

Stefania Borghini

Marketing Department
Bocconi University
via Roentgen, 1
20136 Milano (I)
Phone: +39 02 5836 3736
stefania.borghini@unibocconi.it

Academic appointments

- 2019 – Director of the Bachelor in Economics and Management for Arts, Culture and Communication, Bocconi University
- 2011 – Associate Professor of Economia e Gestione delle Imprese (Field: Marketing), Bocconi University
- 2010 – Affiliate faculty, Area Marketing, SDA Bocconi School of Management
- 2012– 2019 Director of the Master of Science in Marketing Management, Bocconi University
- 2002 – 2009 Cooperator, Area Marketing, SDA Bocconi School of Management
- 2003 – 2011 Researcher in Marketing, Marketing Department, Bocconi University
- 2001 – 2003 Junior Researcher, Marketing Department, Bocconi University
- 2000 – 2001 Junior Researcher, Dipartimento di Ricerche Aziendali, Università degli Studi di Pavia

Visiting Fellow in foreign universities

- 03-09/2003 Kellogg School of Management, Northwestern University, Chicago, US
- 06-08/2008 Schulich Business School, York University, Toronto, Canada

Education

Qualifications

- 2001 PhD in Business Administration and Management, Bocconi University
- 1995 Bachelor Degree in Business Administration, Università degli Studi di Pavia

Others

- 2005 University of Utah, David Eccles School of Business, Salt Lake City *“Video Ethnography: Representation, presentation and technique for research”*

Main publications

Articles

- Borghini S., Sherry J. F., e Joy A. (2021), "Attachment to and Detachment from Favorite Stores: An Affordance Theory Perspective", *Journal of Consumer Research*, 47, April, 890-913
- Borghini S., (2019), "Big, thick, small... are data what really matters?", *Mercati e Competitività*, 1, 7-10
- Scarpi D., Corciolani M, Borghini S. (2018), "Bying, renting and sharing: investigating new forms of acquisition", *Mercati e Competitività*, 1, 13-18
- Zerbini F., Borghini S., (2015), "Release Capacity in the Vendor Selection Process", *Journal of Business Research*, 68, 405-14
- Visconti L. M., Sherry J. F. Jr , Borghini S., and Anderson L. (2010), "Street Art, Sweet Art? The reclamation of Public Place", *Journal of Consumer Research*, 37, October, 511-29
- Borghini S., Visconti L. M., Anderson L. and Sherry J. F. Jr, (2010), "Symbiotic Postures of Commercial Advertising and Street Art: Implications for Creativity", *Journal of Advertising*, 39, 3, 113–26
- Borghini S., Carù A., and Cova B. (2010), "Representing BtoB Reality in Case Study Research: New challenges and opportunities", *Industrial Marketing Management*, 39, 1, 16-24
- Rinallo D., Borghini S., and Golfetto F. (2010), "Exploring Visitor Experiences at Trade Shows", *Journal of Business and Industrial Marketing*, 25, 4, 249-58
- Borghini S., Diamond N., Kozinets R. V., McGrath M. A., Muniz A. Jr, and Sherry J. F. Jr, (2009), "Why are themed brandstores so powerful? Retail brand ideology at *American Girl Place*", *Journal of Retailing*, 85, 3, 363-75 (**winner of the Emerald Citation of Excellence Award and of the 2011 Davidson Honorable Mention Award for the Best Article in the Journal of Retailing**)
- Diamond N., Sherry J. F. Jr, Muniz A. Jr, McGrath M. A., Kozinets R. V., and Borghini S. (2009), "*American Girl* and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research", *Journal of Marketing*, Vol. 73, May, 118-34
- Golfetto F., Salle R., Borghini S., and Rinallo D. (2007), "Opening the network: Bridging the IMP tradition and other research perspectives", *Industrial Marketing Management*, 36, 7, 844-48
- Borghini S., Golfetto F., and Rinallo D. (2006), "Ongoing search among industrial buyers", *Journal of Business Research*, 59, 1151-59
- Borghini S. (2005), "Organizational Creativity. Breaking order and equilibrium to innovate", *Journal of Knowledge Management*, 9, 4, 19-33 (**article included in the Emerald Reading List Assist, section "Creativity, design and innovation"**).

