

SARA VALENTINI

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Academic Positions

Bocconi University, Italy

- Associate Professor of Marketing, Department of Marketing (Sept 2021 – Present)
- PhD program in Marketing Curriculum Coordinator (June 2022-Present)

University of Bologna, Italy

- Associate Professor of Marketing, Department of Management (Sept 2014 – August 2021)
- Assistant Professor of Marketing, Department of Management (Jan 2009 – Sept 2014)
- Associate Dean, Alumni Bologna Business School (2016-2017, 2019-2021)

Tuck School of Business, Dartmouth College, USA

- Visiting Scholar, Department of Marketing (Jan-July 2007)

Educational Background

- 2008 – Ph.D. in Marketing, Department of Management, University of Bologna, Italy
- 2003 – Laurea cum laude in Statistics (M. Sc.), University of Bologna, Italy

Research Interests

Marketing Effectiveness Across the Customer Journey, structured into three main research areas:

- Customer Acquisition and Pre-Purchase Stage:
 - Data privacy and consumer consent
 - Social media marketing and earned media
 - Onboarding mechanisms and first interactions
- Channel Selection and Purchase Behavior:
 - Channel choice and multichannel strategies
 - Trade-offs in digital transactions
 - Consumer impatience
 - Physical vs. digital exposure to events and its effects on sustainable behavior
- Post-Purchase Stage:
 - Product return behavior and marketing optimization
 - Service recovery and complaint management

Honors and Awards

- 2024 – Best Paper Award - Journal of Interactive Marketing for the paper *Content That Engages Your Customers: The Role of Brand Congruity and Promotions in Social Media*, American Marketing Association
- 2024 Faculty Fellow (Invited), AMA-Sheth Doctoral Consortium, Manchester University (UK)
- 2023 – Best Track Paper SIM Conference for the paper *Users' registering to websites: Is it honeymoon? And how long does it last?*, Florence, Italy
- 2021 – Davidson Best Paper Award (second runner-up), Journal of Retailing for the best paper published in the Journal of Retailing in 2020 for *Identifying omnichannel deal prone segments, their antecedents, and their consequences*
- 2016 – Best Track Paper: Service retailing and channel management, 20-21 October, SIM conference, Italy
- 2010 – MSI (Marketing Science Institute) among the winners of the 'Modeling Multichannel Customer Behavior' Research Competition and invited to present at the Wharton Customer Analytics Initiative, Philadelphia, USA
- 2009 – "Customer Evolution in Sales Channel Migration" selected among the nine presenting papers at the special John D. C. Little Festschrift (Marketing Science Conference 2009, Ann Arbor - Michigan).
- 2008 – Best Paper of the Conference based on a Doctoral Dissertation Award for the paper entitled "Customer Evolution in Sales Channel Migration" 37th EMAC Conference Brighton, UK, May 27-30, 2008.
- 2007 – Best Paper Award for "A Meta-Analysis of Satisfaction with Complaint Handling in Services" QUIS 10, Quality in Services, Orlando, Florida.
- 2019, 2020 – Best Professor MSc Program, Unibo (Italy).

Grants

- 2010 MSI Grant Field Research Project funded by Marketing Science Institute (MSI)/ Wharton Interactive Media Initiative (WIMI, now the Wharton Customer Analytics Initiative (WCAI) .
- 2022 PNRR project 'GRINS-Growing Resilient, INclusive and Sustainable', Italian Ministry for Universities and Research, role: member, 2022-2025
- 2023 PRIN project 'Platform Monetization: Strategies, Challenges and Implications', Italian Ministry for Universities and Research, role: Member of the team, 2023-2025

