

MICHELA ADDIS

Economics Department
Università Roma Tre
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CURRENT POSITION

Full Professor of Marketing / Business Administration and Management – SECS-P/08 – SC13/B2
Economics Department - Università Roma Tre (since June 2018)

Delegate of the Rector for University Rankings
Università Roma Tre (since March 2026)

EDUCATION

Bocconi University, Milan

Ph.D. in Business Administration and Management, June 2001
Final Dissertation: “Experiential consumption in edutainment. to manage edutainment services.
Impact of new multi-media technologies onto education experience”

Università Roma Tre, Rome

Degree in Business Administration, March 1997 (Summa Cum Laude)

RESEARCH INTERESTS

Consumer Behavior, Transformative Consumer Research, Customer Experience and Experience
Design, Consumer Well-Being, Arts and Cultural Marketing, Cultural Experiences and Well-Being,
Customer Engagement, Value Co-Creation, Digital Innovation, Marketing Management.

ACADEMIC EMPLOYMENT

Senior Professor – Marketing
SDA Bocconi School of Management, Bocconi University, Milan (2010–2017)
Adjunct Senior Professor – Marketing
SDA Bocconi School of Management, Bocconi University, Milan (2018)
Associate Professor of Business Administration and Management – Marketing
Università Roma Tre (November 2006–May 2018)
Visiting Scholar
Columbia Business School, New York, USA (December 2005–February 2006)
Visiting Scholar
Columbia Business School, New York, USA (September–December 2004)
Research Priority Position
Bocconi University, Milan (2004–2006)
Professor – Marketing
SDA Bocconi School of Management, Bocconi University, Milan (2003–2009)
Assistant Professor of Business Administration and Management – Marketing
Bocconi University, Milan (March 2003–October 2006)
Research Fellow
Bocconi University, Milan (November 2000–February 2003)

Exchange Doctoral Student
Helsinki School of Economics and Business Administration, Finland (May–July 2000)
Visiting Scholar
Columbia Business School, New York, USA (January–May 2000)
Research Assistant
SDA Bocconi School of Management, Bocconi University, Milan (1999–2002)

INSTITUTIONAL ROLES

Member of the Working Group for the Coordination of the Mapping of Research Laboratories
Università Roma Tre (February 2025–present)
Director of the Market and Industrial Relations Research Center – CeSMER
Department of Economics, Università Roma Tre (November 2023–present; Coordinator from
October 2018 to October 2023)
Representative of Università Roma Tre in the Members' Assembly
Fondazione TICHE (November 2023–present)
Member of the Steering Committee, representing Università Roma Tre
Rome Technopole (January 2025–April 2026)
Coordinator of the Working Group for the Improvement of University Rankings
Università Roma Tre (November 2024–November 2025)
Member of the Management and Coordination Committee, representing Università Roma Tre
DTC Lazio Center of Excellence (November 2022–November 2025)
Member of the Disciplinary Board
Università Roma Tre (July 2022–October 2024)
Coordinator of the Research Infrastructure
DTC Lazio Center of Excellence (May 2021–October 2024)
Delegate for Third Mission
Department of Economics, Università Roma Tre (2022–2023)
Coordinator of the Labs Network R11 “Technologies for the Development and Sustainable
Management of Territorial and Tourism Resources”
DTC Lazio Center of Excellence (2018–2023)
Member of the Commission for National Scientific Qualification – Academic Professors, Sector
13/B2 – Business Administration and Management
Ministry of University and Research (2021)
President of the School of Economics and Business Studies
Università Roma Tre (October 2019–October 2021)
Start-up Mentor, Eureka3 Project
Università Roma Tre (2018)

SCIENTIFIC COMMITTEES

Member of the Scientific Committee
Italian Booksellers School (Scuola Librai Italiani), Italian Booksellers Association (November
2024–present)
Member of the Scientific Committee
Women in Charge on Tour, Stati Generali del Lavoro (2023)
Member of the Academic Board, Master in “Economics and Management of Cultural Heritage”
Università Roma Tre (2019–present)
Member of the Academic Board, Master in “Cultural Heritage”
Università Roma Tre (2017–present)
Member of the Academic Board, Master in “Management, Promotion and Technological Innovation
in Cultural Heritage”
Università Roma Tre (2016–2018)

Member, Association for Consumer Research (2019; 2023)
Member, European Marketing Academy – EMAC (2000–2002; 2005–2006; 2010–2011)

SERVICE TO NATIONAL AND INTERNATIONAL COMMUNITY

Invited Expert, “INCLUSIVA – The Knowledge Community on Culture and Digital Accessibility,” Fondazione Kainòn ETS (January 2026).

Track Chair at the following international conferences: TCR Dialogical Conference 2023 (Track 1.13: “Transformative Cultural Experiences: Digital Transformation for Individual and Societal Well-Being”), Royal Holloway, University of London (2023); 15th International Conference on Arts and Cultural Management – AIMAC (Consumer Behaviour Track), Ca’ Foscari University of Venice (2019); Transformative Consumer Research Conference – TCR (Track 1: “A Design Thinking Approach for Innovative Food Experiences and Well-Being”), Florida State University, Tallahassee, USA (2019); 34th European Marketing Academy Conference – EMAC (Experiential & Emotional Shopping and Consumption Track), Bocconi University, Milan (2005); 7th International Conference on Arts and Cultural Management – AIMAC (Marketing Session), Bocconi University, Milan (2003).

Member of the following evaluation and selection committees: CHANGES – Spoke 8 Cascade Funding Evaluation Committee (2024); Selection Committee for Associate Professor in Business Administration and Management (SECS-P/08), Università Roma Tre (2024); Research Manager, DTC Lazio Center of Excellence (2023); Technologist, CNR – Department of Social Sciences and Humanities, Cultural Heritage (2023); Researcher, Università Roma Tre (2023); Researcher, LUISS University (2022); Associate Professor, Ca’ Foscari University of Venice (2021); Full Professor, LUISS University (2020); Researcher, University of Calabria (2019); Researcher, LUISS University (2017).