Chapters in edited books

- Prestini S., Borghini S., and Carù A. (2023), "Embracing diversity and body positivity. The role of marketing in fashion markets and culture". In Ekström K. (ed.), *Marketing Fashion: Critical Perspectives on the Power of Fashion in Contemporary Culture (Routledge Studies in the Fashion Industry)*, London: Routledge, 59-76
- Morrow G, Borghini S., (2021), "the 5th mistake. Ignoring data: Debating the use of data analytics services in the arts," in Addis M., Rurale A. MANAGING THE CULTURAL BUSINESS. Avoiding Mistakes, Finding Success. The 10 most common mistakes in arts management, London: Routledge: 184-212.
- Borghini S., Maclaran P., Bonnin G., and Cova V. (2020), "The Ecology of the Marketplace Experience: From Consumers' Imaginary to Design Implications", in L. Peñaloza, N.Toulouse, L. M. Visconti (eds.), *Marketing Management: A Cultural Perspective*, London: Routledge, 410-26.
- Diamond N., McGrath M. A., Sherry J. F., Kozinets R. V., Muniz A. Jr., and Borghini S., (2014) "Brand Fortitude in Moments of Consumption" in R. Denny and P. Sunderland (eds) *Handbook of Business Anthropology*, Walnut Creek, CA: LeftCoast Press (**2015 CHOICE Outstanding Academic Title, distinction conferred by the American Library Association**)

Borghini S., Maclaran P., Bonnin G., and Cova V. (2012), "The Ecology of the Marketplace Experience: From Consumers' Imaginary to Design Implications", in L. Peñaloza, N. Toulouse, L. M. Visconti (eds.), *Marketing Management: A Cultural Perspective*, London: Routledge, 408-26

Rinallo D. Borghini S., Gamossy G. And Kozinets R. V. (2012), "When Sacred Objects Go B^a(n)d: Fashion Rosaries and the Contemporary Linkage of Religion and Commerciality", in D. Rinallo, L. Scott, P. Maclaran (eds.), *Spirituality and Consumption*, London: Routledge, 29-40

Sherry J. F., Borghini S., Mcgrath M. A., Muniz A. Jr., Diamond N., and Kozinets R. V., (2009), "Allomother as Image and Essence: Animating the American Girl Brand" in J. F. Sherry, E. Fisher (eds.), *Explorations in Consumer Culture Theory*, London: Routledge, 137-49

Borghini S., Carù A., (2008), "Co-creating Consumption Experiences: An Endless Innovation", in A. Carù e K. Tollin (eds.), *Strategic Market Creation*, Wiley & sons, 257-84

Askegaard S., Atik D, e Borghini S., (2008), "The interplay of institutional forces and consumer desires in the moulding of fashion", in *European Advances in Consumer Research*, Borghini S. Otnes C., and McGrath M. A. (eds.), 8, 306

Borghini S., Visconti L.M., Anderson L., e Sherry J. F. Jr, (2008), "Use of Public Spaces as Creative Acts. Phenomenology of Street Art in a Cross-Cultural Perspective", in *European Advances in Consumer Research*, Borghini S. Otnes C., and McGrath M. A. (eds.), 8, 362-363

Sherry J. F. Jr, Kozinets R. V., and Borghini S., (2007), "Agents in Paradise. Experiential Co-Creation through Emplacement, Ritualization, and Community", in A. Carù e B. Cova, *Consuming experiences*, Abingdon, Oxfordshire: Routledge, 17-33

Kozinets R. V., Sherry J. F. Jr., Borghini S., McGrath M. A., Diamond N., and Muniz A. Jr, (2005), "American Girl: The Family Brand", *Advances in Consumer Research*, Menon G., and Rao A. R. (eds), 32, 10-11

Edited books

Borghini S., Otnes C., and McGrath M. A. (eds), (2008), "*European Advances in Consumer Research*", ACR, Vol. 8.

