

CURRICULUM VITAE

ANDREA RURALE

Vimercate (MB) 16/07/1975

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RESIDENZA E RECAPITI

20871 Vimercate (MB)

Via Isarco 28/a

Ufficio presso

Università Commerciale “Luigi Bocconi”

Via Sarfatti 25

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POSIZIONE RICOPERTA PRESSO L'UNIVERSITA' BOCCONI

Docente Tenured Lecturer presso Bocconi University – Department of Marketing

SDA Professor of Marketing – SDA Bocconi Business School

Direttore MAMA – Master in Arts Management and Administration Professor of Marketing at SDA Bocconi School of Management ([link](#))

Direttore IPAFM – Intensive program in Art Markets and Finance at SDA Bocconi School of Management ([link](#))

Direttore ACKC – Arts and culture Knowledge Centre, at SDA Bocconi School of Management ([link](#))

Codirettore MMIAM – Master in International Arts Management – joint program with SMU Dallas and HEC Montreal ([link](#))

Direttore IPAM – International Program in Arts Management at SDA Bocconi Asia Center – Mumbai (INDIA) ([link](#))

Vicepresidente – Comitato Art and Humanities

INCARICHI E NOMINE

Presidente FAI Fondo Ambiente Italiano – Lombardia ([link](#))

Membro Consiglio di Indirizzo Fondazioni delle Arti Venezia ([link](#))

Membro Comitato scientifico Fondazione Ipogeo dei Cristallini, Naples ([link](#))

INCARICHI PRECEDENTI

2017 / 2024 Presidente Conservatorio Monteverdi (Cremona) – ([link](#)) 2 mandati

2019 / 2020 Board Membro CdA Fondazione Teatro Ponchielli (Cremona) ([link](#))

2008 / 2011 Board Membro CdA Fondazione Milano per la Scala (Milan) ([link](#))

INTERESSE SCIENTIFICO DI RICERCA

Hedonic Consumption / Customer Relation Management CRM / Experiential Marketing / Consumer Behavior / Service Marketing / Heritage, Culture and Tourism Marketing

ISTRUZIONE

UNIVERSIDAD DE VALENCIA

Departament de Comercialització i Investigació de Mercats adscrit a la Facultat d'Economia.

PhD cum laude – Dottorato di ricerca internazionale

Doctoral research: *"Experience Consumption: An Empirical Research in Historical House Museums"*

UNIVERSITA' COMMERCIALE "LUIGI BOCCONI" – MILANO

Master of Science in "Law and Business Administration"

Thesis in Marketing *"The Consumer immersion in the Ordinary and Extraordinary Customer experiences"*

ORDINE NAZIONALE DEI GIORNALISTI

Corso in Giornalismo e Aggiornamenti – Iscrizione al registro Pubblicisti dal 2001

ESPERIENZA ACCADEMICA

Dal Marzo

BOCCONI UNIVERSITY

Lecturer in Marketing (courses: Advanced Marketing in Arts and Culture, Marketing Management Advanced, *Marketing & CRM*, Understanding Consumer, Tourism Marketing, Product and Service Management, Tourism Culture and Territorial Marketing, International Production System in Art Management in Milan, Digital Marketing, Art and Culture Management, preparatory Course)

Teaching (English and Italian language) in the following courses:

Master in Marketing management (MM)

Master in Turismo (MET)

Master in Economics and Management in Arts Culture Media and Entertainment (ACME)

Master in Management (M)

Dal November 2021

SDA BOCCONI ASIA CENTER, Mumbai

Teaching Consumer Behavior and Consumer Culture Theory at the IMB International Master in Business

Dal November 2015

SDA BOCCONI SCHOOL OF MANAGEMENT, Milan

Director

MAMA – Master in Administration and Management of Arts

EMILUX Executive Master in Luzzury Management: Lectures on Arts and Luzzury, Made in Italy