Invited Member of the Jury for the European Project “S+T+ARTS – Repairing the Present” Sony CSL Paris and Fondazione MAXXI (2021)

Coordinator of the “Administration and Management of Cultural Heritage” Module – Master in “Cultural Heritage”

Università Roma Tre (2018–2022)

Coordinator of the “Communication, Promotion and Territorial Marketing of Cultural Heritage” Module – Master in “Economics and Management of Cultural Heritage”

Università Roma Tre (2019–2022)

Member of the following Working Groups, Department of Economics, Università Roma Tre: Communication (2019–2022); Teaching (2019–2022); Research (2018–2022)

Fondo Ambiente Italiano (FAI), Rome: Delegate for Research and Development (2018–2019); Delegate for Academic Relations (2014–2018); Delegate (2012–2013)

Reviewer for Regione Toscana, “Bando Assegni di Ricerca e Cultura 2019 – PO FSE” (2019)

Reviewer for the Italian Ministry of University and Research: External Reviewer for the Research Quality Assessment (VQR), GEV Area 13 (2004–2010; 2011–2014); Referee for SIR 2013; PRIN 2010–2011

External Reviewer of Ph.D. Theses: “The Role of Reputation Driving the Sustainable Competitive Advantage in the Era of AI,” Ph.D. Programme in Business for Society, University of Milano-Bicocca (2025); “Brand Experience: The Dimensional Necessitation of Self-Congruence Facets and Spillover to Consumer’s Affective Responses,” National College of Business Administration and Economics, Lahore, Pakistan (2018); “Reality Is in the Air: Concept of Perceived Augmentation and Exploration of Its Impact on Consumer Experience,” Ph.D. School in Communication Sciences, Università della Svizzera Italiana (2018).

Member of the Working Group for Internationalization, Faculty of Economics Federico Caffè, Università Roma Tre (2009–2013)

Delegate for the Agreement between the Faculty of Economics Federico Caffè, Università Roma Tre, and the European School of Management to Promote International Student Mobility through the Master in Management (2006–2011)

Assistant to the Rector's Delegate for Innovation and Benchmarking Processes, Prof. S. Podestà Bocconi University (2005–2006)

Reviewer for the following international conferences: European Marketing Academy Conference – EMAC, Consumer Behaviour Track (2003, 2007, 2009, 2026); Academy of Marketing Science Cultural Perspectives in Marketing Conference – CPM, Consumer Behavior Track (2010); Academy of Marketing – AMA Winter Conference (2011); European Association for Education and Research in Commercial Distribution – EAERCD Conference (2011); International Conference on Arts and Cultural Management – AIMAC (2013, 2015, 2017).

Delegate for Final Orientation Service, IEGL, Bocconi University (2003–2004)

Delegate for Online Thesis Guidance Service, IEGL, Bocconi University (2003–2004). The project received funding under the “Teaching Improvement Project.”

EDITORIAL MEMBERSHIP

Associate Editor – Consumer Behavior

International Journal of Arts Management (November 2024–present; Strategic Marketing and Consumer Behavior in the Arts, July 2022–October 2024; Strategic Marketing, July 2021–June 2022)

Guest Editor, with A. Rurale, Special Issue “Arts Philanthropy: When Marketing Helps Individual and Societal Well-Being”

Journal of Philanthropy and Marketing (2024)

Guest Editor, Special Issue “Forty Years of Fantasies, Feelings, and Fun”

International Journal of Arts Management (2023)

Guest Editor, with W. Batat, Special Issue “Design Thinking Approach for Healthy Food Experiences and Well-Being: Contributions to Theory and Practice”

European Journal of Marketing (2021)

Member of the Scientific Committee

Il Capitale Culturale (2010–2025)

Member of the Editorial Committee

Mercati e Competitività (2013–2017)

Ad hoc reviewer for the following international journals: International Journal of Arts Management (2011, 2013, 2018, 2021, 2022, 2026); Psychology & Marketing (2013); Journal of Cultural Economics (2010, 2011); Journal of Marketing Management (2009); Journal of Business Research (2003, 2007, 2019); Industrial Marketing Management (2005); The Service Industries Journal (2008, 2011, 2014); International Journal of Research in Marketing (2011, 2014); Journal of Consumer Behaviour (2018).

Ad hoc reviewer for the following Italian journals: Economia & Management (2004, 2005, 2008, 2009); Finanza, Marketing e Produzione (2007, 2009, 2010, 2011, 2013); Mercati e Competitività (2008); Micro & Macro Marketing (2002, 2013, 2018, 2026).

Assistant Chief Editor

Finanza, Marketing e Produzione (2000–2013)

ADDITIONAL EDUCATIONAL INITIATIVES

Summer School “Structural Equation Models: Advanced Course”

University of Calabria, Arcavacata Campus (September 2009)

Summer School “Structural Equation Models Using LISREL”

University of Calabria, Arcavacata Campus (July 2006)

ACI: Learning to Teach

SDA Bocconi School of Management, Bocconi University, Milan (1999)

Client-Based Knowledge Marketing, MBA
SDA Bocconi School of Management, Bocconi University, Milan (1999)
Cultural Marketing, Executive Course
SDA Bocconi School of Management, Bocconi University, Milan (1999)