Borghini S., Carù A., Golfetto F. Pace S., Rinallo D., Visconti L., Zerbini F. (ed) (2012), *Prodotto, consumatore e politiche di mercato quarant'anni dopo*, Scritti in onore di Stefano Podestà, Milano: Egea, 51-68

Conference papers

Borghini S., Colm L., Zerbini F. "Imagining the future: challenges and pitfalls of doing research with Gen Z", *12th EIASM Workshop on Interpretive Consumer Research*, Malaga, Spain, 17-19 April 2024

Ciampa I., Borghini S. "Understanding followers' inducted conflicts and influences on online creativity", Poster Session, *Consumer Culture Theory Conference*, Montreal, Canada, 17-19 July 2019

Borghini S., Prestini S., Zanette C., "Mothers or beauty-queens: girls in the Magiki world and gender stereotypes", *Consumer Culture Theory Conference*, Lille, France, 6-9 July 2016

Borghini S., Prestini S., Zanette C., "Mothers or beauty-queens: girls in the Magiki world and gender stereotypes", *SIM Conference*, Turin, Italy, 22-23 October 2015

Askegaard S., Atik D., Borghini S., "Fashion Market Encounters: Towards a Theory of Institutionalized Seduction" *Consumer Culture Theory Conference*, Helsinki, Finland, 26-29 June, 2014

Askegaard S., Atik D., Borghini S., "Fashion Market Encounters: Towards a Theory of Institutionalized Seduction" *European Conference of the Association of Consumer Research*, Barcelona, July 4 -7, 2013

Zerbini F., Borghini S., "Supplier Know-How Transfer Capacity in The Vendor Selection Process", *42th Emac Conference*, Istanbul, June 4-7 2013

Zerbini F., Borghini S. "Understanding the effects of supplier know-how transfer capacity during supplier selection", *28th Industrial Marketing & Purchasing Conference*, Rome, September 2012

Borghini S. Mauri C., "Doing research with children. Ethical and methodological issues", *6th workshop on Interpretive Consumer Research*, Odense, 5-7 May 2011

Borghini S., Diamond N., Kozinets R. V., McGrath M. A., Muniz A. Jr, and Sherry J. F. Jr, (2009), "Why are themed

