation management in buyer-seller relationships', (co-authors: M. Grosso, G. Moellering and F. Zerbini), in Castaldo Sandro, Dagnino Gianbattista, Le Roy Frederic and Yami Said (eds.), *Coopetition. Winning Strategies for the 21st Century*, Edward Elgar Publishing Ltd, Camberley, 2010, ISBN: 9781848443211, pp. 166-182.
- 'Trust in on line customer-firm interaction: a literature review and directions for research' (co-authors: M. Grosso, C. Hofacker and K. Premazzi), in Latusek Dominika and Gerbasi Alexandra (eds.) *Trust and Technology in a Ubiquitous Modern Environment*, IGI Global, DOI: 10.4018/978-1-61520-901-9, ISBN: 9781615209019, 2010, pp. 287-304.
- 'The Relationship Between Corporate Responsibility and Brand Loyalty in Retailing: the Mediating Role of Trust' (with F. Perrini, N. Misani and A. Tencati), in C. Smith, C.B. Bhattacharya, D. Vogel, D. Levine (edited by), *Global Challenges in Responsible Business: Corporate Responsibility and Strategy*, Cambridge University Press, Cambridge, UK, 2010.
- 'Coopetition strategies: toward a new form of inter-organizational dynamics?' (with Saïd Yami, Giambattista Dagnino, Frédéric Le Roy, Wojcieck Czakon) in Saïd Yami, Sandro Castaldo, Giambattista Dagnino, Frédéric Le Roy (edited by) *Coopetition Winning Strategies for the 21st Century*, Edward Elgar, Cheltenham, UK, 2010, pp.1-17.
- 'Exploring How Third-Party Organizations Facilitate Cooperation Management in Buyer-Seller Relationships' (with Monica Grosso, Guido Moellering e Fabrizio Zerbini) in Saïd Yami, Sandro Castaldo, Giambattista Dagnino, Frédéric Le Roy (edited by) *Coopetition Winning Strategies for the 21st Century*, Edward Elgar, Cheltenham, UK, 2010, pp. 141-165.
- 'Trust and cooperation: the strategic role of trust in interfirm cooperative dynamics (with Giovanni B. Dagnino) in Giovanni B. Dagnino, Elena Rocco (edited by) *Coopetition Strategy: Theory, experiments and cases*, Routledge Studies in Global Competition, Abingdon, Oxon, 2009, pp.74-98.

- 'Trust as a market-based resource: Economic value, antecedents and consequences' (with Bruno Busacca) in K. M. Bijlsma-Frankema and Klein Woolthuis R. (edited by), *Trust under Pressure. Empirical Investigation of Trust and Trust Building in Uncertain Circumstances*, Edward Elgar, Cheltenham, UK, 2005, pp.148-169.

