

# LUCA MASSIMILIANO VISCONTI

Professor of Marketing  
USI – Università della Svizzera italiana

Milan, 24.04.1971

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## EDUCATION

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- 2002-2005      Ph.D in Business Administration and Management  
*Università Bocconi, Milan.*
- 1999            Bachelor Degree in Business Administration and Management major in Marketing  
*Università Bocconi, Milan.*

## ACADEMIC EXPERIENCE

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- Since January 2018      Professor of Marketing (tenured)  
*USI – Università della Svizzera Italiana, Lugano*
- Since June 2015        Professor of Marketing (tenured)  
*ESCP Europe, Paris*
- 2011-May 2015 Associate Professor of Marketing (tenured)  
*ESCP Europe, Paris*
- Italian qualification as Associate Professor of “Economia e Gestione delle  
Imprese” (since 31/12/2013)
- 2008-2010              Lecturer in Marketing Department  
*Università Bocconi, Milan*
- 2002-2008              Adjunct Professor in Marketing  
*Università Bocconi, Milan*
- 1999-2002              Research Assistant in Public Administration, Health-care, and Non Profit  
Management  
*Università Bocconi and SDA Bocconi School of Management, Milan*

## Visiting Professor in Other Universities

2017 – today	Adjunct Professor (Chargé d'enseignement), Master Courses <i>Sciences Po</i> , Paris
2013-today	Adjunct Professor (Chargé d'enseignement), Master Courses <i>IFM – Institut Français de la Mode</i> , Paris
2012; 2017	Visiting Professor, Master of Science Courses <i>Università Bocconi</i> , Milan
2012-today	Professor, Summer School on Qualitative Research Methods <i>Università della Calabria – SDIPA</i> , Cosenza
2010	Visiting Professor, Ph.D and Master Courses in Marketing <i>Ecole Supérieure des Affaires, Université Lille2</i> , Lille
2007-2008	Visiting Professor, Ph.D Course in Marketing <i>Ecole Supérieure des Affaires, Université Lille2</i> , Lille
2005-2006	Visiting Researcher <i>Leeds School of Management, University of Colorado</i> , Boulder, CO.

## Invited Talks

2017	<i>Università della Svizzera Italiana</i> , Lugano, Switzerland
2016	<i>HEC Lausanne</i> , Switzerland
2016	<i>Cardiff Business School</i> , Cardiff, UK
2015	<i>École Supérieure des Affaires, Université Lille2</i> , Lille, France.
2014	<i>EuropaNova</i> , Paris, France
2014	<i>Stockholm University School of Business</i> , UK
2014	<i>University of Glasgow   The University of Edinburgh</i> , UK
2013	<i>HEC Paris</i> , France
2012	<i>Maastricht University</i> , Maastricht, the Netherlands.
2012	<i>Cass Business School</i> , London, UK.
2012	<i>Skema Business School</i> , Lille, France.
2010	<i>Université Paris Est Marne-la-Vallée</i> , Paris, France.
2010	<i>École Supérieure des Affaires, Université Lille2</i> , Lille, France.
2008	<i>EDHEC, Interact – Centre de R&amp;D Consommateur – Marketing</i> , Lille, France.
2007-2008	<i>École Supérieure des Affaires, Université Lille2</i> , Lille, France.

## PUBLICATIONS

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### Articles

- Van Laer, Tom, Luca M. Visconti, and Stephanie Feiereisen (forthcoming), "Need for Narrative," ***Journal of Marketing Management***.
- Visconti, Luca M., (2016), "A Conversational Approach to Consumer Vulnerability: Performativity, Representations, and Storytelling," ***Journal of Marketing Management***, 32 (3-4), 371-385.
- Jafari, Aliakbar and Luca M. Visconti (2015), "New Directions in Researching Ethnicity in Marketing and Consumer Behaviour: A Wellbeing Agenda," ***Marketing Theory***, 15 (2), 265-270.
- Demangeot, Catherine, Aurelie Broeckerhoff, Eva Kipnis, Chris Pullig, and Luca M. Visconti (2015), "Consumer Well-being Among Shifting Places and Ethnicities," ***Marketing Theory***, 15 (2), 271-278.
- Visconti, Luca M., Aliakbar Jafari, Wided Batat, Aurelie Broeckerhoff, Ayla Özhan Dedeoglu, Catherine Damangeot, Andrew Lindridge, Lisa Peñaloza, Chris Pullig, Fatima Regany, Elif Ustundagli, Michelle F. Weinberger, (2014) "Consumer Ethnicity Three Decades After: A TCR Agenda," ***Journal of Marketing Management***, 30 (17-18), 1882-1922.
- Visconti, Luca M. and Alberta Di Giuli (2014), "Principles and Levels of Mediterranean Connectivity: Evidence from Prada's "Made in ...Worlds" Brand Strategy," ***Journal of Consumer Behaviour***, 13 (3), 164-175.
- Visconti, Luca M., Yuko Minowa, and Pauline Maclaran (2014), "Public Markets: An Ecological Perspective on Sustainability as Megatrend," ***Journal of Macromarketing***, 34 (3), 349-368.
- Van Laer, Tom, Ko de Ruyter, Luca M. Visconti, and Martin Wetzels (2014), "The Extended Transportation-Imagery Model: A Meta-Analysis of the Antecedents and Consequences of Consumers' Narrative Transportation," ***Journal of Consumer Research***, 40 (February), 797-817.
- Minowa, Yuko, Luca M. Visconti, and Pauline Maclaran (2012), "Researchers' Introspection for Multi-Sited Ethnographers: A Xenoheteroglossic Autoethnography," ***Journal of Business Research***, 65 (4), 483-489.
- Visconti, Luca M., John F. Sherry Jr., Stefania Borghini, and Laurel Anderson (2010), "Street Art, Sweet Art? Reclaiming the "Public" in Public Place," ***Journal of Consumer Research***, 37 (3), 511-29. [Reprinted in: Hewer, Paul, Aliakbar Jafari, and Kathy Hamilton (ed.) (2015), *New Directions in Consumer Research*, Vol. IV, London: Sage Publications. ISBN: 978-1-4739-1153-6].
- Borghini, Stefania, Luca M. Visconti, Laurel Anderson, and John F. Jr Sherry (2010), "Symbiotic Postures of Commercial Advertising and Street Art: Implications for Creativity," ***Journal of Advertising***, 39 (3): 113-26.

Visconti, Luca M. (2010), "Ethnographic Case Study (ECS): Abductive Modeling of Ethnography in Business Marketing Research," *Industrial Marketing Management*, 39 (1): 25-39. [Reprinted in: Curtis, Bruce and Cate Curtis (2016) (Eds.), *Generating Data*, Thousand Oaks, CA: Sage, Vol. I].

Visconti, Luca M. (2008), "Gays' Market and Social Behaviors in (De)constructing Symbolic Boundaries," *Consumption, Markets & Culture*, 11 (2): 115-37.

### Invited Publications

Tissier-Desbordes, Elisabeth and Luca M Visconti, "Genders after Gender: Fragmentation, Intersectionality, and Stereotyping", Guest Editors of the Special Issue for *Consumption, Markets & Culture*.

Visconti, Luca M. (2017), "Creating Value: The Theory and Practice of Marketing Semiotics Research, Laura R. Oswald, Oxford University Press, 2015, 189 pp., £60 (Hbk) £19.99 (Pbk), ISBN 978-0-19-965726-1 (Hbk) 978-0-19-965727-8," *European Journal of Marketing*, 51 (5/6): 846-9.

Visconti, Luca M. (2015), "Commodities" in *The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies*, ed. Daniel Thomas Cook and J. Michael Ryan, Chichester, West Sussex: John Wiley & Sons, Ltd, DOI: 10.1002/9781118989463.wbeccs046.