- brandstores so powerful? Retail brand ideology at *American Girl Place*", *AMA Winter*, 18-20 February 2011
- Zerbini F., Borghini S., and Golfetto F., "Seing is believing? Signalling supplier's value potential", *26th Industrial Marketing & Purchasing Conference*, Budapest, 1-5 September 2010
- Zerbini F., Borghini S., "Gaining Customers Making Gifts to Rivals: Assessing Buyers' Responses to Supplier Value Signals During the Vendor Selection Process", *Marketing Science Conference*, Cologne, 16-19 giugno 2010
- Visconti L. M., Sherry J. F. Jr , Borghini S., and Anderson L. (2010), "Speaking of public space: cultures and countercultures in the confrontation about street art", *European Conference of the Association of Consumer Research*, Royal Holloway, University of London, 30 June – 3 July 2010
- Borghini S., Sherry J. F. Jr and Annamma Joy, "Ordinary spaces and sense of place", *European Conference of the Association of Consumer Research*, Royal Holloway, University of London, 30 June – 3 July 2010
- Visconti L. M., Sherry J. F. Jr , Borghini S., and Anderson L. (2010), "Putting "Public" Back into Public Place", *Consumer Culture Theory Conference*, Wisconsin School of Business, Madison, WI, 10 - 13 June 2010
- Askegaard S., Atik D, e Borghini S., "Negotiation and power in the construction of consumer's image. Exploration of the Italian Fashion System", *Convegno Società Italiana di Marketing*, Firenze, 5 – 6 November 2009
- Mauri C., Borghini S., "We want a better world where all kids can have branded stuff'. Children ideologies on brands and advertising", *5th workshop on Interpretive Consumer Research*, Milano, 2-3 April 2009
- Rinallo D., Golfetto F., e S. Borghini, "Building market knowledge together: A netnographic study of online occupational communities", *24th Industrial Marketing & Purchasing Conference*, Uppsala, September 2008
- Anderson L., Borghini S., Visconti L. M., e Sherry J. F. Jr, "Reclamation of Public Place: The Prosumption of Street Art", *Consumer Culture Theory Conference*, Boston, June 2008
- Rinallo D., Bamossy G., e Borghini S., "Brands and the appropriation of symbolic meanings: Insights from Dolce & Gabbana's branded rosaries", *ESF Exploratory Workshop on Exploring Symbolic Value Creation in Organizations*, Milano, September 2007
- Rinallo D., Borghini S., e Golfetto F., "The influence of occupational communities on buying behaviour, *23rd Industrial Marketing & Purchasing Conference*, Manchester, August 2007
- Anderson L., Borghini S., Sherry J. F. Jr., e Visconti L.M., "Creative Activism: the Dialectic Consumers", *Consumer Culture Theory Conference*, Toronto, May 2007
- Sherry J. F., Borghini S., Mcgrath M. A., Muniz A. Jr., Diamond N., e Kozinets R. V., "Allomother as Image and Essence: Animating the *American Girl* Brand", *Consumer Culture Theory Conference*, Toronto, May 2007
- Borghini S., Bamossy G., e Rinallo D., "From Prayer Instrument to fashion Accessory: Exploring the Meanings of Rosary in Today's Consumer Culture", *4th Workshop on Interpretive Consumer Research*, Marsiglia, April 2007
- Borghini S., Cova B. "Living with brands in an industrial context", *22nd Industrial Marketing & Purchasing Conference*, Milano, September 2006
- Borghini S., Joy A., "Marketplace and attachment. Consumers between refuge and escape", *Consumer Culture Theory Conference*, Notre Dame (IN), August 2006
- Borghini S., Golfetto F., e Rinallo D., "Same Place Next Year..." A Deep Replay and Understanding of Ongoing Search of Industrial Buyers", *ISBM Conference*, Chicago, (IL), August 2006
- Borghini S., Diamond N., Kozinets R. V., Mcgrath M. A., Muniz A. Jr., Sherry J. F. Jr, (2006), "My Nana, My Mom and I Went to *American Girl*: Brand Experience in the Construction of Family Mythology", *European Advances in Consumer Research*, Ekström k. M., and Brembeck H. (eds), 7, 156-157
- Borghini S., Zaghi K., "Marketplace and attachment. A journey through ordinary and extraordinary consumer experiences", *EMAC Conference*, Athens, May 2006
- Borghini S., Golfetto F., e Rinallo D., "Same Place Next Year..." A Deep Replay and Understanding of Ongoing Search of Industrial Buyers", *21st Industrial Marketing & Purchasing Conference*, Rotterdam, September 2005
- Borghini S., Golfetto F., e Rinallo D., "Using anthropological methods to study industrial marketing and purchasing: An exploration of professional trade shows", *20th Industrial Marketing & Purchasing Conference*, Copenhagen, September 2004

Borghini S., Azoulay A., Sherry J. F., e Kozinets R. V., ““Making it Mine”: Consumers’ Attachments to their Favorite Brands”, *EMAC Conference*, Murcia, Spagna, May 2004

Rinallo D., Borghini S., “Fashion industrial producers and the trade show dilemma: Showing or hiding creativity?”, *The 6th ABC European Convention, “Business Communication around the World: Strategies and Perspectives on Research, Pedagogy, and Practice”*, Università Cattolica, Milano, May 2004

Rinallo D., Borghini S., “The “meaning” of exhibitors’ communication at B2B trade shows: Integrating semiotic, structured observation and reader response analyses”, *International Conference on Corporate and Marketing Communication*, Warwick Business School, Warwick, April 2004

Sherry J. F. Jr, Kozinets R. V., Borghini S., Diamond N., McGrath M. A. e Muniz A. Jr “Making Intergenerational Memories at American Girl Place”, *The 2004 Society for Applied Anthropology Conference*, Dallas, USA, marzo-aprile 2004

Sherry J. F. Jr, Kozinets R. V., Borghini S., Diamond N., McGrath M. A. e Muniz A. Jr, “Girl of Many Lands: Seeing the World through the Blue/Green/Gray/Hazel/Light Brown/Dark Brown Eyes of Your American Girl Today”, *9th Cross-Cultural Research Conference*, Montego Bay, Jamaica, December 2003

Borghini S., and Rinallo D., “Communicating competence in the medical diagnostic industry. A customer view”, *19th Industrial Marketing & Purchasing Conference*, Lugano, September 2003

Rinallo D., and Borghini S., “A fair(y) Tale: The semiotics of B2B Communication”, *19th Industrial Marketing & Purchasing Conference*, Lugano, September 2003

