

Stefano Prestini

Curriculum Vitae

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EDUCATION

2014-2018	<i>PhD in Management and Innovation</i> , Università Cattolica del Sacro Cuore
2008-2011	<i>Master of Science in Marketing Management</i> , Bocconi University
2005-2008	<i>Bachelor of Science in Economics and Management for Arts, Culture and Communication</i> , Bocconi University

TEACHING EXPERIENCE

at Bocconi University: courses and seminars

2021– present	<i>Digital Communication (Eng) – Course Director</i> MSc in Marketing Management	Graduate School
2021– present	<i>New Products and Product Management – Course Director</i> (elective course for) BSc programs	Undergraduate School
2018 – present (2 classes per year)	<i>Digital and Social Media Marketing – Course Director</i> Master in Marketing and Communication (MiMeC)	Specialized Master
2018 – present	<i>Market Strategy & Planning – Course Director</i> Master in Marketing and Communication (MiMeC)	Specialized Master
2021 – present	<i>Communication and Advertising Lab (Eng) – Teacher</i> Summer school for international students	International High School
2018 – 2021	<i>Strategic Marketing and Analytics Mod 1 (Eng) – Teacher</i> MSc in Marketing Management	Graduate School
2020 – 2021	<i>Luxury Management (Eng) – Teacher</i> (Summer school for) International BSc programs	Undergraduate School
2017 – 2018	<i>Marketing Events and Trade Shows – Teacher</i> Master in Marketing and Communication (MiMeC)	Specialized Master

Seminars / Workshops

2019 – present (2 classes)	<i>Writing Thesis Lab (Eng)</i> Master in Arts Management and Administration (MAMA) and Master of Management in International Arts Management (MMIAM)	SDA Bocconi School of Management
2019 – 2021	<i>Internet of Things: from traditional to smart product</i> IDEAS Innovation and Creativity for companies	Orientation for High Schools
2017– 2019	<i>The Secrets of Successful Italian Brands (Eng)</i> Dedicated seminar for exchange program US-students of Leeds School of Management – University of Colorado	Undergraduate School

at other Universities: courses

2017– 2021	<i>Marketing for Creative Industries – Teacher</i> Master in Communication for Creative Industries, Università Cattolica del Sacro Cuore, Milan	Specialized Master
2019– 2021	<i>Economy and Art Market (Eng) – Teacher</i> Master in Contemporary Art Markets, NABA - Nuova Accademia di Belle Arti, Milan	Specialized Master
2017-2021	<i>Markets Internationalization – Course Director</i> Marketing, Sales and Export Management program, Fondazione JobsAcademy, San Paolo d'Argon (BG)	Undergraduate School

RESEARCH EXPERIENCE

2021 to present	<i>Lecturer</i> Bocconi University, Marketing Department
2017– 2021	<i>Academic Fellow</i> Bocconi University, Marketing Department
2014– 2018	<i>PhD Student in Management and Innovation</i> Università Cattolica del Sacro Cuore
2012– 2017	<i>Research and Teaching Assistant</i> Bocconi University
2012– 2018	<i>Researcher</i> for the Bocconi Trade Fair Observatory

PROFESSIONAL EXPERIENCE

3/2012- 9/2012	<i>Assistant Brand Manager</i> Danone Group Milan
7/2011- 1/2012	<i>Shopper Marketing Assistant</i> Procter & Gamble Rome

LANGUAGES

Italian: mothertongue; English: proficient; French: very good

INSTITUTIONAL ACTIVITIES

2020 – to present	Program Coordinator of the Master in Marketing and Communication (MiMeC), Bocconi University
2021– to present	Committee member of the MSc in Marketing Management, Bocconi University
2020– to present	Faculty Advisor for field projects (e.g., Loro Piana), Bocconi University
2014– 2020	Assistant and business liaison development of the MiMeC Direction