Publications & Research

Articles

- "The Race for Data: Utilizing Informative or Persuasive Cues to Gain Opt-in?" (2025) with Caterina D'Assergio, Elisa Montaguti, and Puneet Manchanda, **Journal of Marketing**, 89(3): 36-59.
- Montaguti, Elisa, Valentini, Sara, and Federica Vecchioni (2022), "Content That Engages Your Customers: The Role of Brand Congruity and Promotions in Social Media." **Journal of Interactive Marketing**, 58(1), 16–33.
- Valentini, Sara, Scott A. Neslin, and Elisa Montaguti (2020), "Identifying omnichannel deal prone segments, their antecedents, and their consequences." **Journal of Retailing**, 96(3): 310-327.
- Valentini, Sara, Chiara Orsingher, and Alexandra Polyakova (2020), "Customers' emotions in service failure and recovery: a meta-analysis." **Marketing Letters**, 1-18.

- Montaguti, Elisa, Scott A. Neslin and Sara Valentini (2016), "Can marketing campaigns induce multichannel buying and more profitable customers? A field experiment." **Marketing Science**, Volume 35, Issue 2, March-April, Pages 201-217.
- Valentini, Sara, Montaguti, Elisa and Scott A. Neslin (2011), "Decision Process Evolution in Customer Channel Choice." **Journal of Marketing**, 75 (November), 72-86.
- Orsingher, Chiara, Marzocchi, Gian Luca and Sara Valentini (2011), "Consumer (goal) satisfaction: A means-ends chain approach." **Psychology & Marketing**, 28(7), 730-748.
- Orsingher, Chiara, Valentini, Sara and Matteo De Angelis (2010), "A Meta-analysis of Satisfaction with Complaint Handling in Services." **Journal of the Academy of Marketing Science**, 38 (2), 169-186.
- Valentini, Sara and Elisa Montaguti (2017), "Brand e Social Media: Alla Ricerca degli Strumenti più Efficaci Nella Caccia All'Engagement." **Harvard Business Review Italia**, Settembre 2017, 102-109.

Papers under review

- "Free Riding the Return Stock: How to Turn Returns into Profit Driver" with Scott Neslin and Elisa Montaguti, R&R3, **Journal of Marketing**.
- "Consumer Impatience, Technological Innovation, and Market Structure" with Chaewon Seol, Federico Rossi, and Elisa Montaguti, R&R2, **Marketing Science**. [link]

Working Papers

- "A Meta-Analysis on Channel Choice" with Umut Konus and Carla Freitas Silveira Netto. Target: Journal of Marketing Research. Planned submission: Aug 2025.
- "Eco-Movement Echoes: Tracing Sustainability Shifts with GPS Data" with Liyang Zhou and Qiaoni Shi. Target: Marketing Science. Planned submission: Aug 2025.
- "Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition" with Carla Freitas and Elisa Montaguti. Target: Marketing Science Frontiers.
- "The Impact of Recognition-Based Cues in Digital Platform Aggregators' Ecosystem" with Marton Varga and Sichu Chang.
- "The 'Right' Variation of Fit between Online Contents and Brand Fan Pages" with Elisa Montaguti.
- "The Impact of Cross-channel Buying on Customer Lifetime Value" with Elisa Montaguti and Scott Neslin.

Books, Chapters, and Monographs

- Valentini, Sara, Montaguti, Elisa, and Scott A. Neslin (2015), "Decision Process Evolution in Customer Channel Choice" in "From Little's Law to Marketing Science: Essays in Honor of John D.C. Little," eds. Glen Urban and John Hauser, **MIT Press**.
- Valentini, Sara (2017), "Il Marketing Omnicanale: L'integrazione dei Canali come Strategia di Marketing", Bononia University Press.
- Valentini, Sara (2008), "Segmentazione e Motivazioni della Customer Base", Esculapio.