Borghini S., Premazzi K. and Zerbini F., “Recent trends in retailing publishing activity. Proposal of an Issues Categorization”, *10th Recent Advances in Retailing & Consumer Services Conference*, Portland, USA, August 2003

Borghini S., Rinallo D., Golfetto F. “In search of good data to study industrial trade fair performance: extracting information from firms’ exhibits”, *Marketing Science Conference*, University of Maryland, Washington, June 2003

Borghini S., “The role of tacit knowledge in innovation processes, The view of codification and integration versus the perpetuation of tacitness”, *Proceedings of The 7th World Congress for Total Quality Management*, Business Excellence, Make it happen!, Verona, SINERGIE-CUEIM, June 2002, 519-527

Borghini S., “*The role of mediating structures in organizational creativity*”, The 2002 International Conference in Management Sciences, Tamkang University, Taipei, Taiwan, R.O.C., June 2002

Borghini S., “The Role of Mediating Structures in Organizational Creativity. A cognitive and cultural perspective”, *Creativity in Question*, *International multidisciplinary conference*, Queen Margaret University College, Edinburgh University, March 2002

Videography

Fashion Iconography (with D. Rinallo and G. Bamossy), Film Festival, European ACR Conference, Milan, July 2007

“*Same place, next year...*”, *sensemaking and rituality in b2b markets*, (with D. Rinallo and F. Golfetto), 21st Industrial Marketing & Purchasing Conference, Rotterdam, September 2005

I’m an American Girl, (with R. V. Kozinets, J. F. Sherry, N. Diamond., A. Muniz., M. A. McGrath), Film Festival, ACR 2003 North American Conference, Toronto, October 2003

Current projects

Borghini S., Carù A., Cova B., “*Clan Configuration in Brand Communities: Untangling the Role of Violence*” in revisione, prima decisione: Revise & Re-submit, *Journal of Marketing Research*

Borghini S., Colm L., Zerbini F., “Myth busting of the relationship between Gen Z and sustainability”, target journal: *Journal of Marketing*

Borghini S., Cavusoglu L., Bogart K., “Transformative experiences through consumption during liminal identity transitions”, target journal: *Journal of Marketing*

Borghini S., “A reflection on consumer vulnerability”, target journal: *Journal of Consumer Research*

Borghini S., Prestini S., Zanette C., "Toys and gender stereotypes: a longitudinal analysis of children's perceptions", target journal: *Journal of Consumer Research*

Borghini S., "How to collect data with children: the use of creative techniques"

Ciampa I., Borghini S. "Understanding followers' inducted conflicts and influences on online creativity"

Mauri C., Borghini S "Children and shopping experiences", target journal: *Journal of Retailing*

Invited talks and seminars

2021 "The male horse will save the female one!" A critical analysis of children gender-based discourses enacted by small collectibles, University of Portsmouth, UK

2018 "Sé reale' e Small Data: cosa non dicono di noi i Big Data", Casa degli psicologi, Milan

2016 "Trend di consumo e stili di vita della generazione Z. Riflessioni", Unicef Business Lab, Milan

2014 "Young shoppers in the marketplace. How children envision their ideal stores", Stockholm School of Business, Stockholm

2014 "Mothers or beauty-queens: girls in the Magiki world and female stereotypes", Universite de Lille 2, Lille, France

2012 "Marketplace attachment and identity construction. The role of ordinary places", Universiteit Hasselt, Belgium

2012 "Marketplace attachment in the realm of ordinary places", HEC, Paris

2010 "Marketplace attachment in the realm of ordinary places", University of Bath, School of Management, Bath, UK

2008 "What do you mean by brand? Living with brands in industrial contexts", Schulich School of Business, York University, Toronto, Canada

2008 "Youth Marketing Workshop", IIR, Milan

2008 "Experiential Marketing Workshop", IIR, Milan

2007 "Youth Marketing Workshop", IIR, Milan

2007 "Experiential Marketing Workshop", IIR, Milan

2005 "Marketing e arte", Liberal Arts e Conservatorio di Milano

2005 "Store experience", Alma Mater, Università degli Studi di Rimini

2004 "La frontiera nella ricerca qualitativa di marketing", Università degli Studi di Pavia, Dip. di Economia Aziendale, Dip. di Studi Politici and Sociali, Dip. di Psicologia