Dall'Agosto 2020 al Marzo 2021

SOUTH METHODIST UNIVERSITY, Dallas

Adjunct Professor of Advanced Fundraising at MaBA

Dal Gennaio 2015 – al Febbraio 2019

CHRISTIES' London (Under agreement with SDA BOCCONI)

Marketing and CRM instructor in Christies' Education Business Program

Dal Novembre 2015

SDA BOCCONI SCHOOL OF MANAGEMENT, Milan

Direttore

MAMA – Master in Administration and Management of Arts

Dal Giugno 2014

SDA BOCCONI SCHOOL OF MANAGEMENT

SDA Professor of Marketing

Dal Febbraio 2011 al 2020

BOCCONI UNIVERSITY

Assistant to the Director

ACME – Economics and Management in Arts, Culture, Media and Entertainment

General organization of the course

Dal Febbraio 2007 al Marzo 2013

BOCCONI UNIVERSITY

Contract Professor in Marketing (courses: Advanced Marketing in Arts and Culture, Art and Culture Management, preparatory Course)

PUBBLICAZIONI E RICERCHE PRESENTATE

2025 (Working paper)

- Addis, M. Rurale, A. "Assessing the Impact of Digital Transformation in Cultural Industries: An Experience-Based Perspective" (submitted to JMM)

2024

- Rurale, A. Mion Dalle Carbonare P.G. "When Business Meets Art: Different Approaches to Artification in the Fashion Business" (Journal of Philanthropy and Marketing, forthcoming)
- Rurale, A. Addis M. "Advancing arts philanthropy practices for well-being" (Journal of Philanthropy and Marketing, 2024, vol.29, no. 1)
- 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" Aimag, Lisbon 2024
- Rurale, A. Borghini, S. Mehta, T. Z. Kapoor, K. "Decolonization in Indian Museum. How GenZ are perceiving the issue as relevant in the today's cultural offer" Aimag, Lisbon 2024
- Rurale, A. Massi, M. "Luxury Fashion Brands and Artification: The Impact of Visual Art on Brand Authenticity and Consumer Likelihood of Purchase" Aimag Lisbon 2024

2022

- Rurale, A. Valorizzare l'intangibile in Manager del Futuro (ed) Enzo Baglieri
- Rurale, A. Addis M. "Reimagining Cultural Management In The Post-Covid Era: Mission Impossible" (16th AIMAC Conference, Mexico City, 2022)
- Rurale A. Turrini A. Azzolini M. Massi M. "Exploring fundraising executives' careers in the arts: an empirical analysis" (16th AIMAC Conference, Mexico City, 2022)
- Rurale A. Turrini A. Gallagher K. Exploring ethnic diversity in collaborative arrangements: the case of Texas cultural districts (16th AIMAC Conference, Mexico City, 2022)
- Rurale A. Caru A. Mion P. "Cultural consumption and Covid-19: the case of FAI (Italian National Trust)" (16th AIMAC Conference, Mexico City, 2022)
- Caru A, Rurale A., Mion P. "Trasformare l'esperienza di consumo a seguito della pandemia il caso del FAI" (Economia e Management, Egea 2022)

2021

- "Il Valore della cultura", edited with Michela Addis, Skira

2020

- "Managing cultural business: Avoiding Mistakes, Finding Success", edited by, Taylor and Francis
- "Trussardi's art and fashion: a long distance relationship?" in Turrini A. and Massi M. (Eds) "The art of fashion synergies, contaminations, and hybridizations between fashion brands and art.", Palgrave
- Prestini S., Mion P., Rurale A., "In the eyes of the beholder: the case of Villa Necchi Campiglio", Egea (Milan, 2020)

2019

- Rurale, A., "Il marketing dei conservatori" in "I conservatori di musica". Arakne editrice, 2019
- Rurale A. Piancatelli C., Massi M. "Democratizing entrepreneurship through crowdfunding: turning backers into entrepreneurs", (15th AIMAC Conference Aix in Provence, 2019)