Visconti, Luca M. (2011), "Anne M. Cronin, Advertising, Commercial Spaces and the Urban," *Journal of Consumer Culture*, 11 (2): 286-9.

### Other Articles in Peer-Reviewed Journals

Visconti, Luca M. and Stefania Borghini (2010), "Parlare al Muro: Risposte Impreviste della Street Art negli Spazi Pubblici," *Ticonzero*, 13 (106): 1-8.

Visconti, Luca M. and Enzo M. Napolitano (2008), "Nuovi Italiani, Nuovi Marketing: Approcci Emergenti per la Conquista del Mercato Etnico Nazionale," *Micro & Macro Marketing*, XVII (1): 49-69.

Napolitano, Enzo M. and Luca M. Visconti (2008), "La Cross Generation: Seconde Generazioni di Migranti a Confronto con il Mercato," *Mondi Migranti*, (3): 113-31.

Napolitano, Enzo M. and Luca M. Visconti (2008), "Qui Nasce il Nuovo Marketing", *Communitas*, VIII (22): 224-240.

Visconti, Luca M. (2007), "Contestazione e Restituzione dei Luoghi Pubblici: Il Potere Trasformativo della Street Art sulle Identità Contemporanee," *Passaggi – Rivista Italiana di Scienze Transculturali*, (14): 54-74.

Visconti, Luca M. (2005), "Multiethnic Human Resources: Managing Cultural Diversity within the Firm," *Ticonzero*, 8 (58): 1-15.

Visconti, Luca M. (2002), "Responsabilità Sociale e Disclosure di Informazioni Socio-Ambientali: Un'Analisi Critica della Letteratura," *Azienda Pubblica*, XV (6): 591-614.

## Videographies

Van Laer, Tom, Visconti, Luca M. Visconti, and Stephanie Feiereisen, "Need for Narrative," film, <https://vimeo.com/99623579> Cited in "Why We Love A TV Thriller Like The Missing," *Huffington Post*, 29/11/2016.

## Books

Visconti, Luca M. (2007), *Diversity Management e Lavoratori Migranti: Linee Guida per la Gestione del Caso Italia*, Milan: Egea, BEA.

## Edited Books

Borghini, Stefania, Antonella Carù, Francesca Golfetto, Stefano Pace, Diego Rinaldo, Luca M. Visconti e Fabrizio Zerbini (2012), *Prodotto, Consumatore e Politiche di Mercato Quarant'Anni Dopo: Scritti in Onore di Stefano Podestà*, Milan: Egea.

Peñaloza, Lisa, Nil Toulouse, and Luca M. Visconti, ed. (2011), *Marketing Management: A Cultural Perspective*, London: Routledge.

Napolitano, Enzo M., and Luca M. Visconti, ed. (2011), *Welcome Bank: Migranti, Banche e Marketing*, Milan: Egea.

Visconti, Luca M., and Enzo M. Napolitano, ed. (2009), *Cross Generation Marketing. Milan*: Egea.

Fiorio, Carla, Enzo M. Napolitano, and Luca M. Visconti, ed. (2007), *Stili Migranti*, Biella: I quaderni di Welcome Marketing, Etnica.

Mauri, Luigi, and Luca M. Visconti, ed. (2004), *Diversity Management e Società Multiculturale: Teorie e Prassi*, Milan: FrancoAngeli.

## Book Chapters

Visconti, Luca M., Pauline Maclaran, and Shona Bettany (forthcoming), "Gender," in Eric Arnould and Craig Thompson (ed.), *Consumer Culture Theory*, Thousand Oaks, CA: Sage.

- Visconti, Luca M. (2017), "Roland Barthes: The (Anti-)structuralist," in Søren Askegaard and Benoit Heilbrunn (ed.), *The Routledge Companion to Canonical Authors in Social Theory on Consumption*, London: Routledge, 177-184.
- Visconti, Luca M. (2017), "Interview avec Luca Visconti : Le Storytelling Dans le Luxe," in Wided Batat, *Luxe et Expérience Client*, Paris: Dunod, 103-105.
- Visconti, Luca M. (2015), "Emplaced Ethnicity: The Role of Space(s) in Ethnic Marketing," in Ahmad Jamal, Lisa Peñaloza, and Michel Laroche (ed.), *The Routledge Companion on Ethnic Marketing*, London: Routledge, 69-83.
- Regany, Fatima, and Luca M. Visconti (2014), "La Clientèle Ethnique, un Dilemme pour le Distributeur ?," in Isabelle Collin-Lachaud (ed.), *Repenser le Commerce : Vers une Perspective Socio-culturelle de la Distribution*, Paris: Edition EMS, 153-173.
- Visconti, Luca M. and Enzo M. Napolitano (2013), "Migrant Banking in Europe: Approaches, Meanings and Perspectives," in Valentino Cattelan (ed.), *Islamic Finance in Europe. Towards a Plural Financial System*, Cheltenham Glos: Edward Elgar Publishing, 109-25.
- Regany, Fatima, Luca M. Visconti, and Marie-Hélène Fosse-Gomez (2012), "A Closer Glimpse at the Notion of Boundaries in Acculturation Studies: Typologies, Intergenerational Divergences, and Consumer Agency," in Russell W. Belk, Søren Askegaard, and Linda Scott (ed.), *Research in Consumer Behavior*, Bingley, UK: Emerald, Vol. 14, 195-213.
- Visconti, Luca M. (2012), "La Consommation Intergénérationnelle : Formes, Significations et Négociations," in Amina Béji-Bécheur and Nil Özçaglar-Toulouse (ed.), *L'Ethnicité, Fabrique Marketing ?*, Paris: Edition EMS, 257-286.
- Visconti, Luca M. (2012), "Segmentazione Obsoleta? Un Elisir di Lunga Giovinezza," in Stefania Borghini, Antonella Carù, Francesca Golfetto, Stefano Pace, Diego Rinallo, Luca M. Visconti e Fabrizio Zerbini (ed.), *Prodotto, Consumatore e Politiche di Mercato Quarant'Anni Dopo: Scritti in Onore di Stefano Podestà*, Milan: Egea, 251-267.
- Visconti, Luca M. (2012), "Keep Young and Beautiful: Elderly allo Specchio," in Enzo M. Napolitano and Giampietro Vecchiato (ed.), *50plus Marketing. Comprendere e Servire i Protagonisti del Futuro: I Senior*, Milan: FrancoAngeli, 75-85.
- Visconti, Luca M. and Mine Üçok Hughes (2011), "Segmentation and Targeting Revisited," in Lisa Peñaloza, Nil Toulouse and Luca M. Visconti (ed.), *Marketing Management: A Cultural Perspective*, London: Routledge, 295-314.
- Napolitano, Enzo M., and Luca M. Visconti (2011), "Dieci Anni di WelcomeBank. E di Welcome Banking," in Enzo M. Napolitano and Luca M. Visconti (ed.), *Welcome Bank: Migranti, Banche e Marketing*, Milan: Egea, 3-26.
- Napolitano, Enzo M., and Luca M. Visconti (2011), "I Modelli di Migrant Banking: Ieri, Oggi e Domani," in Enzo M. Napolitano and Luca M. Visconti (ed.), *Welcome Bank: Migranti, Banche e Marketing*, Milan: Egea, 189-218.
- Visconti, Luca M. and Stefania Borghini (2011), "Comportamento di Consumo del Cliente B2C," in Enrico Valdani (ed.), *M@rketting Management: Progettare e Generare Valore per il Cliente*, 99-120.
- Borghini, Stefania, Diego Rinallo, and Luca M. Visconti (2011), "Ricerche Qualitative di Marketing," in Enrico Valdani (ed.), *M@rketting Management: Progettare e Generare Valore per il Cliente*, 239-260.
- Visconti, Luca M. (2010), "Authentic Brand Narratives: Co-Constructed Mediterraneanness for l'Occitane Brand," in Russell Belk (ed.), *Research in Consumer Behavior*, Bingley, UK: Emerald, Vol. 12, 231-260.
- Visconti, Luca M. (2010), "Islam Marketing: Una Partita Win-Win," in Cedomir Nestorovic, *Marketing Islamico*, Milan: Egea, IX-XVI.
- Napolitano, Enzo M. and Luca M. Visconti (2009), "Un Eccesso di Cultura," in Luca M. Visconti and Enzo M. Napolitano (ed.), *Cross Generation Marketing*, Milan: Egea, XI-XVII.

