

LUCA MASSIMILIANO VISCONTI

Professor of Marketing
USI – Università della Svizzera italiana

PUBLICATIONS

Articles in Peer-Reviewed Journals

- 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 Rinaldo, 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@rketng 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@rketng 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 Mediterraneanità: 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.