Conferences and Invited Talks

Conferences

- The Omnichannel Journey: A Meta-Analysis of How Customers Choose Channels
Customer Journeys in a Digital World, 25-27 June, 2025, Groningen, The Netherlands.
- Eco-Movement Echoes: Tracing Sustainability Shifts with GPS Data
Special session, EMAC Annual Conference, 27–30 May 2025, Pozuelo (Madrid), Spain.
Marketing Science Conference, 12–15 June 2025, Washington, USA.
- The Impact of Recognition-Based Cues in Digital Platform Aggregators' Ecosystem
Special Session, EMAC Annual Conference, 28-31 May 2024, Bucharest, Romania.
- The Race for Data: Gaming or Being Gamed By the System?
EMAC Annual Conference, 23-26 May 2023, Odense, Denmark.
Customer Journeys in a Digital World, June 2022, Bocconi University, Italy.
Special session, EMAC Annual Conference, 25-28 May 2021, Madrid.
NYU-Temple-CMU AIML Conference on AI, Machine Learning, and Business Analytics, 10-11 December 2020 (via Zoom).
- The Role of Marketing Activities and Searching Behavior Driving New Users Toward Acquisition
EMAC Annual Conference, 24-27 May 2022, Budapest.
- What Drives Channel Choice in Multichannel Customer Journeys: A Meta-Analysis
EMAC Annual Conference, 25-28 May 2021, Madrid.
- How do firms ask for consumers' data permission? And how do customers react?
EMAC Conference, 28-31 May 2019, Hamburg, Germany.
Marketing Science Conference, 20-22 June 2019, Rome, Italy.
- Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition
EMAC Conference, 29 May-1 June 2018, Glasgow, UK.
- Gamification: A Way to Increase Customer Base Value?
EMAC Conference, 29 May-1 June 2018, Glasgow, UK.
- The Omnichannel Deal Prone Consumer
Marketing Science Conference, 13-16 June 2018, Philadelphia, PA, USA.
EMAC Conference, 23-26 May 2017, Groningen, The Netherlands
SIM Conference, 20-21 October 2016, Italy.
- The 'Right' Variation of Fit between Online Contents and Brand Fan Pages
EMAC Conference, 23-26 May 2017, Groningen, The Netherlands.
Marketing Science Conference, 7-10 June 2017, Los Angeles, CA, USA.
- Consumer Impatience and Market Structure: The Case of Online Pizza Delivery
Marketing Science Conference, 18 June 2015, Baltimore.
- The Role of the Fit between the Brand Fan Page and the Post in Determining Re-broadcasting Activity
EMAC Conference, 2015, Leuven, Belgium, *SIM Conference*, 20-21 October 2016
- Do Marketing Campaigns Produce Multichannel Buying and More Profitable Customers?
HEC/JR Thought Leaders in Marketing Channels Conference, 1-3 June 2014, Paris, France.
- Redoubling Emotions: An Analysis of Customers' Emotional Patterns Following Service Failure and Recovery
EMAC Conference, 4-7 June 2013, Istanbul, Turkey.

Does Multichannel Produce More Profitable Customers?

SIG Track 'Multichannel Customer Management', EMAC Conference, 24-27 May 2011, Ljubljana, Slovenia.

Marketing Science Conference, 9-11 June 2011, Houston, Texas.

WIMI's and MSI's Cross-Platform and Multichannel Customer Behavior, 9-10 December 2010, Wharton School, Philadelphia, USA.

The Impact of Customer Multichannel Choices on Revenues and Retention

Marketing Science Conference, 17-19 June 2010, Cologne, Germany.

Do Multichannel Customers Really Outperform? Retention, Revenues, and Multichannel Usage in a Contractual Setting

Marketing Science Conference, 12-14 June 2009, Ann Arbor, Michigan, USA.

Customer Evolution in Sales Channel Migration

Marketing Science Conference, 12-14 June 2008, Vancouver, Canada.

EMAC Conference, 27-30 May 2008, Brighton, UK. (Best Paper Based on a Doctoral Dissertation).

Generalisations About Satisfaction with Complaint Handling

EMAC Conference, May 2007, Reykjavik, Iceland.

A Meta-Analysis of Satisfaction with Complaint Handling in Services

10th QUIS Conference, June 2007, Quality in Services, Orlando, Florida. (Best Paper of the Conference).