PUBLICATIONS

International publications: articles

- 1) Batat, W., M. Addis, S. S. Atakan, D. Manika, P. C. Peter & L. Peterson (2026), "Making Food Experience Design Actionable: A Customer-Centric, Process-Based Framework Grounded in Food Well-Being," *European Journal of Marketing*, Vol. 60(13), 297-324.
- 2) Addis, M., Miniero, G., Ricotta, F. & Holbrook, M. B. (2026), "Narrative Transportation and Cinematic Advertising: The Role of Fantastical Thinking in Unrealistic Trailers," *International Journal of Arts Management*, Vol. 28 (3).
- 3) Addis, M., Rurale, A., Crawford, B.A., Guintcheva, G., Passebois-Ducros, J. & vom Lehn, D. (2026), "Designing Transformative Digital Cultural Experiences to Enhance Customer Well-Being," *Journal of Marketing Management*, 1-36.
- 4) Santoleri, F., Saggese, M., Addis, M., Capozucca, R., Conigliani C., Lorica, A. (2026), "The Scena Project: Digital Asset Management in the Theater Industry." *International Journal of Arts Management*, Vol. 28 (3).
- 5) Conigliani, C., Addis, M. & Spinesi L. (2025). "Proximity Effects of Essential Services for Urban Regeneration: The Case of Rome," *Cities*, 167, 106349.
- 6) Masili, G., Conigliani, C. & Addis, M. (2025). "From Insights to Strategy: Mapping Rome's Cultural Heritage for Optimal Resource Management and Promotion." *Piccola Impresa/Small Business*, Joint Special
- 7) Addis, M. & A. Rurale (2024), "Advancing Arts Philanthropy Practices for Well-Being," *Journal of Philanthropy and Marketing*, Vol.29 (1).
- 8) Addis, M., V. Copat, C. Martorana (2024), "Museum Experience and Its Impact on Visitor Reactions," *Journal of Philanthropy and Marketing*, Vol. 29 (1).
- 9) Addis, M. (2023), "Exploiting the Cultural Consumption Experience," *International Journal of Arts Management*, Vol. 26 (1), 54-62.
- 10) Addis, M. (2023), "Introduction by the guest editor," *International Journal of Arts Management*, Vol. 26 (1), 4-5.
- 11) Addis, M., W. Batat, S. S. Atakan, C. G. Austin, D. Manika, P. C. Peter & L. Peterson (2022), "Systemic Ethical Food Experience Design to Prevent Unintended Consequences," *Journal of Service Research*, Vol. 25 (1), 143-159; DOI: 10.1177/10946705211057593.
- 12) Batat, W. & M. Addis (2021), "Designing food experiences for well-being: A framework advancing design thinking research from a customer experience perspective," *European Journal of Marketing*, Vol. 55 (9), 2392-2413 (0309-0566); DOI 10.1108/EJM-12-2020-0893.
- 13) Batat, W. & M. Addis (2021), "Guest Editorial. Design Thinking Approach for Healthy Food Experiences and Well-Being: Contributions to Theory and Practice," *European Journal of Marketing*, Vol. 55 (9), 2389-2391 (0309-0566); DOI 10.1108/EJM-09-2021-978.
- 14) Addis, M., G. Miniero & F. Ricotta (2021), "Value Co-Production Made Easy: The Role of Fantastical Thinking", *European Journal of Marketing*, Vol. 55 (1), 163-192 (0309-0566); DOI 10.1108/EJM-09-2018-0610.
- 15) Addis, M., G. Miniero & F. Ricotta (2018), "Building Brands through Experiential Events: When Entertainment Meets Education", *African Journal of Business Management*, Vol. 12 (20), 596-608 (1993-8233); DOI: 10.5897/AJBM2018.8631.
- 16) Addis, M. & M. B. Holbrook (2018), "Is Movie Success a Judgment Device? When More Is Not Better", *Psychology & Marketing*, Vol. 35 (12), 1-10 (1520-6793); DOI:

10.1002/mar.21141.

- 17) Addis, M., G. Miniero & I. Soscia (2018), "Facing contradictory emotions in event marketing: Leveraging on surprise", *Journal of Consumer Marketing*, Vol. 35, Nr. 2, 183-193; DOI 10.1108/JCM-06-2016-1862.
- 18) Addis M. & G. Troilo (2016), "Humanizing a Superhero: An Empirical Test in the Comic Books Industry," *International Business Research*, Vol. 9 (11), 189-200 (1913-9004); doi:10.5539/ibr.v9n11p189.
- 19) Addis M. (2016), "Understanding the customer journey to create excellent customer experiences in bookshops", *International Journal of Marketing Studies*, Vol. 8 (4), 20-36 (1918-719X); doi:10.5539/ijms.v8n4p20.
- 20) Miniero G., A. Rurale & M. Addis (2014), "Effects of Arousal, Dominance and Their Interaction on Pleasure in a Cultural Environment," *Psychology & Marketing*, Vol. 31 (8), 628-634 (1520-6793); DOI: 10.1002/mar.20723.
- 21) Addis M. & M. B. Holbrook (2010), "Consumers' Identification and Beyond: Attraction, Reverence, and Escapism in the Evaluation of Films", *Psychology & Marketing*, Vol. 27 (9), 821-845 (1520-6793); DOI: 10.1002/mar.20359.
- 22) Holbrook, M. B. & M. Addis (2008), "Art versus Commerce in the Movie Industry: A Two-Path Model of Motion-Picture Success", *Journal of Cultural Economics*, Vol. 32 (2), 87-107 (0885-2545); DOI 10.1007/s10824-007-9059-2.
- 23) Addis M. & G. Sala (2007), "Buying a Book as a Christmas Gift: Two Routes to Customer Immersion", *Service Industries Journal*, Vol. 27 (8), 991-1006 (0264-2069); DOI: 10.1080/02642060701673638.
- 24) Holbrook, M. B. & M. Addis (2007), "Taste versus The Market: An Extension of Research on The Consumption of Popular Culture", *Journal of Consumer Research*, Vol. 34, 415-424 (0093-5301); doi.org/10.1086/518529.
- 25) Addis M., A. Arbore & F. Zerbinì (2006), "Technology-Supported Education: Old Questions for New Strategies", *Innovative Marketing*, Vol. 2 (4), 131-147 (1814-2427).
- 26) Addis, M. (2005), "New Technologies and Cultural Consumption. Edutainment Is Born!", *European Journal of Marketing*, Vol. 39 (7/8), 729-736 (0309-0566); DOI 10.1108/03090560510601734.
- 27) Addis M. & S. Podestà (2005), "Long life to Marketing Research: A Postmodern View", *European Journal of Marketing*, Vol. 39 (3/4), 386-412 (0309-0566); DOI 10.1108/03090560510581836.
- 28) Addis M. & M. B. Holbrook (2001), "On the Conceptual Link Between Mass Customisation and Experiential Consumption: An Explosion of Subjectivity", *Journal of Consumer Behaviour. An International Research Review*, Vol. 1: 50-66 (1472-0817); doi.org/10.1002/cb.53.

International publications: referred books

- 1) Miniero, G., C. Donato, M. Addis and F. Ricotta (2026), *Happiness and Well-Being in Customer Experience: Transformative Research in the Time of AI*, Taylor & Francis – Routledge, London (ISBN 9781041097235).
- 2) Addis, M., I. de Stefano & V. Guerrisi (eds.) (2023), *Cultural Mediation for Museums. Driving Audience Engagement*, Routledge Focus on the Global Creative Economy, Taylor & Francis – Routledge, London.
- 3) Addis, M. & A. Rurale (eds.) (2020), *Managing the Cultural Business: Avoiding Mistakes, Finding Success*, Taylor & Francis – Routledge, London (9780367821319).
- 4) Addis, M. (ed.) (2015), *Legends in Marketing – Morris B. Holbrook, Volume 5: Esthetics and Tastes, Part II – Effects of Personality, Class, and Expertise*, UK: Sage Publications (9788132118602).
- 5) Addis, M. (2020), *Engaging Brands*, Taylor & Francis – Routledge, London (9781138587014).