- Visconti, Luca M. (2009), "I Consumi della Cross Generation: Forme, Significati e Negoziazioni," in Luca M. Visconti and Enzo M. Napolitano (ed.), *Cross Generation Marketing*, Milan: Egea, 73-110.
- Podestà, Stefano and Luca M. Visconti (2008), "Consumers Participation in Market Co-Creation: How Gays Impact Marketing Strategies through Consumer Society," in Karin Tollin and Antonella Carù (ed.), *Strategic Market Creation: A New Perspective on Marketing and Innovation Management*, The Atrium, Southern Gate, Chichester: John Wiley & Sons, Ltd, 389-411.
- Visconti, Luca M. (2008), "La (De)costruzione dell'Identità Gay tra Mercato e Società," in Vincenzo Russo and Nadia Olivero (ed.), *Manuale di Psicologia dei Consumi*, Milan: McGraw-Hill, 205-207.
- Napolitano, Enzo M. and Luca M. Visconti (2007), "I Target Migranti," in Carla Fiorio, Enzo M. Napolitano, and Luca M. Visconti (ed.), *Stili Migranti*, Biella: Etnica, 1-36.
- Napolitano Enzo M. and Luca M. Visconti (2007), "Le Offerte per Migranti," in Carla Fiorio, Enzo M. Napolitano, and Luca M. Visconti (ed.), *Stili Migranti*, Biella: Etnica, 37-78.
- Visconti, Luca M., Giusy La Rocca, Laura Fontana Sabatini, Stella Scialpi, and Erika Mosca (2007), "I figli delle Migrazioni: G2 Marketing," in Carla Fiorio, Enzo M. Napolitano, and Luca M. Visconti (ed.), *Stili Migranti*, Biella: Etnica, 107-153.
- Visconti, Luca M., Enzo M. Napolitano, and Carla Fiorio (2007), "Conclusioni," in Carla Fiorio, Enzo M. Napolitano, and Luca M. Visconti (ed.), *Stili Migranti*, Biella: Etnica, 227-242.
- Visconti, Luca M. (2006), "Identità e Mediterraneità: L'alternanza Culturale come Terza Via tra Anoressia e Bulimia Identitaria," in Antonella Carù and Bernard Cova (ed.), *Marketing Mediterraneo: Tra Metafora e Territorio*, Milan: Egea, 147-178.
- Visconti, Luca M. (2006), "Percorsi di Empowerment Socio-economico e Sub-ottimalità delle Scelte," in Carla Fiorio and Enzo M. Napolitano (ed.), *Imprese di Migranti*, Biella: Etnica, 121-128.
- Visconti, Luca M. (2005), "L'individualisme Postmoderne et la Pensée Méditerranéenne: Oxymore et Réconciliation par une Approche de Cultural-Crossing", in François Silva, Antonella Carù, and Bernard Cova (ed.), *Marketing Méditerranée et Postmodernité*, Marseille: Edition Euromed Marseille, 127-148.
- Visconti, Luca M. (2004), "I Servizi a Utenza Multiculturale: Una Lettura Aziendale dei Modelli di Risposta," in Mara Tognetti Bordogna (ed.), *I colori del Welfare. Servizi alla Persona di fronte all'Utenza che Cambia*, Milan: FrancoAngeli, 47-77.
- Visconti, Luca M. (2004), "Diversity Management e Lavoro Straniero: Vantaggio Competitivo o Cerimonia?," in Luigi Mauri and Luca M. Visconti (ed.), *Diversity Management e Società Multiculturale*, Milan: FrancoAngeli, 11-30.
- Tanzi, Emilio and Luca M. Visconti (2003), "Immigrazioni nel Territorio Milanese: Le Aziende Non Profit tra Affiancamento e Innovazione nel Sistema del Welfare Sanitario," in Dario Cavenago (ed.), *Problematiche di Gestione nelle Aziende Non Profit*, Trento: Edizioni 31: 211-48.

## Papers in Peer-Reviewed Conference Proceedings

- Fumagalli, Elena, Luca M. Visconti, and Kristine de Valck (2016), "To Me or Not To Me: Personal Body as Contested Ownership," ***Advances in Consumer Research***, Vol. 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 441-442.
- Visconti, Luca M. and Tom Van Laer (2016), "Brand Story-making and Digital Conversations," ***Advances in Consumer Research***, Vol. 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 103-107.
- Nepomuceno, Marcelo, Stéphanie Collet and Luca M. Visconti (2015), "How the Facebook Usage of Music Celebrities Impacts Streaming and Sales of Digital Music," ***Advances in Consumer Research***, Vol. 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, 800-800.

- Visconti, Luca M., Stephanie Feiereisen, and Tom van Laer (2014) ,"Need For Narrative", in ***Advances in Consumer Research***, Vol. 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 758-758.
- Brunk, Katja H., Luca M. Visconti, and Ela Veresiu (2013), "Expanding the Theoretical Boundaries of Consumer Acculturation: Investigating the Role of Institutional Forces and Nostalgic Consumption," in ***Advances in Consumer Research***, Vol. 41, ed. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 94-99.
- Visconti, Luca M., Mine Üçok Hughes, and Ruben Bagramian (2012), "Diversity Appreciated? A Visual Longitudinal Analysis of Ukraine's Nation Branding Campaigns," in ***Advances in Consumer Research***, Vol. 40, ed. Zeynep Gurhan Canli, Cele Otnes and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 935-36.
- Stamboli, Celina, and Luca M. Visconti (2012), "Home Sweet Home: The Role of Home Country Nostalgia on Immigrants' Acculturation and Consumption," in ***Advances in Consumer Research***, Vol. 40, ed. Zeynep Gurhan Canli, Cele Otnes and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 148-52.
- Bagramian, Ruben, Mine Üçok Hughes, and Luca M. Visconti (2012), "Bringing the Nation to the Nation Branding Debate: Evidences from Ukraine," ***Proceedings of the 2012 Academy of Marketing Science World Marketing Congress***, Vol. IX, ed. Kirk Plangger, 381-84.
- Visconti, Luca M., and Federica de Cordova (2012), "Culturally and Linguistically Appropriated Servicescapes: The Making of Ethnicity in the Context of Healthcare Services," in ***Advances in Consumer Research***, Vol. 39, ed. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, 125-29.
- Visconti, L.M. (2012), "Cityscapes and Migration: Encapsulating Acculturation in the Urban Collective Space," ed. Darren W. Dahl, Gita V. Johar and Stjin M.J. van Osselaer, in ***Advances in Consumer Research***, Vol. 38, Duluth, MN: Association for Consumer Research, 67-71.
- Visconti, Luca M. (2011), "Sharing In and Sharing Out: Problematizing the Consumption of Public Space," ***European Advances in Consumer Research***, ed. Alan Bradshaw, Chris Hackley and Pauline Maclaran, Duluth, MN: Association for Consumer Research. Vol. 9, 55-59.
- Minowa, Yuko, Pauline Maclaran, and Luca M. Visconti (2010), "Tales of Invisible Cities: Methodological Avenues for Multi-sited Researcher Autoethnography," in ***Advances in Consumer Research***, Vol. 37, ed. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN, Association for Consumer Research, 680-81.
- Visconti, Luca M. (2010), "Cross Generation: Cultural (In)visibility in the Consumption of Second Generations," in ***Advances in Consumer Research***, Vol. 37, ed. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN, Association for Consumer Research, 10-4.
- Visconti, Luca M. (2008), "The Social Construction and Play of Ethnic Minorities Identities: Antecedents and Epiphany of Cultural Alternation," in ***Advances in Consumer Research***, Vol. 35, ed. Angela Y. Lee and Dilip Soman, Duluth, MN, Association for Consumer Research, 31-5.
- Borghini, Stefania, Luca M. Visconti, Laurel Anderson, and John F. Jr Sherry (2008), "Use of Public Spaces as Creative Acts. Phenomenology of Street Art in a Cross-Cultural Perspective," in ***European Advances in Consumer Research***, Vol. 8, ed. Stefania Borghini, Mary Ann McGrath and Cele Otnes, Duluth, MN: Association for Consumer Research, 362-65.
- Visconti, Luca M. (2006), "Mediterranean Marketing: Towards a Hegelian Synthesis of the Modernist 'Thesis' and the Postmodern 'Antithesis'," in ***European Marketing Conference Proceedings***, Vol. 35, ed. George J. Avlonitis, Nikolaos Papavassiliou, and Paulina Papastathopoulou, Athens: Athens University of Economics and Business, 226-227.
- Visconti, Luca M. (2006), "Culturally and Linguistically Appropriate Services (CLAS): A Five Years Observation of Health-Care Services in the Multicultural Context of Milan," in ***First Joint Workshop of the Nonprofit and Arts/Heritage Marketing Special Interest Groups of the Academy of Marketing***, Vol. 1, ed. Roger Bennett, London: London Guildhall University, 130-66.