Articles in Italian referred journals

- 'La bussola della fiducia per il management', (co-authors M. Grosso and D. Villa), *Economia & Management*, n° 1, 2020, pp. 26-29.
- 'Omnichannel branding. La vera sfida è integrare i canali creando circoli virtuosi che avvantaggino sia il negozio fisico, sia il web, sia il mobile', (co-authors B. Busacca, S. Castaldo, S. Gaddar and M. Ostilio), *Economia & Management*, n° 5-6, 2017, pp. 81-89.
- 'Fiducia o incentivi? Come vincere la sfida del privacy concern nell'e-commerce' (co-author S. Castaldo), *Economia & Management*, n. 4, 2015, pp. 98-113.
- 'La gestione della relazione con i pazienti: il ruolo della fiducia all'interno della farmacia' (with M. Grosso, E. Mallarini, K. Premazzi and M. Rindone), *Micro&Macro Marketing*, 1, 2012, pp. 57-78.
- 'Il punto di vendita, una piattaforma relazionale da reinventare' (with M. Grosso), *Economia & Management*, 4, 2011.
- 'National Brand vs. retail brand: chi vince la sfida per le preferenze degli acquirenti?' (with M. Grosso), *Economia & Management*, 4, 2011.
- 'Retail innovation: il caso Sunka' (with L. Martines-Ribes and K. Premazzi), *Micro & Macro Marketing*, 1, 2010, pp. 121-139.
- 'Mediated Category Management: How Third Parties Enable The Implementation Of Buyer-seller Collaboration' (with M. Grosso and F. Zerbini), *Finanza Marketing e Produzione*, 2, 2009, pp. 11-28.
- 'Corporate social responsibility in the retailing industry: A trust-based model of its effects on consumer behaviour with regard to organic food' (with F. Perrini, N. Misani e A. Tencati), *Finanza, Marketing e Produzione*, 2, 2009.
- 'Il ruolo della fiducia nel settore dei servizi finanziari: una indagine empirica' (with Fabrizio Nava), *Micro & Macro Marketing*, 2, 2004, pp. 331-357.
- 'Trust in market relationships: An interpretative model' (with Bruno Busacca), *Sinergie*, Quaderni, 2003.
- 'L'innovazione di marketing nella distribuzione: una ricerca esplorativa', *Micro & Macro Marketing*, 3, 2001, pp.463-493.
- 'L'analisi della quota di mercato: un approccio network-based', *Micro & Macro Marketing*, 2, 2001, pp.313-344.
- 'E-commerce e distretti industriali: mutamenti nelle catene del valore e nuove aggregazioni virtuali', *Industria & Distribuzione*, 3, 2000, pp. 7-21.
- 'Il management delle relazioni nei mercati dei beni di consumo: il caso Loewe' (with Fabrizio Giurgevich), *Micro & Macro Marketing*, 3, 2000, pp. 473-497.
- 'E-commerce: La creazione di valore per il cliente' (with Katia Premazzi), *Finanza, Marketing e Produzione*, 2, 2000, pp.61-101.
- 'Trust-oriented marketing: la nuova frontiera del loyalty management nelle imprese commerciali' (with Paola Cillo), *Economia & Management*, 6, 2000, pp.69-84.
- 'Il ruolo del marketing nello sviluppo di nuovi farmaci: il caso Bayer' (with Anna Maria Nozza Bielli, Gianmario Verona), *Economia & Management*, 1, 2000, pp. 115-132.

Chapters in edited books (national publisher)