International publications: Chapters in Refereed English Books

- 1) Addis, M. & G. Miniero (2025), “Enhancing Brand Experience in the Digital Transformation Age: Insights from Qualitative and Quantitative Research Methodologies.” In Zarantonello, L. and D. Andreini, *The Sage Handbook of Brand Management*, Sage, ch. 22.
- 2) Addis, M. (2023), “Audience engagement, its drivers, and its implications for museum cultural mediation.” In Addis, Michela, Isabella de Stefano, and Valera Guerrisi (Eds.), *Cultural Mediation for Museums. Driving Audience Engagement*, Routledge Focus on the Global Creative Economy, Taylor & Francis – Routledge, London.
- 3) Proietti, E. & M. Addis (2022), “How To Engage Young Adults in Contemporary Arts? Reflection on the Aesthetic Experience and Its Impact on Cultural Tourism.” In Dhouha Jaziri and Raouf Ahmad Rather (Eds.) *Contemporary approaches studying customer experience in tourism research*, Emerald publishing Home, pp. 197-222.
- 4) Addis, M. & M. B. Holbrook (2022), “Des services alimentaires aux expériences culinaires: Comportement alimentaire, bien-être et marketing”. In Batat W. Ed. *Marketing expérientiel culinaire. Le bien-être du consommateur par le plaisir alimentaire*, Éditions Ellipses, pp. 39-64.
- 5) Addis, M. & A. Rurale (2020). “A call to revise cultural business management.” In Addis, M. & A. Rurale (Eds.), *Managing the Cultural Business: Avoiding Mistakes, Finding Success*, Taylor & Francis – Routledge, London, ch. 1, pp. 1-31.
- 6) Addis, M. & M. B. Holbrook (2019), “From food services to food experiences. Eating, Well-being, and Marketing”. In Batat W. Ed. *Food and Experiential Marketing: Pleasure, Wellbeing and Consumption*, Taylor & Francis, US, pp. 16-37.
- 7) Addis, M. (2015), “Introduction”. In Addis M. Ed. *Legends in Marketing – Morris B. Holbrook, Volume 5: Esthetics and Tastes, Part II – Effects of Personality, Class, and Expertise*, UK: Sage Publications.
- 8) Addis, M. & M. B. Holbrook (2010), “Dreaming of Artistic Excellence, Popularity, or Both?”. In O’Reilly D., Kerrigan F. Eds. *Arts Marketing: A Fresh Approach*, Taylor & Francis – Routledge, London, ch. 10, 141-152 (9780415496865).
- 9) Addis M. “Addressing Prejudices and Urban Legends: The Tampax Case”. In Schiffman L., Kanuk L., Hansen H. (Eds.), *Consumer Behaviour: A European Outlook*, 2008, Harlow, UK: Prentice-Hall Financial Times, 390-391 (ISBN-10: 027370401X; ISBN-13: 978-0273704010).
- 10) Addis M. “The Value Creation of the Virtual Aesthetic Communities”. In Uusitalo L. (Ed.), *Museum and Visual Art Markets*, 2008, Helsinki: HSE Print, 169-180 (ISBN 978-952-488-287-3).
- 11) Addis M. “Converging Industries Through Experience: Lessons from Edutainment”. In Carù A., Cova B. (Eds.), *Consuming Experiences*, 2007, Abingdon, Oxon: Routledge, chap. 10, 139-153 (coaut. S. Podestà) (ISBN: 978-0-415-38244-1).
- 12) Addis M. & S. Podestà, 2005, “Postmodernisme et recherche en marketing”. In Silva F., Carù A., e Cova B. (Eds.), *Marketing Méditerranée et Postmodernité*, Marseille: Euromed Marseille, 69-106 (ISBN-10: 1929165285; ISBN-13: 978-1929165285).

International publications: conference proceedings with blind review process

- 1) Miniero, G., Donato C., Addis M., Ricotta F. (2026), “Transformative Well-Being in Service Journeys: High-Impact Qualitative and AI-Supported Research Methods”, 55th EMAC Conference, Bath, 2-5 June 2026.
- 2) Celio, F., Addis M., Ricotta, F. (2023), “Broadening marketing’s goal. Exploring how wellbeing and sustainability are framing the marketing studies using a bibliometric approach,” European Marketing Academy Conference – EMAC Regional Conference, June 29-30,

Università di Bari, Bari.