Academic affiliations

Association for Consumer Research

Consumer Culture Theory

American Marketing Association

Società Italiana di Marketing

Academic service

Service to academic journals

Member of the Editorial Board, *Industrial Marketing Management*
 Member of the Editorial Board, *Journal of Consumer Marketing*
 Member of the Editorial Board, *Consumption, Markets and Culture*
 Ad hoc reviewer, *Journal of Consumer Research*
 Ad hoc reviewer *Journal of Retailing*
 Ad hoc reviewer, *Marketing Theory*

2005-2010 Assistant of the Managing Director, *Finanza, Marketing e Produzione*
 2004-2009 Associate Editor *Economia Aziendale online*
 Book reviewer, *Leadership & Organization Development Journal*

Service to academic associations

Member of Presidency Board of the Società Italiana di Marketing (SIM)
 Past Coordinator the Consumer Behavior Group of the Società Italiana di Marketing (SIM)

Conference organization

Co-chair of the SIM workshop “Buying, gifting, renting, sharing... In search of a new theory of acquisition”
 (with Daniele Scarpi and Matteo Corciolani), University of Pisa, 2017

Co-chair in the Consumer Behavior Track (with Luk Warlop and John Pracejus), *35th Emac Conference*, Ljubiana University, May 2011

Co-chair in the Consumer Behavior Track (with Luk Warlop and John Pracejus), *34th Emac Conference*, Copenhagen Business School, June 2010

Conference Chair (with Cele Otnes, University of Illinois, and Mary Ann Mcgrath, Loyola University at Chicago), *European Conference of Association for Consumer Research*, Università Commerciale “Luigi Bocconi”, Milano, July 2007

Member of the organizing committee, 22nd Industrial Marketing and Purchasing Conference, Università Commerciale “Luigi Bocconi”, Milano, September 2006

Co-chair (with Michael Gibbert), Ph.D. preconference *22nd Industrial Marketing and Purchasing Conference*, Università Commerciale “Luigi Bocconi”, Milano, September 2006

Co-chair (with Diego Rinallo), Special Track *“Alternative research methods in industrial marketing and purchasing”*, *22nd Industrial Marketing and Purchasing Conference*, Università Commerciale “Luigi Bocconi”, Milano, September 2006

PhD thesis supervision

Role	PhD student	Year	University	Discipline
Advisor	Deniz Atik	2006	Università Bocconi	Consumer behavior
Member	Anne Petermans	2012	Universiteit Hasselt, (Belgium)	Architecture and design
Member	Fudoric Morana	2014	Università della Svizzera Italiana	Communication
President	Jan H. Voss	2014	Università Bocconi	Strategy
External examiner	Karen Middleton	2022	University of Portsmouth	Consumer behavior

Mentorship during doctoral colloquium and workshops

2013 Consumer Culture Theory Workshop, Tucson, USA
 2021 Virtual European CCT Paper Development Workshop

2021 Intersecting the Body: Identity, Performativity, and Technology, Rouen, France

Service to the community of practitioners

Cooperation with managerial journals

GDOWeek

Mark Up

Cooperation with organizations

Moderator during workshops organized by FattoreMamma in 2017, 2016 and 2015

Grants and awards

Grants

"Consuming Kids", SDA Bocconi School of Management, Research Division, 2007

"Experience, symbolic consumption and communication", SDA Bocconi School of Management, Area Marketing, 2004

"Store management", SDA Bocconi School of Management, Research Division 2004

"Store imagination and shopping behavior. The postmodern perspective", Università Commerciale "Luigi Bocconi", Research Division, 2003

"Teoria e prassi per un nuovo marketing globale: una comparazione internazionale", MIUR (2003-05)

"Il bilancio consolidato della ricerca scientifica pavese" F.A.R., 2001

"La creatività d'impresa come risposta alla complessità ambientale. Il ruolo della conoscenza tacita nella generazione di innovazione" F.A.R., 2000

"Conoscenza tacita e codificata nelle imprese e nelle reti: processi di creazione e diffusione" F.A.R., 1999