Invited Talk

- 28/01/2025 - Groningen University (The Netherlands).
- 18/05/2024 - Keynote Speaker at Aston University 14th Research Camp (Birmingham, UK).
- 15/04/2020 - Dorelan Group (Forlì, Italy).
- 29/05/2020 - Bocconi University (Milan, Italy).
- 14/09/2018 - Marketing Camp, KU Leuven, Vlerick Business School (Leuven, Belgium).
- 01/11/2016 - University of Lausanne (Lausanne, Switzerland).
- 10/05/2016 - University of Amsterdam (Amsterdam, Netherlands).
- 31/03/2016 - Cass Business School (London, UK).
- 12/10/2015 - Samsung Italy (Milan, Italy).
- 02/03/2015 - Tulane Business School (New Orleans, USA).
- 10/02/2015 - Bocconi University (Milan, Italy).
- 26/06/2008 - ESC Rouen Business School (Rouen, France).
- 02/10/2008 - Politecnico di Milano – DRIG DAY (Milan, Italy).
- 20/10/2008 - RSM Erasmus University (Rotterdam, the Netherlands).
- 18/12/2008 - KOC University (Istanbul, Turkey).
- 29/11/2007 - Mondadori Group (Milan, Italy).

Teaching Experience

Bocconi University, SDA

- Strategic Marketing and Analytics | MSc [2021-2024]
- Analytics for Managing Customer Value | Ph.D. [2024]
- Marketing Management | MBA [2021,2022]
- Marketing & Insurance Applications | Custom Program for AXA [Spring 2022, Spring 2023, Winter 2025]
- Statistics & Econometrics | Custom Program for AXA [Fall 2024]

University of Bologna, BBS

- Marketing (core) | BSc [2008-2020]
- Social Media Marketing | MSc [2013-2021]
- Marketing Models | MSc [2008-2021, 2019-2021]
- Marketing Strategy | Ph.D. [2010-2020]
- Introduction to Statistics | Ph.D. [2012-2018]
- Marketing Research | Full-time Masters, Professional EMBA, Customs [2009-2021]
- Statistics for Managers | MBA [2011-2018]
- Digital Marketing | EMBA [2021]
- Creating Value with Big Data | Professional EMBA [2018-2021]
- Omnichannel Marketing | Professional EMBA, Custom programs [2015-2021]

Invited Teaching

- Advanced Econometrics | Summer Schools on Research Methods for Social Sciences, UniCal, Cosenza, Italy [2020, 2021]
- “Made In”, Global Leadership Program | Tulane University, New Orleans, USA [Winter 2016]

Industry Scientific Agreements with Companies for Research Purposes

- 2024 Mogean. Tracking sustainable behaviors
- 2021 Intersport. Product Returns
- 2020 Fondazione Fico. Drive to store
- 2019 Dorelanbed, Italy. Customer Disclosure and Privacy, Segmentation & Positioning
- 2019 UnipolSai. Customer Disclosure and Privacy
- 2018 PizzaBo. Customer Impatience
- 2015 ,renewed 2018 Yoox Net-A-Porter. Customer Acquisition, Product Returns
- 2015 Best in Game. Gamification, CLV
- 2014 Factory Home, Emilione Gamification
- 2007 Mondadori Group, Multichannel behavior

Professional Services

Reviewing Activity

- Editorial Board:
2024-Present – Marketing Science
2023-Present – Journal of Interactive Marketing
2022-Present - Journal of Retailing
- Ad hoc reviewer:
Journal of Marketing, International Journal of Research in Marketing, Marketing Letters, Journal of Business Research, Journal of Service Research, Applied Marketing Analytics