- 3) Celio, F., Ricotta, F., Addis M. (2023), "Wellbeing and sustainability in the marketing literature: A bibliometric approach," *Sinergie/SIMA Management Conference Rediscovering local roots and interactions in management*, June 29-30, Università di Bari, Bari.
- 4) Addis, M. (2022), "L'Infrastruttura di Ricerca del DTC Lazio: Rete di laboratori per lo sviluppo di tecnologie avanzate e per la crescita competitiva." In Atti del II Convegno Annuale Centro di Eccellenza del DTC Lazio, Arcangioli, C., M.S. Sarto (Eds.), "L'erma" di Bretschneider, November 4, 2021, Rome.
- 5) Addis, M. (2022), "Consumer Insights to Recover from Covid: Obstacles of Young Adults' Cultural Experiences," *Sinergie/SIMA Management Conference Boosting knowledge & trust for a sustainable business*, June 30-July 1, 2022, Bocconi University, Milan.
- 6) Rurale, A., Addis, M. (2022), "Reimagining Cultural Management in the post-Covid Era: Mission Impossible?" *AIMAC 2022 Conference*, June 26-29, 2022, Escuela de Bellas Artes de la Universidad Panamericana, Mexico City, Mexico.
- 7) Addis, M., W. Batat, S. S. Atakan, C. G. Austin, D. Manika, P. C. Peter & L. Peterson (2021), "Systematic and Ethical Approach to Food Experience Design," *2021 AMA Summer Academic Conference. Reimagining Marketing*, August 4-6, 2021, Virtual; pp. 88-91.
- 8) Prezioso, M., Addis, M., Leonardi, S., Fessina, A., Pagliucci, M. (2019), "ADAMO: diagnosi di un territorio, tra conservazione attiva, applicazioni tecnologiche e sviluppo sostenibile," Atti del I Convegno annuale: DTC Lazio, Distretto tecnologico beni e attività culturali, Centro di eccellenza, 30 settembre 2019, Roma, Italia, Isbn 9788891319739, pp. 61-62.
- 9) Addis, M., Mulazzi, F., D'Orazio, A. (2019), "La sostenibilità del Cultural Heritage nei programmi di finanziamento europeo: un'analisi di benchmarking," Atti del I Convegno annuale: DTC Lazio, Distretto tecnologico beni e attività culturali, Centro di eccellenza, 30 settembre 2019, Roma, Italia, Isbn 9788891319739, pp. 53-56.
- 10) Addis, M., Miniero, G., Ricotta, F. (2012), "Efficacy and Efficiency of Mass Customization: The Role of Fantastical Thinking", 41st *European Marketing Academy Conference*, May 22-25 2012, Lisbona, Portogallo, Isbn 9789897320040.
- 11) Addis, M., Miniero, G., Ricotta, F. (2012), "Mass Customization Made Easy: When Individual Fantastical Thinking Matters", 2012 *AMA Winter Marketing Educators' Conference*, February 17-19 2012, St. Petersburg, Florida, Isbn 0877573484.
- 12) Addis, M., Miniero, G., Ricotta, F. (2011), "Boosting Co-Production through Fantasy", 40th *European Marketing Academy Conference*, Lubiana, Slovenia, Isbn 9789612402112.
- 13) Addis, M., Miniero, G., Ricotta, F. (2010), "Realism and Fantasy in Motion Pictures: Transportation under Debate", 39th *European Marketing Academy Conference*, June 2010, Copenhagen, Isbn 9788792569011.
- 14) Scopelliti I., Addis, M. (2008), "The Experientiality Continuum: An Empirical Investigation of Some Basic Tenets on Experiential Consumption", 37th *European Marketing Academy Conference*, May 2008, Brighton, Isbn 9781905593422.
- 15) Addis, M., Carù, A., Rurale, A. (2007), "Consumer Immersion in Aesthetic Experiences at Arts Exhibitions: Implications for Marketing the Arts", 9th *International Conference on Arts & Cultural Management, AIMAC*, Valencia, July -11 2007, Isbn 9788496221321.
- 16) Addis, M., Miniero, G., Scopelliti, I., Soscia, I. (2007), "How Much Do Experiential Events Contribute in Building Brand Image?", *European Association for Consumer Research Conference*, July 10-14 2007, Milan, Italy, Isbn 0915552604.
- 17) Addis, M., Miniero, G., Scopelliti, I., Soscia, I. (2007), "Creating Consumption Experiences to Build Brand Image. Measuring Their Effects Through a Quasi Experiment", 2007 *Thought Leaders International Conference on Brand Management*, Birmingham, UK, April 10-14 2007, Isbn 9780704426146.
- 18) Addis, M., Miniero, G., Scopelliti, I., Soscia, I. (2006), "The Role of Experiential Marketing

- in a Retail Chain Repositioning. A Field Experiment”, *14th EIRASS Conference*, San Francisco, June 29 - July 2 2006, San Francisco: HJP Timmermans, Isbn 9789068141689.
- 19) Addis, M., Miniero, G., Scopelliti, I., Soscia, I. (2006), “Industry-Retailing Cooperation on Experiential Marketing: A Case of Repositioning in the Spirits Industry”, *14th EIRASS Conference*, San Francisco, June 29 - July 2 2006, San Francisco: HJP Timmermans, Isbn 9789068141689.
 - 20) Addis, M., Miniero, G. (2006), “Relationship Management for a cultural institution: the case of the Out Off Theatre”, *ICCPR Fourth International Conference on Cultural Policy Research*, Vienna, Austria, 12-16 July 2006, Isbn 3950221409.
 - 21) Addis, M., Miniero, G., Scopelliti, I., Soscia, I. (2006), “The role of experiential marketing in brand repositioning. A quasi-experiment in the spirit industry”, *35th EMAC Conference*, Athen, 23-26 May 2006, Isbn 9608919908.
 - 22) Addis, M., Arbore, A., Grimaldi, L., Zerbini F. (2005), “An Analysis of Technology-mediated Management Education. Proposing a Framework”, *Rejuvenating Marketing: Contamination, innovation, integration*, *34th European Marketing Academy Conference*, Milan.
 - 23) Addis, M., Fumagalli, M. “What Makes Cities’ Marketing Policies Successful in Sustaining Contemporary Arts and Creating Social Value?”, paper accettato alla *8th International Conference on Arts & Cultural Management, AIMAC*, 2005, Montreal, Isbn 2980860204.
 - 24) Addis, M., Sala, G. (2005), “Managing Customer’s Immersion in Buying Hedonic Products. An Ethnographic Research in Two Bookshops during Christmas Time”, *Rejuvenating Marketing: Contamination, Innovation, Integration*, *34th European Marketing Academy Conference*, Milan.
 - 25) Addis, M., Podestà, S. (2004), “Long Life to Marketing Research: A Postmodern View”, *“Marketing Méditerranéen, Marketing Postmoderne: Identités et Différences. Marketing mediterraneo e Marketing Postmoderno: Identità e differenze”*, Marseille, France.
 - 26) Addis, M., Podestà, S. (2003), “Towards the Postmodern Future of Marketing”, *Critique and Inclusivity: Opening the Agenda*, *3rd International Critical Management Studies Conference*, Lancaster.
 - 27) Addis, M., Troilo, G. (2003), “In Search of the Determinants of Cultural Sponsorship”, *7th International Conference on Arts & Cultural Management, AIMAC*, Milan.
 - 28) Addis, M., Bona, F., Costabile, M., Padula, G. “(2002), The Customer Relationship Management in Omnitel Vodafone”, *Customer Relationship Management in the Era of Globalization*, *6th Research Conference on Relationship Marketing & CRM*, Atlanta, US.
 - 29) Addis, M., Troilo, G. (2001), “Building Market Orientation in an Arts or Cultural Institution”, *6th International Conference on Arts & Cultural Management, AIMAC*, Brisbane.
 - 30) Addis, M. (2001), “From Education Services to Edutainment Experiences”, *Rethinking European Marketing*, *30th European Marketing Academy Conference, EMAC*, May 8-11 2001, Bergen.
 - 31) Addis, M. (2000), “Museum Management for Value Creation Through Service. The Impact of New Technologies”, *Marketing in the New Millennium*, *29th European Marketing Academy Conference, EMAC*, Rotterdam.