2018

- Rurale A., "Marketing in contesti artistici e culturali" in "Marketing una disciplina fantastica". EGEA, 2018
- Rurale A., "The value of an art work: sense and sensibility. A journey in the art market between the features influencing the hammer price and the necessity of the artist to build its own brand in the increasing disintermediated market" (Utrecht, 2018)
- Prestini S., Giambastiani G., Rurale A., "Entertainment and Arts of the Future: challenges and opportunities of the museum market in 2050", Bocconi University Improving teaching quality paper (2018)

2017

- Rurale A., "Novices And Expert In Front Of Visual Arts: Does the Mediation increase the level of Immersion? Evidences From Neurosciences" - 14th AIMAC Conference (Beijing, 2017)
- Rurale A., Mion PG., Turrini A. "Successful Community Outreach and Audience Development: Lincoln Centre, NYC" - 14th AIMAC Conference (Beijing, 2017)

2016

- "Etica nel marketing" in "Marketing@Bocconi". EGEA, 2016
- Rurale A. "L'etica nel marketing" – Marketing, edited by Enrico Valdani (Milano, 2016)
- Rurale A. "How to over pass the dualism between art orientation and market orientation in cultural institutions: an Italian case" – IX Congreso Docomono Iberico (San Sebastián, 2016)

<2015

- Rurale A., Visentini L., "Marketing tribes in music consumption: are fans looking for a linking value of community experiences?", (Porto, 2015)
- Carù A., Cova B., Rurale A., "Claque and Cabale in Contemporary Arts Performances: An Artist brand Phenomenon", 13th AIMAC Conference, (Aix en Provence, 2015)
- Miniero G., Rurale A., Addis M., "Effects of Arousal, Dominance, and Their Interaction on Pleasure in a Cultural Environment", Psychology and Marketing, (2014)
- Rurale A., Solerio C., "Marketing planning for cultural institutions" (Milan, 2014)
- Cuadrado M., Filimon N., Kerrigan F., Rurale A. "Interpreting motives and barriers of cinema attendance. A behavioural and contextual approach" – (Cadiz, 2013)
- Rurale A. "Marketing the Religious heritage. When faith is no more the driver" – 4th Workshop en Economia y Gestión de la Cultura (Bilbao, 2012)
- Rurale A., Cerea E. "Haute cuisine system and its cultural dimension: when chefs are the new artists." 3rd ESA Sociology of Culture Research Network Mid-term Conference (Milan, 2010)
- Rurale A., Fugazzola M. "Consumer Immersion in House Museums." – 3rd ESA Sociology of Culture Research Network Mid-term Conference (Milan, 2010)
- Rurale, A., Miniero, G., Carù, A. "Measuring Customer satisfaction in a multitarget cultural institution: evidences for "Milano per La Scala" Foundation" 10th AIMAC Conference, (Dallas, 2009)
- Rurale A., Miniero G. "Netnography and Zaltman Metaphor Elicitation Technique: the competence makes the difference" – Eiasm Workshop (Milan, 2009)
- Addis M., Carù A., Rurale A. "Consumer Immersion in Aesthetic Experiences at Arts Exhibitions: Implications for the Arts" 9th AIMAC Conference, (Valencia, 2007)

ESPERIENZE DI INSEGNAMENTO IN UNIVERSITÀ STRANIERE

Perm University of Economics (RUSSIA)
 Universidad des Andes, Bogotá (COLOMBIA)
 Simon Fraser University, Vancouver (CANADA)
 South Methodist University, Dallas, Texas (USA)
 Tsinghua University, Beijing (CHINA)
 Kedge University, Paris (FRANCE) and Shanghai (CHINA)
 University of Technology, Sydney (AUSTRALIA)
 Prague University, Prague (CHECK REPUBLIC)
 Sda Bocconi Asia Center, Mumbai (INDIA)

Milano, 7.05.2025

Andrew