## Pipeline

“Which Moderators Matter for Customer’s Evolving Narrative Engagement?”

(with Tom Van Laer and Stéphanie Feiereisen)

Target journal: European Journal of Marketing (Revised and resubmit)

“Understanding the Value Process in Service”

(with Jonas Holmqvist, Christian Grönroos, Blandine Guais, and Aurélie Kessous)

Target journal: *Journal of Service Research* (under submission)

“Commercial Performance and Engagement in Large Online Communities: Do Mind the Trolls”

(with Marcelo Nepomuceno and Michel Haenlein)

Target journal: Journal of Marketing (advanced draft)

“A Rethorical Analysis of Internet Memes”

(with Maria Carolina Zanette)

Target journal: Journal of Consumer Research (work in progress)

“To Me or Not To Me: Personal Body as Contested Ownership”

(with Elena Fumagalli)

Target journal: *Journal of Consumer Research* (work in progress)

“Consumer Environmental Legacy: Body Disposal and Innovative Market Burial Practices”

(with Anselma Lovens)

Target journal: *to be defined* (work in progress)

“Stories Are Waiting, Managers Are Not: Comprehensive Guidance for Brand Story-making”

(with Tom Van Laer)

Target journal: *Journal of Marketing* or *Sloan Management Review* (draft)

“Gaining from Pains: Patterns, Processes, and Positive Outcomes of Consumer Identity Conflicts”

(with Stefania Borghini and Gabriele Troilo)

Target journal: *Journal of International Research in Marketing* (advanced draft)

## CONFERENCES

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2017

“Towards an Understanding of Service Facilitation and Value Creation in Service Contexts,” *QUIS 15 Symposium*, Porto, 12-15 June 2017, accepted for presentation (with Jonas Holmqvist, Blandine Guais, Christian Grönroos, and Aurélie Kessous).

“Understanding Value-in-use in the Customer Experience,” *The 5<sup>th</sup> Naples Forum on Service*, Sorrento, 6-9 June, accepted for presentation (with Jonas Holmqvist, Blandine Guais, Christian Grönroos, and Aurélie Kessous).

#### 2016

“To Me or Not To Me: Personal Body as Contested Ownership,” *Association for Consumer Research Conference*, Berlin, IL, 27-30 October 2016 (with Elena Fumagalli and Kristine de Valck).

“Brand Story-making and Digital Conversations,” *Association for Consumer Research Conference*, Berlin, IL, 27-30 October 2016 (with Tom Van Laer).

“Stories Are Waiting, Managers Are Not: Comprehensive Guidance for Brand Story-making,” *Consumer Culture Theory Conference*, Lille, 6-9 July (with Tom van Laer).

“Need for Narrative,” *Consumer Culture Theory Conference*, Lille, 6-9 July, CCT film festival (with Tom Van Laer and Stephanie Feiereisen).

“Roundtable From Fish Tank to the Open Ocean: Navigating the Institutional Field of CCT,” *Consumer Culture Theory Conference*, Lille, 6-9 July, (with Bernardo Figueiredo, Katja Brunk et al.).

“Ethical Implications of Story Domain, Teller, and Receiver for the Narrative Transportation Effect,” *EMAC Conference*, Oslo, 24-27 May (with Tom Van Laer and Stephanie Feiereisen).

#### 2015

“Case Study Research: How to Revamp a Classic?,” *CCT Seminar on qualitative Methods and Research Design*, 16-20 November, Lille.

“How the Facebook Usage of Music Celebrities Impacts Streaming and Sales of Digital Music,” *Association for Consumer Research Conference*, New Orleans, 1-4 October (with Marcelo Nepomuceno and Stéphanie Collet).

“Need for Narrative,” *European Marketing Conference - EMAC*, Leuven, 26-29 May, EMAC film festival (with Tom Van Laer and Stephanie Feiereisen).

#### 2014

“Need for Narrative,” *Association for Consumer Research Conference*, Baltimore, 23-26 October, ACR film festival (with Tom Van Laer and Stephanie Feiereisen).

“Serve Me the Perfect Coffee: Taste Regime as Relational and Embodied Practice,” *Consumer Culture Theory Conference*, Helsinki, 26-29 June (with Anissa Pomiès and Elisabeth Tissier-Desbordes).

“Principles and Levels of Mediterranean Connectivity: Evidence from Prada’s “Made in Worlds” Brand Strategy,” *Consumer Culture Theory Conference*, Helsinki, 26-29 June (with Alberta Di Giuli).

“The Sustainable Consumption Alphabet. For Adults.,” *Consumer Culture Theory Conference*, Helsinki, 26-29 June, artwork presented at the CCT Art Gallery (with Ruben Modigliani and Marcelo Nepomuceno).

“Emplaced Ethnicity: The Role of in Acculturation and in the (De)construction of Ethnic Identity,” *Consumption in and of Space and Place Workshop*, Stockholm University School of Business, 28-29 April.

“Poverty and Consumption: Are Poor Consumers Experiencing Poor Consumption?,” *Vulnerable Consumers ESRC Seminar Series on Poverty*, Glasgow, 7 March.