Italian publications: articles

- 1) Santoleri, F., Saggese, M., Addis, M., Capozucca, R., Conigliani, C., Lorica, A., Spinesi, L. (2024), “Unlocking the potential of digital transformation in theater: Scena’s Journey,” *Economia della Cultura*, a. XXXIV (2-3), 337-345.
- 2) Addis M. & C. Guerini (2017), “Customer centricity: dal dire al fare,” *Customer first. Le ragioni, le sfide, le prospettive*, *Dossier di Economia & Management*, 2017, nr. 3, maggio-giugno, Milano: Egea, 10-16.

- 3) Addis, M. & A. Arbore (2017), “Viaggio nelle imprese italiane. Un’indagine sullo stato dell’arte e sull’approccio strategico per un’effettiva centralità del cliente.” In *Customer first. Le ragioni, le sfide, le prospettive, Dossier di Economia & Management*, 2017, nr. 3, maggio-giugno, Milano: Egea, 23-27.
- 4) Addis, M., G. Miniero & F. Ricotta (2015), “Personalizzare l’offerta con successo: Il ruolo della fantasia”, *Economia & Management*, 1, 46-66.
- 5) Addis, M. & G. Miniero (2007), “Essere ‘In’ quando si sceglie di essere ‘Out’: La gestione delle relazioni nel caso del Teatro Out Off”, *Finanza Marketing & Produzione*, a. XXV (3), 87-112.
- 6) Podestà, S. & M. Addis (2003), “Il Postmodernismo: Alla Ricerca dell’Introvabile”, *Finanza, Marketing & Produzione*, a. XXI (1), 5-41.
- 7) Addis, M. (2002), “Nuove tecnologie e consumo di prodotti artistici e culturali: verso l’edutainment”, *Micro & Macro Marketing*, a. XI (1), Aprile, 33-59.
- 8) Addis, M., M. Costabile & K. Matzler (2002), “La valutazione delle pubblicazioni italiane per gli studiosi di marketing”, *Finanza, Marketing & Produzione*, a. XX (3), Settembre, 70-95.
- 9) Addis M. & G. Cappelletti (2001), “Evoluzione dell’assetto istituzionale di un museo: la Centrale Montemartini”, *Economia & Management*, 3, 111-120.
- 10) Addis, M. (2000), “Il Neo-Istituzionalismo e le sponsorizzazioni aziendali nel settore culturale”, *Finanza, Marketing e Produzione*, a. XVIII (1), 135-165.

Italian publications: books

- 1) Donato, C. e M. Addis (a cura di) (2026), *CU(LTU)RA. Quando la cultura diventa benessere*, Roma TrE-Press, Roma (ISBN 979-12-5977-668-6; DOI: 10.13134/979-12-5977-668-6).
- 2) Addis, M. & A. Rurale (eds.) (2021), *Il valore della cultura: 22 esperti per nuove strategie*, Skira, Milano.
- 3) Addis, M. (ed.) (2017), “*Customer first. Le ragioni, le sfide, le prospettive*”, *Dossier di Economia & Management*, nr. 3, maggio-giugno, Milano: Egea.
- 4) Addis, M. (2007), *Ad uso e consumo. Il marketing esperienziale per il manager*, Milano, Financial Times Prentice-Hall (9788871924274).
- 5) Addis, M. (2005), *L’esperienza di consumo. Analisi e prospettive di marketing*, Milano, Pearson Education (9788871922492).
- 6) Costabile, M. & M. Addis (a cura di) (2002), *Mobile Communication. Successi di marketing nelle telecomunicazioni mobili in Italia*, Il Sole 24 Ore, Milano (9788883633676).

Italian publications: chapters in books

- 1) Masili, G. & M. Addis (2026), “La cultura ci salverà: cultura, integrazione e benessere.” In Rossana Ciccarelli & Angelica Federici (a cura di), *Patrimonio culturale e benessere a Roma. Ricerca e didattica nel laboratorio interdisciplinare del progetto Changes a Roma Tre*, Roma: Roma Tre Press, pp. 15-49. (ISBN 979-12-5977-624-2).
- 2) Spinesi, L., C. Conigliani & M. Addis (2025), “La disuguaglianza di genere in Europa: Una Analisi Empirica.” In Silvia Ciucciovino & Maria Giovannone (a cura di), *Dimensioni e questioni della disuguaglianza di genere. Studi multidisciplinari*, Roma: RomaTre-Press, 97-133 (ISBN: 979-12-5977-480-4).
- 3) Addis M. (2022), “Senza tradizione non c’è innovazione: dalle strategie relazionali con il mercato all’innovazione disruptive.” In Giuseppe Bertoli, Sandro Castaldo, Paola Cillo, Gabriele Troilo, & Gianmario Verona (a cura di), *Innovazione e Management. Omaggio a Salvio Vicari*, Milano: EGEA, 211-218.
- 4) Addis M. & A. Rurale (2021), “La gestione delle organizzazioni artistiche e culturali: una questione di valore.” In Michela Addis & Andrea Rurale (a cura di), *Il valore della cultura:*