PUBLICATIONS

Published and working papers in International Referred Journals

- Prestini, S. and Sebastiani R. (2021) Embracing consumer ambivalence in the luxury shopping experience. *Journal of Consumer Behaviour*, 1-26.
- Visentin, M., Tuan, A.M. and Prestini, S. (2021) Love or hate? Analyzing the intention to maintain or diminish the hotel-OTA digital service relationship. *Industrial Marketing Management*, 28-40.
- Scarpi, D., Pizzi, G. and Prestini, S. (2020). Dub or sub: effects of dubbing versus subtitling on TV advertising efficacy. *Italian Journal of Marketing*, 189-206.
- Prestini, S., Scarpi, D and Devereux, L. The efficacy of same- and different-gender depictions in advertising. (*work-in-progress*)
- Prestini, S. and Borghini S. The role of toys in the construction of children's gender identity. (*work-in-progress*)
- Colm, L., Prestini, S. and Mion dalle Carbonare, P. The involvement of Philanthropic Givers in the Decision-Making Process of Art's Rediscovery. (*work-in-progress*)

Chapters published in Referred International Books

- Colm, L. and Prestini, S. (2021) Innovating Luxury Service Experiences through E-Servicescapes. In Mosca, F., Casalegno, C. and Gallo, R. (Eds.) *Developing Successful Global Strategies for Marketing Luxury Brands* (pp. 119-138). IGI Global.
- Kottasz, R. and Prestini, S. (2021). Segmenting for arts marketing: the mistake of adopting useless criteria. In Addis, M. and Rurale, A. (Eds.) *Managing the Cultural Business: Avoiding Mistakes, Finding Success* (pp. 244-280). Routledge.
- Rurale, A. and Prestini, S. (2020). Trussardi Art and Fashion: a long distance relationship? In Turrini A. and M. Massi (Eds.), *The art of fashion synergies, contaminations, and hybridizations between fashion brands and art* (pp. 63-87). Palgrave Macmillan.

Articles published in Management Magazines

- Golfetto, F. and Prestini, S. (2019). The four rules of the influencer. *Via Sarfatti* 25, 10 (October), 26-27.

Cases published in The Case Centre

- Mion Dalle Carbonare, P., Prestini, S. and Rurale, A. (2019) *In the eyes of the art beholder: the case of Villa Necchi Campiglio*. The Case Centre.

PRESENTATIONS AT NATIONAL AND INTERNATIONAL CONFERENCES

- Prestini S., Giambastiani G. and Nanni A. *Less is more in FMCG packaging? Consumer reactions on overpack elimination*, selected as best paper for the Sustainable Marketing session at the XVIII° SIM Conference "Digital transformation in markets: Marketing in the value creation for companies and society", Università Politecnica delle Marche (Ancona), 14 - 15 October 2021.
- Prestini, S. and Scarpi, D. *The Efficacy of Same- and Different- Gender Depictions in Advertising*, presented at the XVI° SIM Conference "Marketing 4.0: the challenges of multichannel", Università Cattolica del Sacro Cuore (Piacenza), 24 - 25 October 2019.
- Prestini, S. and Sebastiani, R. *Consumer ambivalence in ethical consumption*, presented at the 16th International Research Symposium on Advancing Service Research and Practice, CTF - Service Research Center in Karlstad University, June 10-13, 2019.
- Prestini, S. and Sebastiani, R. *Consumer Ambivalence in Ethical Intention-Behavior Process*, presented at the XV° SIM Conference "Identity pathways in marketing", Università degli Studi di Bari, October 18 – 19, 2018.
- Prestini, S. and Sebastiani, R. *Consumer ambivalence in luxury personal selling: the sales assistant side*, presented at the XIV° SIM Conference "Successful marketing: companies, institutions and people", Università degli Studi di Bergamo, October 26 – 27, 2017.
- Prestini, S. and Sebastiani, R. *Consumer ambivalence in luxury shopping experience*, presented at the XIII° SIM Conference "Marketing & Retail in changing markets", Università degli Studi di Cassino e del Lazio Meridionale, October 20 – 21, 2016.
- Borghini, S., Prestini, S. and Zanette, M.C. *Mothers or beauty-queens: girls in the Magiki world and female stereotypes*, presented at the CCT (Consumer Culture Theory) Conference "Vive la révolution!", University of Lille, July 6 – 9, 2016.
- Borghini, S., Prestini, S. and Zanette, M.C. *Mothers or beauty-queens: girls in the Magiki world and female stereotypes*, presented at the XII SIM Conference "Urban Marketing", Università di Torino, October 22 – 23, 2015.