- 'L'evoluzione delle relazioni distributive: dalle origini alla digital coopetition' (co-author M. Grosso), in Barile et al. (eds.) *Contributi in onore di Gaetano Maria Golinelli*, Rogiosi editore, 2020, ISBN: 978886950393, pp. 1285-1298.
- 'La forza di un paese: il ruolo della Distribuzione' (co-author S. Castaldo), in A. Mattiacci and F. Ceccotti (eds.) *Non c'è più il marketing di una volta. Scritti in ricordo di Gennaro Cuomo*, CEDAM, EAN: 9788813362201, 69-78.
- 'Product, Consumer, and Digital Marketing: A Matter of Privacy and Trust' (with Monica Grosso), in AA.VV., *Prodotto, consumatore e politiche di mercato quarant'anni dopo: Scritti in onore di Stefano Podestà*, Egea, Milano, 2012, pp. 269-283.
- 'Channel Management' (with Monica Grosso) in E. Valdani (ed.) *Marketing Management*, Egea 2011, 743-762.
- 'Marketing, ambiente e concorrenza', 'L'analisi quantitativa della domanda' (with G. Bertoli), 'L'analisi qualitativa della domanda' (with B. Busacca), 'Il marketing orientato alla fiducia', in Castaldo S. (ed.), *Marketing e Fiducia*, Il Mulino, Bologna, 2009.
- 'Il settore commerciale' (with Monica Grosso), 'Channel Design' (with Monica Grosso), 'La multicanalità', 'L'innovazione delle imprese commerciali' in S. Castaldo (ed.), *Channel & Retail Management*, Egea, Milano, 2008.
- 'La gestione della multicanalità', pp.45-73; 'Il BPR delle relazioni di canale: l'esperienza Efficient Consumer Response' (with Monica Grosso) pp.419-439, in S. Vicari (ed.) *Vendite e Trade Marketing*, Università Bocconi Editore, Milano, 2006.
- 'L'evoluzione del settore commerciale in Italia' (with Monica Grosso), pp.45-73; 'L'analisi del processo d'acquisto', pp.94-129; 'La dimensione esperienziale dello shopping' (with Simona Botti), pp.160-186; 'Strategie e strumenti per lo sviluppo della relazione con i clienti' (with Paola Cillo and Fabrizio Zerbini), pp.340-369; 'Le potenzialità dell'innovazione tecnologica: l'e-tailing' (with Katia Premazzi), pp.450-485 in S. Castaldo (ed.) *Distribuzione*, Università Bocconi Editore, Milano, 2006.
- 'Le ricerche per l'analisi delle performance di mercato del prodotto e della marca', in Luca Molteni and Gabriele Troilo (ed.), *Le ricerche di marketing*, McGraw Hill, Milano, pp.495-558.
- 'La customer loyalty: definizione, misurazione e valore', (with Bruno Busacca) pp.3-49; 'Dinamica relazionale ed evoluzione della fiducia: un modello per la progettazione dei programmi fedeltà', (with Paola Cillo) pp.51-92; 'I loyalty programs delle imprese italiane del commercio grocery moderno', (with Paola Cillo) pp.179-200; 'L'organizzazione delle campagne promozionali: problematiche interne e rapporti con i partner', pp.201-214, (with Paola Cillo) in S. Castaldo and C. Mauri (ed.), *Il loyalty management nella distribuzione moderna*, Egea, Milano, 2002.
- 'Dallo scambio alla rete digitale: i presupposti analitici della convergenza', pp.52-93; 'I vettori della convergenza distributiva', pp.199-238, in E. Valdani, F. Ancarani and S. Castaldo (ed.), *Convergenza. Nuove traiettorie per la competizione*, Egea, Milano, 2001.
- 'L'innovazione distributiva', pp. 1-38; 'Le strategie di posizionamento' (coautore Katia Premazzi), pp.39-87; 'Lo shopping esperienziale' (with Simona Botti), pp.185-213; 'La gestione della relazione fiduciaria con i clienti' (with Paola Cillo), pp.215-245; 'La nuova frontiera dell'intermediazione digitale: l'E-tailing' (with Katia Premazzi), pp.247-303, in S. Castaldo (ed.), *Retailing & Innovazione. Le nuove frontiere del marketing della distribuzione*, Egea, Milano, 2001.
- 'La multidimensionalità della definizione di nuovo prodotto: concettualizzazioni teoriche e rappresentazioni manageriali' (with Enrico Valdani, Gabriele Troilo and Gianmario Verona) in P. Stampacchia e L. Nicolais (ed.) *La gestione dell'innovazione di prodotto. Il caso delle calzature e degli imballaggi flessibili*, Edizioni Scientifiche Italiane, Napoli, 2001, pp.59-95.
- 'Il category management nella prospettiva del consumatore', (with Paolo Bertozzi), pp.1-29; 'L'analisi del consumatore per il category management', (with Bruno Busacca), pp.33-80; 'La diffusione di conoscenze e le rappresentazioni cognitive riferite al category management' (with Katia Premazzi), pp.259-287, in cura S. Castaldo and P. Bertozzi (ed.), *Category management: creare valore per il consumatore*, Mc Graw Hill Italia, Milano, 2000.
- 'L'innovazione nell'economia della virtualità' (with Gianmario Verona) in S. Vicari (ed.) *Economia della virtualità*, Egea, Milano, 2001.

- 'Il channel management nell'era dell'e-commerce: la gestione del conflitto nei canali', in C. Demattè (ed.), *E-business: condizioni e strumenti per le imprese che cambiano*, Etas, Milano, 2001.

Visiting Professor in foreign universities

Florida State University (2012) - Marketing Department - Prof. Charles Hofacker

Iese (2011) - Marketing Department - Prof. Julian Villanueva

University of Florida (1993) - College of Business Administration – Marketing Department and Center for Retail Studies - 'Individual Studies Program' as Visiting Assistant Professor and teaching activity in the seminar series of the *PhD* Course in Marketing - Proff. Alan Sawyer, Steve Shugan, Bart Weitz and Richard Lutz.

Short visiting period at UC Berkley (1990), Northwestern University Kellogs (1993).

Invited talks given in other universities

Erasmus, Rotterdam School of Management, Go to Market course (2014, 2015, and 2016) and marketing Advanced course (2015) within RSM MBA and EMBA.

EM Lyon, lectures on Channel management within the master in management (2013, 2014 and 2015) and special seminar for the faculty (2013).

Esade, talks in the Executive Master in Marketing and Sales (Emms)

University of Florida, talks in the Retail Summer University and in the Executive Master of Business Administration in Retail Management and paper presentation

University of St. Gallen, talks in the Retail Summer University and in the Executive Master of Business Administration in Retail Management

Universitat Autònoma of Barcelona – talks in the Máster en Administración y Dirección de Comercios (for four years) and various paper presentations

Libera Università del Mediterraneo, Bari, Master in Retail Management, and Channel Management course in the Msc in Management.