- 22 esperti per nuove strategie, Milano: Skira, pp. 31-64.
- 5) Mulazzi, F., Addis, M. (2021), "I modelli di business per la destinazione sostenibile in Europa." In Maria Prezioso, Michela Addis, Francesco Bolici, Angela D'Orazio, Gabriele Diana, Sandra Leonardi, Floriana Mulazzi, Michele Pigliucci (a cura di), *Riprogrammare la crescita territoriale: turismo sostenibile, rigenerazione e valorizzazione del patrimonio culturale*, Bologna: Patròn Editore, pp. 49-66.
 - 6) Guerini, C., M. Addis (2020), "Customer Centricity: Il ruolo del marketing digitale nel nuovo orientamento al mercato". In Guerini Carolina & Federica Fornaciari (a cura di), *Marketing Digitale*, Milano: Franco Angeli, pp. 15-29.
 - 7) Addis, M., Miniero, G., Ricotta, F. (2018), "Quando la fantasia sostiene l'impresa cocreativa." In Bruno Busacca, Michele Costabile (a cura di), *Marketing. Una disciplina fantastica. Omaggio a Enrico Valdani*, Milano: Egea, pp. 19-32.
 - 8) Addis, M. (2017), "Prefazione." In Miniero G. *Nuove frontiere dell'esperienza di consumo. Il ruolo della fantasia*. Milano: Egea, pp. 9-12.
 - 9) Ricotta, F., Addis, M., Miniero, G. (2017), "Personalizzazione vs. semplificazione: Ottimizzare la differenziazione divertendosi." In Alberto Mattiacci, Federica Ceccotti (a cura di), *Non c'è più il marketing di una volta: scritti in ricordo di Gennaro Cuomo (1940-2005)*, Cedam (ISBN-10: 881336220X).
 - 10) Addis, M., Miniero, G., Ricotta, F. (2012), "Il ruolo della fantasia nei processi di consumo." In Stefania Borghini, Antonella Carù, Francesca Golfetto, Stefano Pace, Diego Rinallo, Luca Visconti, Fabrizio Zerbini (a cura di), *Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in Onere di Stefano Podestà*, Milano: Egea, pp. 115-132 (978-88-238-1227-7).
 - 11) Addis, M. (2011), "Il significato dell'esperienza di consumo nel settore artistico e culturale." In Massimo Montella, Mara Cerquetti (a cura di), *Economia, Cultura, Territorio*, Macerata: EUM, pp. 45-53 (978-88-6056-248-7).
 - 12) Addis, M. (2009), "Il marketing dell'esperienza di consumo." In Sandro Castaldo (a cura di), *Marketing & Fiducia*, Bologna: Il Mulino, pp. 405-426 (9788815132178).
 - 13) Addis, M. (2007), "Le pratiche commerciali sleali e le risorse di fiducia delle imprese: aspetti positivi e questioni irrisolte." In Enrico Minervini, Liliana Rossi Carleo (a cura di), *Le pratiche commerciali sleali. Direttiva comunitaria ed ordinamento italiano. Quaderni di Giurisprudenza*, Milano: Giuffrè Editore, pp. 57-74 (8814134898).
 - 14) Addis, M., Soscia, I. (2006), "Acquisti, consumo ed emozioni." In Sandro Castaldo (a cura di), *Distribuzione: Retailing e Acquirente*, Milano: Il Sole 24 Ore/Università Bocconi Editore/La Repubblica, pp. 128-157.
 - 15) Costabile, M., Addis, M. (2001), "La gestione delle relazioni con i clienti nell'esperienza aziendale: il caso Omnitel." In Costabile M. *Il capitale relazionale*, Milano: McGraw-Hill, pp. 197-229.
 - 16) Addis, M. (1997), "IBM Direct: lo sviluppo del marketing relazionale." In Iasevoli G. e C.A. Pratesi, *Sviluppare la fedeltà ascoltando il cliente. Il Numero Verde come strumento di marketing relazionale*, Milano: Sperling&Kupfer Editori, pp. 171-177.
 - 17) Addis, M., Gaias, S. (1996), "L'analisi del campo di variabilità delle stime del valore del capitale economico." In Oricchio G. (a cura di), *Introduzione alla consulenza aziendale nelle aree di informativa contabile e di analisi finanziaria*, Roma: Kappa, pp. 179-184.

Italian publications: translated books

- 1) Kotler, Philip, Lane Keller, *A Framework for Marketing Management*, 3rd Edition, Pearson Prentice Hall, Upper Saddle River, New Jersey (*Il marketing del nuovo millennio*, Pearson, 2007, Milano).

Other publications

- 1) Addis, M., D'Orazio, A., Mulazzi, F., Prezioso, M. (2019), La sostenibilità del cultural heritage nei programmi di finanziamento europeo: un'analisi di benchmarking, Presentazione alla conferenza *SIE Società Italiana degli Economisti*, Palermo
- 2) Addis, M., Copat, V., Martoirana, C. (2019), Mapping the visitor journey in museums: Lessons from the Capitoline Museums, Presentazione alla conferenza *15th AIMAC*, Venice.
- 3) Batat, W., Addis, M. (2019), A Design Thinking Approach For Innovative Food Experiences and Well-Being. Transformative Consumer Research, Presentazione alla conferenza *TCR 2019*. Florida State University, Tallahassee, US.
- 4) Gupta, S., Addis, M., Page, R. (2015), "Eataly: Reimagining the Grocery Store." Harvard Business Publishing, Multimedia Case, Nr. 515708-HTML-ENG.
- 5) Miniero, G., Gibbert, M., Addis, M. (2012), "Embarrassment, Disclosure and Willingness to Buy", poster session, *41st European Marketing Academy Conference*, May 22-25 2012, Lisbona, Portogallo, Isbn 9789897320040.
- 6) Addis, M. (2012), "*Mercedes-Benz: The Never-ending Challenge of Customer Satisfaction*", SDA Bocconi School of Management, Case Study & Teaching Notes, The Case Centre.
- 7) Addis, M., Miniero, G., Ricotta, F. (2011), "Fantasy in watching motion pictures. The transportation effect", poster session, *2011 AMA Winter Marketing Educators' Conference*, February 18-20 2011, Austin TX, Isbn 0877573441.
- 8) Addis, M., Scopelliti, I. (2007), "Campari: Rejuvenating the Jägermeister Brand", *ECCH, Case study e Teaching Notes*, (ed. Italiana "Il marketing esperienziale per il brand management: il caso Jägermeister", *Case study e Teaching Notes*, 2006, Milano: Università Bocconi).
- 9) Addis, M., Miniero, G., Scopelliti, I., Soscia, I. (2007), "Il dilemma di Expert: riposizionare un'insegna", SDA Bocconi, *Caso e Teaching Notes*.
- 10) Addis, M., Miniero, G. Scopelliti, I., Soscia, I. (2007), "BTicino: la valutazione dell'efficacia dell'evento esperienziale", SDA Bocconi, *Caso e Teaching Notes*.
- 11) Addis, M. (2007), "*Alle origini della lealtà dei clienti: l'esperienza di consumo*", SDA Bocconi, nota didattica.
- 12) Addis, M. (2005), "*Omnitel One. Developing Customer Loyalty Programmes in Omnitel Pronto Italia*", Case Study e Teaching Notes, The Case Centre (ed. Italiana "Omnitel One. Lo sviluppo dei programmi di customer loyalty in Omnitel Pronto Italia.", *Case Study e Teaching Notes*, 2000, Milano: SDA Bocconi).
- 13) Addis, M. (2001), "Il caso Auditorium di Milano – Orchestra Sinfonica di Milano Giuseppe Verdi. Le problematiche di marketing e di rapporto con il mercato", *Case Study e Teaching Notes*, Milano: SDA Bocconi.
- 14) Addis, M., Troilo, G. (2001), "Building Market Orientation in an Arts or Cultural Institution", *Osservatorio Marketing*, Working Paper 66.
- 15) Addis, M., Zerbini, F., Costabile, M. (2001), "*Il successo dei Customer Loyalty Program. Modelli concettuali ed evidenze empiriche sulle performance dei programmi fedeltà*", Working Paper, SDA Bocconi.
- 16) Addis, M., Carù, A., Miniero, G. (2001), "*Educazione alla musica e leadership: una scelta di marketing per l'arte*", Working paper, Università L. Bocconi.
- 17) Addis, M. (2001), *Il consumo esperienziale per la gestione dei servizi di edutainment. L'impatto delle nuove tecnologie multimediali nell'esperienza educativa*. Dissertazione relativa al III Ciclo di Ph.D., Dottorato di Ricerca, in Economia Aziendale & Management, 2001.