#### 2013

- "The Extended Transportation-Imagery Model: A Meta-Analysis of the Antecedents and Consequences of Consumers' Narrative Transportation," *ANZMAC Conference*, Auckland, New Zealand, 1-4 December 2013 (with Tom van Laer, Ko de Ruyter, and Martin Wetzels).
- "Generations at the Mirror: First and Second Generation of Turkish Consumers' Home Country Nostalgia," *Association for Consumer Research Conference*, Chicago, IL, 3-6 October 2013 (with Celina Stamboli).
- "Beyond the Dyad Migrants-Dominant Society: Migrants' Distinction and Affiliation with Other Migrants," *European Association for Consumer Research Conference*, Barcelona, Spain, 7-10 July (with Andrew Lindridge and Benjamin Diabah).
- "Consumption in and of Space and Place," Roundtable, coordinators Andreas Chatzidakis and Morven McEachern, *European Association for Consumer Research Conference*, Barcelona, Spain, 7-10 July.
- "Native, Host and Pan-ethnic Cultural References: How Ghanaians in the UK Bridge, Bond, and Reject Social Appurtenances via Consumption," *Consumer Culture Theory Conference*, Tucson, Arizona, 12-16 June.

#### 2012

- "Diversity Appreciated? A Visual Longitudinal Analysis of Ukraine's Nation Branding Campaigns," *Association for Consumer Research Conference*, Vancouver, Canada, 4-7 October (with Ruben Bagramian and Mine Üçok Hughes).
- "Home Sweet Home: The Role of Home Country Nostalgia on Immigrants' Acculturation and Consumption," *Association for Consumer Research Conference*, Vancouver, Canada, 4-7 October (with Celina Stamboli).
- "Bringing the Nation to the Nation Branding Debate: Evidences from Ukraine," *Academy of Marketing Science*, Atlanta, GA, 28 August – 1 September (with Ruben Bagramian and Mine Üçok Hughes).
- "Bringing the Nation to the Nation Branding Debate: Evidences from Ukraine," *Summer Marketing Educators' Conference*, Chicago, IL, 17-19 August (with Ruben Bagramian and Mine Üçok Hughes).
- "Sharing, the Extended Self, and the City," *Consumer Culture Theory Conference*, Saïd Business School, Oxford University, Oxford, 16-19 August (with Yuko Minowa and Pauline Maclaran).
- "Can Poverty Expand Consumers' Market Experience? Evidence from an Ethnographic Inquiry of Homeless People in Milan" *Consumer Culture Theory Conference*, Saïd Business School, Oxford University, Oxford, 16-19 August.
- "A Closer Glance at the Notion of Boundaries in Acculturation Studies: Typologies, Intergenerational Divergences, and Consumer Agency," *Consumer Culture Theory Conference*, Saïd Business School, Oxford University, Oxford, 16-19 August (with Fatima Regany).
- "Modern and Ethnic Retailing Formats at the Mirror: Shoppers' Domination, Acculturation, Distinction, and Patronizing," *19<sup>th</sup> International Conference on Recent Advances in Retailing and Consumer Services Science*, Wien, 9-12 July (with Katia Premazzi).
- "Culturally and Linguistically Appropriated Servicescapes: The Making of Ethnicity in the Context of Healthcare Services," *Domination, Culture and Consumption Workshop*, IMMD and Skema Business School, Lille, 24 May 2012 (with Federica de Cordova).
- "How International Marketing Trends Impact Segmentation and Targeting: A Cultural Revision," *11th International Marketing Trends Conference*, Venice, 19-21 January (with Mine Üçok Hughes).

#### 2011

- "Culturally and Linguistically Appropriated Servicescapes: The Making of Ethnicity in the Context of Healthcare Services," *Association for Consumer Research Conference*, St. Louis, MO, 13-16 October (with Federica de Cordova).

“Segmentation and Targeting Reloaded: The Interpretive (R)evolution of Two Highly Institutionalized Consumer Concepts,” *VI Workshop on Interpretive Consumer Research – EIASM*, Odense, 6-7 May, (with Mine Üçok Hughes).

#### 2010

“Cityscapes and Migration: Encapsulating Acculturation in the Urban Collective Space,” *Association for Consumer Research Conference*, Jacksonville, FL, 7-10 October.

“Consuming Invisible Cities: Desires, Imagination, and Utopia in Urban Transformation,” *European Advances in Consumer Research Conference*, London, 30 June-3 July (with Yuko Minowa and Pauline Maclaran).

“Speaking of Public Place: Cultures and Countercultures in the Confrontation about Street Art,” *European Advances in Consumer Research Conference*, London, 30 June-3 July (with John F. Sherry Jr., Stefania Borghini, and Laurel Anderson).

“Prosuming an Authentic Brand: Co-Constructed Mediterraneanness for l’Occitane Brand,” *Consumer Culture Theory Conference*, Madison, WI, 10-13 June.

“Putting ‘Public’ Back into Public Place,” *Consumer Culture Theory Conference*, Madison, WI, 10-13 June (with John F. Sherry Jr., Stefania Borghini, and Laurel Anderson).

“Prosumed Brand Authenticity: Constructing l’Occitane Brand Experience by Consumers and the Company,” *Thought Leaders International Conference in Brand Management*, Lugano, 18-20 April (with Federico Bertulesi).

#### 2009

“Tales of Invisible Cities: Methodological Avenues for Multi-sited Researcher Autoethnography,” *Association for Consumer Research Conference*, Pittsburgh, 22-25 October (with Yuko Minowa and Pauline Maclaran).

“Cross Generation: Cultural (In)visibility in the Consumption of Second Generations,” *Association for Consumer Research Conference*, Pittsburgh, 22-25 October.

“Co-Constructing Authenticity for Mediterranean Brands: Evidence from l’Occitane Case,” *Sixth Workshop on Mediterranean Marketing*, Milan, Università Bocconi, 22-23 June (with Federico Bertulesi).

“Culturally and Linguistically Appropriate Services (CLAS): The Italian Experience in Contrasting Health Inequalities. *Consumer Culture Theory Conference*,” Ann Arbor, Ross School of Business, University of Michigan, 11-14 June, paper accepted.

“Cross Generation Marketing: The Cultural (In)visibility of Second Generation Migrants’ Consumption in Italy,” *V Workshop on Interpretive Consumer Research – EIASM*, Milan, Università Bocconi, 2-3 April.

#### 2008

“Reclamation of Public Place: The Prosumption of Street Art,” *Consumer Culture Theory Conference*, Boston, 19-22 June (with Laurel Anderson, Stefania Borghini, and John F. Sherry Jr).

“Genderizing Consumer Culture Theory/Culturizing Gender Studies of Consumption and Markets: Cross Fertilization Opportunities, Challenges, and Future Directions,” *Conference on Gender, Marketing and Consumer Behavior*, Boston, 16-19 June.

“Egyptians’ Cultural Alternation at the Crossroad of Consumer Resource-Basis and Migrants’ Identity Politics,” *International Workshop on Immigrants, Consumption and Markets*, Lille, Lille2, 17 May.

#### 2007

“The Social Construction and Play of Ethnic Minorities’ Identities: Antecedents and Epiphany of Cultural Alternation,” *Association for Consumer Research Conference*, Memphis, 25-28 October.

"Interrogating Fashion: Fashion Cultures and Fashion Discourses," *Association for Consumer Research Conference*, Memphis, 25-28 October.

"Use of Public Spaces as Creative Acts. Phenomenology of Street Art in a Cross-Cultural Perspective," *European Association for Consumer Research Conference*, Milan, Università Bocconi, 10-14 July (with Laurel Anderson, Stefania Borghini, and John F. Sherry Jr).

"The Territorial De-rooting of Market Boundaries: A Critical Analysis of the Made-in-Med Strategies," Milan, *Fourth Workshop on Mediterranean Marketing*, Università Bocconi, 10-11 July.

"Creative Activism: The Dialectic Consumer," *Consumer Culture Theory Conference*, Toronto, 26-27 May (with Laurel Anderson, Stefania Borghini, and John F. Sherry Jr).

"Construction and Deconstruction of Minority Community Boundaries: Gay Consumers and Product Deployment," *III Workshop on Interpretive Consumer Research – EIASM*, Marseille, Euromed Marseille, 26-27 April.