"Gli obiettivi della ricerca e della formazione universitaria e i rapporti tra Università, industria e istituzioni di governo locale", MURST (1999-2001)

"Gli obiettivi della ricerca e della formazione universitaria e i rapporti tra Università, industria e istituzioni di governo locale", MURST (1999-2001)

PhD scholarship, 1997-2001

Awards

2020 Award for Excellence in research, 2020, Bocconi University

2016 Innovation in teaching, Bocconi University

2011 Davidson Honorable Mention Award for the Best Article in the Journal of Retailing

2010 Emerald Citation of Excellence

2010 Award for Excellence in research, Bocconi University

2009 Award for Excellence in research, Bocconi University

1996 Award for the best dissertation a.y. 1995-96, Università di Pavia

1996 Award for the best dissertation a.y. 1995-96, Sindacato Dirigenti delle Aziende Industriali della Provincia di Pavia

1994 Fondazione IBM Italia

Teaching experience

Courses taught at Bocconi University

2018-present Consumer Behavior, IMB program (MSc)
 2010-present *Understanding consumers Module 2*, (MSc)
 2013-2015 *Qualitative Research Methods*, (PhD)
 2012-2013 *Consumer Behavior*, (PhD)
 2008 – 2009 *Consumer Culture Theory (Epistemology and methods)*, (MSc)
 2006 – today *Advanced Research in Marketing*, MiMeC (Master in Marketing e Comunicazione)
 2005 – 2008 *Experience Management & Marketing*, MEXEM (Master's Program in Exhibition & Event Management)
 2004 – today *Industrial marketing*, Master of Science in Marketing Management
 2003 – today *Foundations of Business-to-Business Marketing*, MiMeC (Master in Marketing e Comunicazione)
 2004 – 2007 *Teoria Generale dei Consumi (Consumo e antropologia culturale)*, (MSc)
 2004 – 2007 *Business to Business Marketing*, MEXEM (Master in Event & Exhibition Management)
 2004-2005 *Trade Shows & Marketing Events*, MEXEM (Master's Program in Exhibition & Event Management)
 2004 – 2017 Coordinator of the 10 Workshops of the Bachelor CLEACC
 2003-2004 *Business to Business Marketing*, (BA)
 2003-2004 *Management of Cultural Institutions*, (BA)
 2001 – 2004 *Marketing*, (BA)
 2001 – 2003 *Economia e Gestione delle Imprese*, (BA)

2004 – 2011 Assistant of the Director of the Master of Science in Marketing Management, Bocconi University

SDA Bocconi – School of Management

2017 Marketing Research, MAMA
 2017 Culture and Consumption, MAMA
 2010-2012 Consumer Behavior, EMMS (Executive Master in Marketing & Sales)

International

2010 - *CEMS Advances in Consumer Research Block Seminar*, Esade, Barcelona

Others

1997 – 2003 *Elementi di strategia/Gestione delle imprese multimediali*, Master Scienza e Tecnologia dei Media, Istituto Universitario di Studi Superiori di Pavia

- 1997 – 2003 *Economia d'impresa*, Master Scienza e Tecnologia dei Media, Istituto Universitario di Studi Superiori di Pavia
- 1997-1998 *Principi di Amministrazione e Controllo*, Master in Informatica Gestionale, Consorzio Universitario Mantovano, Università degli Studi di Pavia
- 2000-2001 *Gestione Aziendale*, D.U., Consorzio Universitario Mantovano, Università degli Studi di Pavia
- 2000-2001 *Analisi e contabilità dei costi*, D.U., Consorzio Universitario Mantovano Università degli Studi di Pavia
- 1998 – 2001 *Economia e Organizzazione Aziendale*, Facoltà di Ingegneria, Università degli Studi di Pavia
- 1998 – 2001 *Gestione Aziendale*, Facoltà di Ingegneria, Università degli Studi di Pavia
- 1998 – 2001 *Economia Aziendale*, Facoltà di Economia, Università degli Studi di Pavia
- 1998 – 2001 *Teoria delle Decisioni*, Facoltà di Economia, Università degli Studi di Pavia
- 1998 – 2001 *Programmazione e Controllo*, Facoltà di Economia, Università degli Studi di Pavia