Academic Service at Bocconi University

- 2021-Present, Marketing Management Degree in Marketing Management Committee (Member)
- 2022-Present, PhD Coordinator, Marketing Track:
2023 (June 19th), 2024 (June 24th), 2025 (May 15th) Organization of the PhD Study Day
2023, 2024 – “Discover your potential as a marketing researcher”- Presentation of PhD program and pre-doc activities at M. Sc. students.
2023 (21 April) – Ph.D. Job Market Process in Marketing – Organizer
- JHC Hiring Committee: 2022 (Member), 2023 (President), 2024(President)
- 2023-Present - Member of the Giunta
- 2024 Instructor, "Upskill the Teachers" Program, Department of Marketing, Bocconi – “Logit, Probit and Count Data” .
- 2025 (26-28 February) – AI Festival – “Beneath the Surface: Targeting, Data, and the Delicate Balance Between Privacy, Transparency, and Performance” – Presented and evaluated the challenge, selecting the top team.
- 2025 ANVUR (Italian National Agency for the Evaluation of Universities and Research Institutes) accreditation – Member of the committee interviewed for PhD (as PhD Coordinator), MM program (as faculty), and department (as faculty).
- 2025 (23 May) – Marketing Counts: Data, Decisions, and a Better World – Co- Organizer of the workshop at Bocconi University, fostering dialogue on data, AI, and ethical marketing practices through expert panels and thematic working groups. Top students selected to participate.

Scientific & Academic Event Organization

- 2024 - Co-Organizer of the conference with Umut Konus and Jonne Guyt “Customer Journeys in a Digital World 4th Edition”, 3-5 June, Bocconi University. [Website]
- 2023 - Co-Organizer of the conference with Umut Konus and Jonne Guyt “Customer Journeys in a Digital World 3rd Edition”, 29-31 May, Amsterdam Business School. [Website]
- 2022 - Co-Organizer of the conference with Umut Konus and Jonne Guyt “Customer Journeys in a Digital World 2nd Edition”, 12-14 June, Bocconi University. [Website]
- 2019 - Founder, with Umut Konus, of the first edition of the research event “Marketing Effectiveness through Customer Journeys 1st Edition”, 16-18 June, Bologna Business School, in collaboration with Amsterdam Business School. [Website]
- 2015 - Organizer of the event “Ready for an Omnichannel World?”, dedicated to the Alumni Community. Participants: Venky Shankar, Texas AM University Dario Tecci, ABB S.p.A. Gabriele Tazzari, Yoox-Net-A-Porter Group Federico Sforza, UniCredit Bank
- 2015-2022 - Organization of the Yearly Doctoral Research Colloquium, Società Italiana Marketing (SIM).

- 2022-Present - Track Chair, "*Methods, Modelling Marketing Analytics*", EMAC Conference.
- 2013-2016 - Executive Committee Member – EMAC Academy, *National Representatives (elected member)*.

Other Roles & Responsibilities

- 2017-2019, 2021 - Guest Professor, *International Strategy Marketing Section, Amsterdam Business School*.
- 2011-2016 - Coordinator, "*Global Leadership Program*", in collaboration with BBS and Tulane University (USA).
- Co-Advisor, Ph.D. of Federica Vecchioni, *Unibo Ph.D. Program (completed 2020)*.
- Advisor, Ph.D. of Caterina D'Assergio, *Unibo Ph.D. Program (completed 2021)*.
- Co-Advisor, Ph.D. of Sichu Chang, *Bocconi Ph.D. Program (2023-Present)*.
- Advisor, Ph.D. of Lorenzo Morgante, *Bocconi Ph.D. Program (2024-Present)*.
- Since 2022 - Member of the *American Marketing Association*.
- Since 2013 - Member of the *EMAC Climber Community*.
- Since 2008 - Member of the *European Marketing Academy*.
- Since 2008 - Member of the *INFORMS Society (Marketing)*.

Education Related Activities

- 2012 - Consumer Analytics Program, *Alma Graduate School (Bologna)*. Instructors: Peter Fader (Wharton School) and Bruce Hardie (London Business School).
- 2010 - Invited to "*Bayesian Statistics Marketing*", *London Business School (UK)*. Two-day seminar with Peter Rossi (University of Chicago).