#### 2006

"The Italian Gay Community and the Role of Consumption: Self-Identification, Positioning, and Legitimization through Consumer Goods," *6th International Conference on Diversity in Organisations, Communities and Nations*, New Orleans, 12-15 June, paper accepted.

"Border Crossing Consumers and Postassimilationist Studies: An Emergent Empirical Model of Cultural Alternation in the Marketplace," *Marketing Science Conference*, Pittsburgh, 8-10 June.

"Mediterranean Marketing: Towards a Hegelian Synthesis of the Modernist Thesis and the Postmodern Antithesis," *European Marketing Conference*, Athens, 25-29 April.

"Postmodern Individuality and Mediterranean Thought: Oxymoron and Reconciliation through a Cultural-crossing Approach," *First Workshop on Mediterranean Marketing*, Euromed Marseille, 5-6 April.

"Culturally and Linguistically Appropriate Services (CLAP): A Five Years Observation of Health-Care Services in the Multicultural Context of Milan," *Academy of Marketing*, London, 15 March.

#### 2004

"Diversity Management and Foreign Labour Force: Levels of Analysis and Future Directions," *Politica europea en materia de inmigracion y mercado de trabajo*, Sevilla, 10 October.

#### RESEARCH AWARDS AND GRANTS

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2017	"The Extended Transportation-Imagery Model: A Meta-Analysis of the Antecedents and Consequences of Consumers' Narrative Transportation," listed on SSRN's Top Ten download list for: MKTG: Consumer Behavior (Sub-Topic) (downloaded 1,120 times)
2016	ESCP Europe, research grant to activate the Research Center on Big Data Management (co-Direction with Michael Haenlein)
2016	ESCP Europe, research grant for the project "To Me or Not to Me: Personal Body as Contended Shared Ownership".
2014	ESCP Europe, research grant for the project "Need for Narrative".
2013 Market	ESCP Europe, research grant for the project "Bottom-of-the-Pyramid Consumers: Experience, Profitability, and Brand Loyalty".

2012	ESCP Europe, research grant for the project “Consuming Invisible Cities”.
2005-2007	Coordinator, Equal research project “Koinè”, European Community funds.
2002-2004	Coordinator, Equal research project “Empowerment”, European Community funds.
2003-2004	Research fellow, project MIUR – Ministry of University, Italy.

## EDITORIAL POSITIONS

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2016-now	Member of the Editorial Review Board, <i>Journal of Business Research</i>
2014-now	Member of the Editorial Review Board, <i>RAM – Recherche et Applications en Marketing</i>
2013-now	Member of the Editorial Board, <i>Qualitative Market Research: An International Journal</i>
2013-now	Member of the Editorial Board, <i>International Journal of Management and Marketing</i>
2012-now	Member of the Scientific Committee, <i>Finanza, Marketing e Produzione</i>
2012-now	Member of the Editorial Board, <i>International Journal of Management and Organizational Studies</i>
2011-now	Member of the Editorial Review Board, <i>Consumption, Markets and Culture</i>
2012-now	Member of the Scientific Committee, <i>Economia Aziendale Online</i>
2005-2011	Member of the Editorial Committee, <i>Finanza, Marketing &amp; Produzione</i>

## ACADEMIC SERVICE

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### PhD Committees

PhD Committee, Nguyen Nhat Nguyen, Université Lille2, 30 November 2016, Supervisor Prof. Nil Özçaglar-Toulouse.
PhD Committee, Vincent Balusseau, ESCP Europe Paris, 13 November 2015, Supervisor Elisabeth Tissier-Desbordes.
PhD Committee, Ranam Alkayyali, Université Paris Est Créteil, 2 November 2015, Supervisor Prof. Nathalie Prime.
PhD Committee, Hélène Gorge, Université Lille2, 4 December 2014, Supervisor Prof. Nil Özçaglar-Toulouse.

### Chair and Member of Program Committees

Member of the Program Committee, European Association for Consumer Research Conference, 21-23 June 2018, Ghent.
Member of the Recruitment Committee for a position as Associate Professor in Cross Cultural Marketing, Dept. of Marketing & Management, University of Southern Denmark, Chair Prof. Soren Askegaard, April-June 2017.
Co-Chair 13 <sup>th</sup> Conference on Gender, Marketing, and Consumer Behavior, ESCP Europe, Paris, 4-6 July 2016.

Member of the Search Committee supporting the election of ESCP Europe's new Faculty Dean and Research Dean, 2014.

Coordinator for the Immigration, Culture and Ethnicity Circle, Transformative Consumer Research, Association for Consumer Research, 2013-today.

Session Co-Chair, "Expanding the Theoretical Boundaries of Consumer Acculturation: Investigating the Role of Institutional Forces and Nostalgic Consumption," *Association for Consumer Research Conference*, Chicago, 3-6 October 2013. (with Katja H. Brunk and Ela Veresiu).

Co-chair for the Immigration, Culture and Ethnicity Track, *4<sup>th</sup> Transformative Consumer Research*, Lille, 24-25 May 2013.

Chair for the Consumer Behavior Track, *EMAC (European Marketing Conference)*, Istanbul, 4-7 June 2013.

Co-Chair for the Consumer Behavior Track, *EMAC (European Marketing Conference)*, Lisbon, 30 May - 3 June 2012.

Session Co-Chair, "Servicescapes: Spaces of Representation and Dispute in Ethnic Consumer Identity Construction," *Association for Consumer Research Conference*, St. Louis, 12-15 October 2011. (with Ela Veresiu and Markus Giesler).

Member of the Scientific Committee, *EUPHA (European Public Health Association) Conference on Migrant and Ethnic Minority Health in Europe*, Milan, 21-23 June 2012.

Session Chair, "Sharing In and Sharing Out: Problematizing the Consumption of Public Space", *EACR (European Association for Consumer Research) Conference*, London, 30 June-3 July 2010.

Program Committee, *European Association for Consumer Research Conference*, London, Royal Holloway, University of London, June-July 2010.

Program Committee, *European Association for Consumer Research Conference*, Milan, Università Bocconi, June 2007.

Session Chair, "Dialogical Creativity: Production and Creative Consumption," *European Association for Consumer Research Conference*, Milan, Università Bocconi, June 2007.

Session Chair, "Consumption and the Self," *European Association for Consumer Research Conference*, Milan, Università Bocconi, June 2007.

Program Committee, *European Marketing Conference*, Milan, Università Bocconi, May 2005.

## Awards and Personal Grants

2015	Shortlisted (3 finalists) for the MOA Science Award 2015, The Netherlands (award for the best marketing article by the Dutch Centre for Information Based Decision Making & Marketing Research)
2014	Winner Prix Académique de Recherche en Management, France (Syntec's award for excellence in management research)
2013-now	Coordinator of the TCR Community Circle on Immigration and Ethnicity, Association for Consumer Research
2009-2010	Best Professor of the Year, Università Bocconi.
2008-2009	Best Professor of the Year, Università Bocconi.
2008	Best Reviewer, <i>Economia &amp; Management</i> .
2007-2008	Best Professor of the Year – Master Programs, Università Bocconi.
2006-2007	Best Professor of the Year – Master Programs, Università Bocconi.
2004-2005	Best Professor of the Year – Master Programs, Università Bocconi.
2005-2008	Post-doc contract, Università Bocconi.

2002-2004      Ph.D fellowship, Università Bocconi.