EDITORIAL POSITIONS

Member of the editorial board of: *Journal of Trust Research*, *Finanza Marketing e Produzione*, *Economia & Management*, *Trade Marketing*, and *Industria & Distribuzione*.

Reviewer for several italian reviews (*Finanza Marketing e Produzione*, *Industria e Distribuzione*, *Trade Marketing*, *Mercati e Competitività*, *Economia & Management*, *Micro & Macro Marketing*) and international academic journals (e.g. *California Management Review*, *Industrial Marketing Management*, *European Journal of Operational Research*, *European Journal of Marketing*, *Journal of Trust Research*, *Journal of Business Ethics*, *Journal of Retailing & Consumer Services*, *Journal of Interactive Marketing*, *Journal of Business Research*).

INSTITUTIONAL ACADEMIC SERVICES

2019 to date President of Italian Society of Management (SIMA)

2017 to 2019 Secretary of Italian Society of Management (SIMA)

2017 to date Liason Officer, Marketing Department at Sda Bocconi

2016 to date	Member of the 'collegio sindacale' (Board of Advisors) Fondo dei Professori Ordinari e Dirigenti dell'Università Bocconi.
2014 to date	Member of the Board of the Marketing Department at Bocconi University
2015 to 2016	Director of Executive Education Open Program Division at Sda Bocconi School of Management.
2015 to 2016	Member of the Board of Sda Bocconi School of Management.
2011 to 2016	Faculty delegate for the Marketing and Retail Topic at Bocconi Alumni Association.
2010 to 2016	Member of the Center for Research on Sustainability and Value's (Cresv) Board at Bocconi University.
2010 to 2014	Director of the Marketing Department's Junior Hiring Committee, Bocconi University.
2010 to 2012	Director of the Committee for Bocconi University International Accreditation (Equis, AACSB, AMBA).
2010 to 2012	Sda Bocconi, Open Market and MBA Courses Marketing Process and Customer Analysis (Dean's Project).
2009 to date	Fint - First International Network on Trust - member of the Board of Directors.
2004 to 2009	Chairman of the Marketing Department of Sda Bocconi School of Management.
2004 to 2009	Member of the Board of Sda Bocconi School of Management.
2001 to 2009	Member of the New Products Committee at Sda Bocconi.
2001 to 2005	Member of the Research, Assessment and Development Committee of Università Commerciale L. Bocconi.

TEACHING EXPERIENCE

Courses taught at Bocconi University, Milan (Italy)

From 2016-to date	'Marketing Distributivo'
From 2007-to date	'Trade marketing and Category Management'
From 2004- to date	'Channel Marketing' course
From 2000- to 2007	'Retail Marketing' course

From 1999- to date	'Channel Management' course
From '97-98 to '01-02	'Marketing' and 'Service Marketing' courses partially taught within the Phd in Management course
From '94-95 to '99-00	'Consumer Behavior' course
From '95-96 to 98-99	'Retailing' course
From 90-91 to date	'Marketing' course
From 94-95 to 95-96	'Retail Management' course (Retail Strategies and Distribution Systems)
From 92-93 to 93-94	'Product Management' course
From 90-91 to 93-94	'Strategic Marketing' course
From 90-91 to 92-93	'Marketing Quantitative Methods and Models' course and 'International Marketing' course
From 2000 to date	Master in Marketing & e-commerce: courses of 'E-commerce', 'Channel Management' and 'Retailing'.

SDA Bocconi – School of Management, Milan (Italy)

From 2011 to date	Scientific Director of Emms (Executive Master in Marketing and Sales) in joint with Esade.
From 2010 to date	Scientific Director of Channel and Retail Academy (sponsored by IBM, Luxottica, Natuzzi Group, Prenatal)
From 1998 to date	Master in Business Administration: course of 'Marketing', and elective courses on 'Channel and Brand Management' and 'Go to Market: Channel and Retail Management'.
From 1995 to date	Scientific Co-ordinator of the 'Retailing Project' of the Marketing Department.

