

## Information for the Professor CV Page

**Name: ANTONELLA**

**Surname: CARU'**

1. Bio notes (300 – 600 characters, including spaces)

Born in Varese in 1961. Married, resident in Varese.

She obtained her first Degree in Business Economics – Major in Administration and Control (1986), Bocconi University, Milan, and a PhD in Business Economics (1993) from the same university.

She is full professor of Business Economics and Management at Bocconi University and senior professor in Sda—Bocconi School of Management University.

She was appointed in 2014 as Dean of the Graduate School of Bocconi University, where she had already served as Dean of the Undergraduate School (from 2012 to 2014)

She is member of the Council of Bocconi Alumni Community

2. CV  
Attachment (PDF format)

3. What's new?  
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(free, the text displayed in the prototype is made of 450 characters)

4. Research interests (optional)

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Since the beginning of her career, she has developed wide and strong competences in service management that remains one of her leading fields of research.

Over time, her attention has become centered on customer experience and arts and cultural organizations management. Indeed, in the last twenty years she has developed several research projects on customer experiences and experiential marketing, as the new concept crucial for every organization.

At the same time, long ago she was one of the first management scholars addressing the arts and cultural organizations challenges.

Over the years, she has developed research projects on various management topics, such as performance measurement and innovation.

5. Short teaching description (optional)

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She teaches undergraduate, graduate and executive courses.

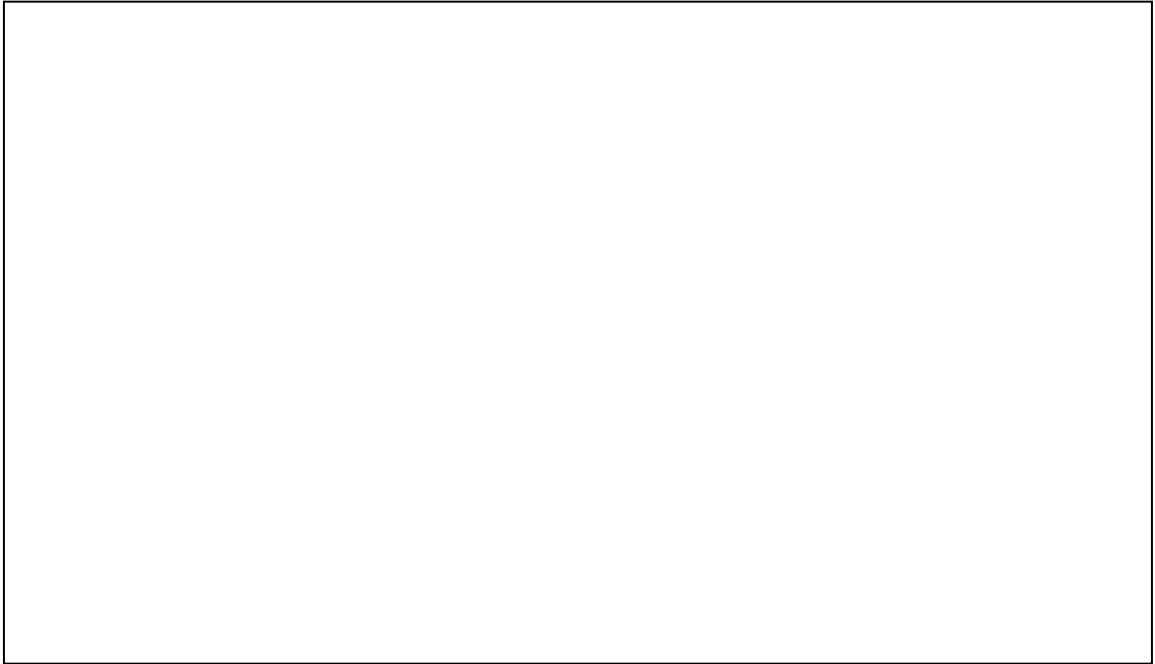
At undergraduate and graduate level, currently her teaching activity is mainly on services management, experiential marketing and arts and cultural management topics.

Over the years she has taught various topics in the management fields

At executive level she has served as director and teacher of several Executive Open Programs. She has act as director of several Custom Programs.

6. Personal page address

7. Working papers and publications to be highlighted in this area (boxes linked with IRIS)

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