## Ad Hoc Journal and Book Reviewer

### International Journals

Journal of Consumer Research  
International Journal of Research in Marketing  
Industrial Marketing Management  
Marketing Theory  
European Journal of Marketing  
Journal of Consumer Behavior  
Journal of Marketing Management  
Consumption, Markets and Culture  
International Journal of Arts Management  
Social and Cultural Geography  
Management Decision

### Italian Journals

Finanza, Marketing & Produzione  
Micro & Macro Marketing  
Economia & Management  
Economia Aziendale Online

### French Journals

RAM – Recherche et Applications en Marketing  
Décisions Marketing

### Publishing Houses

Reviewer for book proposals at Routledge, London.  
Reviewer for book proposals at Sage, London.

## Conference Reviewer

- Association for Consumer Research Conference (ACR), 2007, 2008, 2009, 2013, 2014, 2015, 2016
- European Association for Consumer Research Conference (EACR), 2007, 2010
- American Marketing Association Conference (AMA), 2013
- Academy of Marketing Science Conference (AMS), 2009, 2010, 2013



- European Marketing Conference (EMAC), 2005, 2007, 2012, 2013
- Consumer Culture Theory (CCT) Conference, 2011, 2013, 2014, 2015, 2016, 2017
- Marketing Trends Conference, 2011, 2012, 2013, 2014, 2015, 2016

## Responsibility of Academic Programs and Projects

2016	Member of the Recruitment Committee for new faculty members, ESCP Europe
2015-today	Member of the European Teaching and Learning Committee (ETLC), ESCP Europe
2014	Member of the Consultative Committee for the selection of ESCP Europe's new General Director, Prof. Frank Bournois
2013-today	Coordinator of the Principles of Marketing Course at ESCP Europe (French; English)
2013-today	Member of the Happiness Centre @ESCP Europe, Madrid.
2012-today	Member of the Creativity Marketing Centre @ESCP Europe, London.
2008-2012	Director of the Master in Marketing and Communication, Università Bocconi.
2009-2011	Director of ASIIM – Association for the Development of Ethnic Entrepreneurship in Milan, Università Bocconi.
2002-2007	Coordinator of the Master in Marketing and Communication, Università Bocconi.
2002-2005	Coordinator of the post-degree Course on Migration Management, SDA Bocconi School of Management.
2005-2007	Coordinator of the Equal Project Koiné, SDA Bocconi School of Management.
2002-2004	Coordinator of the Equal Project Empowerment, SDA Bocconi School of Management

## TEACHING EXPERIENCE

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### Courses Taught at ESCP Europe, Paris (France)

2016-2017

#### Ph.D.

- *Enseignements Epistémologie et Méthodologie* – Ph.D. (first semester) (module on market ethnography)
- *Writing Workshops* – Ph.D. (first semester)

#### Master of Science Courses (Grande École)

- *Brand Management* - MIM, Master in Management (first semester) Evaluation: 3.78 out of 4.
- *Consumer Behavior* - MIM, Master in Management (first semester) Evaluation: 3.49 out of 4.
- *Brand Management* - MIM, Master in Management (second semester) Evaluation: 3.73 out of 4.

#### Master Courses

- *Consumer Behavior* – Master in European Business (second semester) Evaluation:
- *Luxury in the Food & Beverage Industry* – Master in International Food & beverage Management (second semester) Evaluation: 3.64 out of 4

### Executive

- *Brand Management* – Savencia Group, Paris; Berlin.
- *Luxury Brand Management* – Elective course for ESCP Europe's EMBA. Evaluation: 3.9 out of 4.

2015-2016

### Ph.D.

- *Enseignements Epistémologie et Méthodologie* – Ph.D. (first semester) (module on market ethnography)
- *Consumer Culture Theory* – Ph.D. (second semester) (Marketing Seminars Series)

### Master of Science Courses (Grande École)

- *Brand Management* - MIM, Master in Management (second semester) Evaluation: 3.64 out of 4.
- *Brand Management* - MIM, Master in Management (first semester) Evaluation: 3.64 out of 4.
- *Segmentation and Targeting of New Consumer Groups* – MIM, Master in Management (first semester) Evaluation: 3.18 out of 4.

### Master Courses

- *Consumer Behavior* – Master in European Business (second semester) Evaluation: 3.2 out of 4
- *Cultural Engineering: Managing Products and Brands through Consumer Culture* – Specialized Master in Marketing and Communication (second semester) Evaluation: not provided

### Executive

- *Luxury Brand Management* – Study tour for MBAs from Indian Institute of Management, Ahmedabad, India.
- *Brand Management* – Savencia Group, Paris.
- *Marketing* (Class on brand management) – EMBA, ESCP Europe, Paris. Evaluation: 3.68 out of 4.
- *Luxury Brand Management* – Elective course for ESCP Europe's EMBA. Evaluation: 3.8 out of 4.

2014-2015

### Ph.D.

- *Enseignements Epistémologie et Méthodologie* – Ph.D., (first semester) (module on market ethnography)

### Master of Science Courses (Grande École)

- *Brand Management* - MIM, Master in Management (first semester) Evaluation: 3.65 out of 4.
- *Segmentation and Targeting of New Consumer Groups* – MIM, Master in Management (first semester) Evaluation: 3.36 out of 4.
- *Principles of Marketing* - MIM, Master in Management (first semester) Evaluation: 3.62 out of 4.
- *Brand Management* - MIM, Master in Management (second semester) Evaluation: 3.75 out of 4.

### Master Courses

- *Marketing* – Specialized Master in Strategy and Organization Consulting (second semester) Evaluation: 3.25 out of 4.
- *Buying Behavior* – Master in European Business (second semester) Evaluation: 3.14 out of 4.
- *Cultural Engineering: Managing Products and Brands through Consumer Culture* – Specialized Master in Marketing and Communication (second semester) Evaluation: not provided

### Executive

- *Luxury Brand Management* – Study tour for MBAs from Indian Institute of Management,

Ahmedabad, India. Evaluation: 3.8 out of 4.

- *Luxury Brand Management* – Elective course for ESCP Europe’s EMBA. Evaluation: 3.5 out of 4.

#### 2013-2014

##### Master of Science Courses (Grande École)

- *Brand Management* - MIM, Master in Management (first semester) Evaluation: 3.7 out of 4.
- *Segmentation and Targeting of New Consumer Groups* – MIM, Master in Management (first semester) Evaluation: 3.6 out of 4.
- *Principles of Marketing* - MIM, Master in Management (first semester) Evaluation: 3.7 out of 4.
- *Brand Management* - MIM, Master in Management (second semester) Evaluation: 3.7 out of 4.
- *Principles of Marketing* - MIM, Master in Management (second semester) Evaluation: 3.3 out of 4.

##### Master Courses

- *Marketing* – Specialized Master in Strategy and Organization Consulting (second semester) Evaluation: 3.3 out of 4.
- *Buying Behavior* – Master in European Business (second semester) Evaluation: 3.3 out of 4.
- *Cultural Engineering: Managing Products and Brands through Consumer Culture* – Specialized Master in Marketing and Communication (second semester) Evaluation: not provided

##### Executive

- *Luxury Brand Management* – Elective course for ESCP Europe’s EMBA. Evaluation: 4 out of 4.
- *Luxury Brand Management* – Study tour for MBAs from Indian Institute of Management, Ahmedabad, India. Evaluation: 3.3 out of 4.
- *Luxury Brand Management* – Executive Education, Plateno Group, Japan. Evaluation: not provided.
- *Luxury Brand Management* – Master in Marketing and Sales, Vietnam. Evaluation: not provided.
- *Luxury Brand Management* – Elective course for Ballarmine University’s EMBA. Evaluation: not provided.
- *Marketing* (Class on brand management) – EMBA, ESCP Europe, Paris. Evaluation: not provided.