HONORS, AWARDS AND GRANTS

18th European Association for Education and Research in Commercial Distribution (EAERCD), Rennes. Best paper award, 2015

Winner of the prize 'Innovation and Internationalization - Year 2014' Open programs division SDA Bocconi for launching the Retail Manager course in India (Misb Bocconi).

Best research paper SDA Bocconi, 2011: 'Customer Information Sharing With E-Vendors: The Roles Of Incentives And Trust' (with K. Premazzi, M. Grosso, P. Raman, S. Brudvig, C. Hofacker), *International Journal of Electronic Commerce*, 14 (3),63-91, 2010.

Research Excellence Award at Università Commerciale L. Bocconi years 2008, 2009 and 2010.

Winner of the prize 'Art and culture Ciro 2010' - Benevento - Italy.

Winner of the prize 'Incentive to Research - Year 1998' by the Research Committee - Università Commerciale L. Bocconi for the monographic study 'New Products Development', Egea, Milano, 1998.

Winner of two bi-annual grants by 'Associazione Amici della Bocconi' for research and study purposes within Università Commerciale L. Bocconi (1989 and 1991)

OTHER ACTIVITIES

Collaboration as expert with newspapers and management periodicals such as: Corriere della Sera Economia, La Repubblica Affari e Finanza, Il Sole 24 ore, Mark Up, Gdo Week, Italia Oggi, Largo Consumo, Food, Commercio Edile.

OTHER TITLES

Founder and member of the Board of FINT - First International Network on Trust
Member of the Academy of Management
Member of the European Academy of Management (Euram)
Member of the European Academy of Marketing (Emac)
Member of EAERCD (Retailing, Commerce and Distribution)
Member of AIDEA (Italian Society of Management) and Sim (Italian Marketing Society).
Dottore commercialista and revisore dei conti (Auditor abilitation).
Member of the Board of the Mutual Fund for Professors and Managers of Università Bocconi.
Member of the Scientific Board of I-Csr (Government Agency for Csr diffusion).
Member of the Scientific Board of Assofranchising (Franchisors Italian Association).
Member of the Board of Tecniche Nuove Publisher (Commercio Edile).
Founder and partner of Focus Management, Consulting Company.

CONSULTING AND EXPERT OPINION

Advisory projects and expert opinions on Strategy, Evaluations and Transfer pricing issues for many multinational and national companies such as:

- A&O Selex - Milan
- Amazon EU - Luxembourg
- AstraZeneca - Milan
- Avon Cosmetics - Como
- Bayer HC, Bayer Crop Science - Milan, Germany and Switzerland
- Big Mat - Milan and Paris
- Bolton - Milan
- British American Tobacco - Rome and Uk
- Coop Consorzio Nordovest - Pieve Emanuele (Milan)
- Coop Lombardia - Milan
- Dolce e Gabbana - Milan

- DrSchaer - Merano (Bozen)
- Ebay - Milan, Paris, Madrid
- Federfarma - Rome and Turin
- Federcomated - Milan
- Fiat - Turin
- Glaxo SmithKline Beecham - Verona
- Glencore - Milan and Switzerland
- Goal (ex Garro) Group of Optical Products Distributors Cione (Spain), Krys, Salmoiraghi e Viganò, Vision Service and - Milan, Paris, Madrid and Luxembourg
- Hoya - Milan
- IBM – Milan
- Illy - Trieste
- Industrie Pica - Pesaro
- Invista - USA
- Istituto Nazionale dei Tumori - Milan
- Istituto Neurologico Besta - Milan
- La Feltrinelli - Milan
- Lavazza - Turin
- Luxottica - Milan, France, Spain, Uk and U.S.
- Mc Donald's - Assago (Milan)
- Mercatone Uno - Bologna
- Nectar- Aimia - Milan and Uk
- Novartis - Origgio (Varese)
- Owens Illinois - Switzerland
- Penny Market Rewe Group - Milan
- Pfizer - Rome
- Philip Morris - Switzerland and U.S.
- Philips - Monza
- Reckitt Benckiser - Milan
- Sadas Spa (Despar) – Seveso (Milan)
- San Faustin - Buenos Aires and Luxembourg
- Merck Serono - Rome
- Sigma - Bologna
- Star SPA - Agrate (Milan)
- Tetrapack Tetra Laval Group - Switzerland
- Toyota - Rome
- Unicredit - Milan
- Vivigas - Verona
- Vodafone - Milan and Uk
- Zeiss - Milan.