#### 2012-2013

##### Master of Science Courses (Grande École)

- *Brand Management* - MIM, Master in Management (first semester) Evaluation: 3.7 out of 4
- *Segmentation and Targeting of New Consumer Groups* – MIM, Master in Management (first semester) Evaluation: 3.8 out of 4
- *Brand Management* - MIM, Master in Management (second semester) Evaluation: 3.9 out of 4
- *Segmentation and Targeting of New Consumer Groups* – MIM, Master in Management (second semester) Evaluation: 3.7 out of 4

##### Master Courses

- *Marketing* – Specialized Master in Strategy and Organization Consulting (second semester) Evaluation: 3.7 out of 4
- *Buying Behavior* – Master in European Business (second semester) Evaluation: 3.1 out of 4
- *Cultural Engineering: Managing Products and Brands through Consumer Culture* – Specialized Master in Marketing and Communication (second semester) Evaluation: not provided

##### Executive

- *Luxury Brand Management* (Program coordinator and professor) – Study tour for MBAs, Lignan

Business School, China. Evaluation: 4.9 out of 5

- *Luxury Brand Management* (Professor) – Study tour for MBAs, Indian Institute of Management, India Evaluation: not provided
- *Marketing* (Class on brand management) – EMBA, ESCP Europe, Paris. Evaluation: not provided

2011-2012

#### Master of Science Courses (Grande École)

- *Brand Management* - MIM, Master in Management (first semester) Evaluation: 3.7 out of 4
- *Segmentation and Targeting of New Consumer Groups* – MIM, Master in Management (first semester) Evaluation: 3.5 out of 4
- *Brand Management* - MIM, Master in Management (second semester) Evaluation: 3.7 out of 4
- *Segmentation and Targeting of New Consumer Groups* – MIM, Master in Management (second semester) Evaluation: 3.7 out of 4
- *Brand Management* - MIM, Master in Management (summer term) Evaluation: 3.7 out of 4

#### Master Courses

- *Marketing* – Specialized Master in Strategy and Organization Consulting (second semester) Evaluation: 3.7 out of 4
- *Buying Behavior* – Master in European Business (second semester) Evaluation: 3.2 out of 4

#### MBA

- *Marketing* – Distribution track

### Courses Taught at Università Bocconi, Milan (Italy)

2016-2017

#### Master Courses

- *Brand Management* – Master of Science in Marketing Management. Evaluation 9.32 out of 10

2010-2011

#### Master Courses

- *MMI – Marketing, Mercati e Imprese* – Master MiMeC (September edition)
- *MMI – Marketing, Mercati e Imprese* – Master MiMeC (January edition)
- *New Marketing Targets* - Master MiMeC (September edition)

#### Master of Science Courses

- *Understanding Consumers: Consumer Culture Theory*. Italian and English classes.

2009-2010

Master Courses

- *MMI – Marketing, Mercati e Imprese – Master MiMeC (September edition)*
- *MMI – Marketing, Mercati e Imprese – Master MiMeC (January edition)*
- *New Marketing Targets - Master MiMeC (September edition)*

Master of Science Courses

- *Understanding Consumers: Consumer Culture Theory. Italian and English classes*

Undergraduate Courses

- *Marketing*

2008-2009

Master Courses

- *EGI – Economia e Gestione delle Imprese – Master MiMeC (September edition)*
- *EGI – Economia e Gestione delle Imprese – Master MiMeC (January edition)*

Master of Science Courses

- *Consumer Culture Theory: Epistemology and Methods. Italian and English classes*

Undergraduate Courses

- *Marketing*

2007-2008

Master Courses

- *EGI – Economia e Gestione delle Imprese – Master MexeM*
  - *CMM – Consumer Markets and Marketing, Product and Service – Master MexeM*
- EGI – Economia e Gestione delle Imprese – Master MiMeC.*

Master of Science Courses

- *Consumer Culture Theory: Epistemology and Methods. Italian and English classes*

2006-2007

Master Courses

- *EGI – Economia e Gestione delle Imprese – Master MiMeC.*
  - *EGI – Economia e Gestione delle Imprese – Master MEXEM.*
- CMM – Consumer Markets and Marketing, Product and Service - Master MEXEM*

Master of Science Courses

- *Teoria generale dei consumi: consumo e antropologia culturale*

2005-2006

Master Courses

- *EGI – Economia e Gestione delle Imprese – Master MiMeC.*
- *EGI – Economia e Gestione delle Imprese – Master MEXEM.*

- *CMM – Consumer Markets and Marketing, Product and Service* - Master MEXEM

#### Master of Science Courses

- *Teoria generale dei consumi: consumo e antropologia culturale*

2004-2005

#### Master Courses

- *EGI – Economia e Gestione delle Imprese* – Master MiMeC
- *EGI - Economia e Gestione delle Imprese* – Master MEXEM
- *CMM – Consumer Markets and Marketing, Product and Service* - Master MEXEM
- Post-degree Course on Migration Management

#### Undergraduate Courses

- *Consumer Behavior*. English class
- *Teoria generale dei consumi: consumo e antropologia culturale*

2003-2004

#### Master Courses

- *EGI – Economia e Gestione delle Imprese* – Master MiMeC
- *EGI - Economia e Gestione delle Imprese* – Master MEXEM
- *CMM – Consumer Markets and Marketing, Product and Service* - Master MEXEM
- Post-degree Course on Migration Management
- Post-degree Course on Territorial Marketing

#### Undergraduate Courses

- *Consumer Behavior*. English class

### Courses Taught at SDA Bocconi School of Management, Milan (Italy)

2007-2010

#### Executive Courses

- Marketing Management for Banking, Financial and Insuring Institutions

2002-2003

#### Post-Experience Master Courses

- Post-degree Course on Migration Management
- Post-degree Course on Territorial Marketing
- Nonprofit & Coop Master

2001-2002

#### Post-Experience Master Courses

- Post-degree Course on Migration Management
- Nonprofit & Coop Master

2000-2001

Post-Experience Master Courses

- Nonprofit & Coop Master

Other Courses

2017

L'Oréal Luxe International, Paris (France)

- *Luxury Brand Analysis: Executive level.*

Summer School, Università della Calabria (Italy)

- *Course on Qualitative Research Methods: PhD level.*

Institut Français de la Mode (IFM), Paris (France)

- *Course of Consumer Behavior and Consumption Experience: Master level.*

2016

L'Oréal Luxe International, Paris (France)

- *Luxury Brand Analysis: Executive level.*

Institut Français de la Mode (IFM), Paris (France)

- *Course of Consumer Behavior and Consumption Experience: Master level.*

2015

L'Oréal Luxe International, Paris (France)

- *Luxury Brand Analysis: Executive level.*

Summer School, Università della Calabria (Italy)

- *Course on Qualitative Research Methods: PhD level.* Evaluation: 6.9 out of 7.

Institut Français de la Mode (IFM), Paris (France)

- *Course of Consumer Behavior and Consumption Experience: Master level.*

2014

L'Oréal Luxe International, Paris (France)

- *Luxury Brand Analysis: Executive level.*

Summer School, Università della Calabria (Italy)

- *Course on Qualitative Research Methods: PhD level.* Evaluation: 6.6 out of 7.

Institut Français de la Mode (IFM), Paris (France)

- *Course of Consumer Behavior and Consumption Experience: Master level.*

2013

L'Oréal Luxe International, Paris (France)

- *Luxury Brand Analysis: Executive level.*

Università Bocconi, Milan (Italy)

- *Consumer Culture Theory Course: Master of Science level.*

Institut Français de la Mode (IFM), Paris (France)

- *Course of Consumer Behavior and Consumption Experience: Master level.*

2012

Summer School, Università della Calabria (Italy)

- *Course on Qualitative Research Methods: PhD level. Evaluation: 6.86 out of 7*