Italian publications: articles for the business press

- 1) Addis, M. (2022), Esperienze culturali trasformative per rimarginare le ferite post-Covid. Il Sole 24 Ore. 19/6/2022.

- 2) Costabile, M. & M. Addis (2002), “Le relazioni con i clienti per il successo nella mobile communication” Il Sole24Ore

HONORS AND AWARDS

RRBM Honor Roll Recognition for the article “Systemic Ethical Food Experience Design to Prevent Unintended Consequences,” published in the Journal of Service Research, recognized as rigorous, relevant, and contributing to positive societal impact (2024)

Invited member of the experts’ workshop entitled “Contributing to Better Lives Through Cultural Capital,” ICCROM, the Italian Ministry of Culture, and the University of Glasgow (2023).

“Seal of Excellence” – given by the European Commission for the project number 101120581 entitled “CURE - Creativity for Urban Rebirth,” submitted to the “Initial Network of European Digital Innovation Hubs” (DIGITAL-2022-EDIH-03-INITIAL), coordinated by MAXXI Foundation in collaboration with DTC Lazio Center of Excellence, Sony Europe, Innova Camere, Pi School, and Digitalia. Role as coordinator for the participation of the Center of Excellence DTC Lazio and its 7 affiliated entities (2023).

Invited member of the experts’ workshop entitled “Towards the next generation museum,” Foundation Kainòn and Icom Italia (2022-2023).

Invited member of the expert community entitled “100 female experts,” by Osservatorio di Pavia, Gi.U.Li.A. Association, in collaboration with Bracco Foundation and with the support of Representation of the European Commission in Italy (2022).

2010 Werner Pommerehne Prize for Holbrook and Addis (2010) as the best *Journal of Cultural Economics* paper over 2008-2009

The best SDA case study for “Omnitel One: lo sviluppo dei programmi di customer loyalty in Omnitel Pronto Italia”, SDA Bocconi, Milan, 2000.

My research has been mentioned in the Italian and international printed media (Il Sole 24 Ore, La Repubblica, Il Corriere della Sera, L'espresso, El Pais, Le Monde, El Periodico, l'Unità, Famiglia Cristiana, Il Fatto Quotidiano, Affari Italiani, Avvenire, Il Giornale della Libreria, Libreriamo, Il Corriere del Ticino, Adnkronos, Italia Oggi), television (Telegiornale Regione Lazio), radio (Fahrenheit, Radio Popolare), and in the digital world.

FUNDED RESEARCH PROJECTS

“SCENA,” the first collaborative management platform for heritage and services for cultural and creative production (Team member). Funded by PR FESR Lazio 2021–2027, Public Notice “Competitive Repositioning RSI” – Area 4 “Creative and Digital Industries” and “Cultural Heritage and Culture Technologies” (2023–2025).

CHANGES – Cultural Heritage Active Innovation for Sustainable Society (Principal Investigator and Scientific Coordinator for Università Roma Tre, Spoke 8). Funded under the National Recovery and Resilience Plan (NRRP), Mission 4, Component 2, Investment 1.3, funded by the European Union – NextGenerationEU (2022–2026).

Rome Technopole (Principal Investigator). Funded under the National Recovery and Resilience Plan (NRRP), Mission 4, Component 2 Investment 1.5, funded from the European Union – NextGenerationEU. Spoke 1 and Spoke 2 (2023-2025).

Reviving Culture, Building Futures: Sustainable Tourism and Heritage Preservation in Jerash and Balqa (Scientific Coordinator for Università Roma Tre). EU-funded project (2025–present).

Cultura accessibile, benessere possibile: Roma Tre per l’inclusione tramite l’arte (Team member). Università Roma Tre (2025–2026).

La felicità di leggere – II edition / Happiness in Reading – Second Edition (Team Leader). GeMS – Gruppo Editoriale Mauri Spagnol (2024–2025).

GENDER, a Multidisciplinary Research Project (Team member). Funded by the Department of Economics, Università Roma Tre (2024).

CHEDAR – Cultural Heritage Digitization and Reconstruction (Università Roma Tre representative and co-proponent) (2023–2024).

The Design of Transformative Cultural Experiences for Young Adults (Individual project). Funded by the Association for Consumer Research - Transformative Consumer Research (2022–2023).

Technology Transfer n. 1: “Anagrafe delle competenze” (Team member). Distretto Tecnologico dei Beni Culturali - DTC Lazio (2018-2019)

Technology Transfer n. 4: “Tecnologie di Analisi, Diagnostica e Monitoraggio per la conservazione e il restauro di beni culturali” (ADAMO) (Team member). Distretto Tecnologico dei Beni Culturali - DTC Lazio (2018-2019)

Measuring Brand Experience (Team leader). H-Art (now AKQA Italy) and SDA Bocconi School of Management (2016-2017)

Customer Centricity in Action (Team leader). SDA Bocconi School of Management (2016)

Happiness in reading (Team leader). GeMS, Gruppo Editoriale Mauri Spagnol 2015)

The blueprint of bookstores (Team leader). Scuola per Librai Umberto e Elisabetta Mauri (2014)

Eataly: Reimagining the Grocery Store (Team member). Marketing Area SDA Bocconi School of Management and Harvard Business School (2014)

Customizing customization processes: Does fantasy help? (Team leader). DIR, SDA Bocconi School of Management (2010-2012)

Fantasy and consumers’ preferences: does one’s fantasy drive consumer behavior? (Team leader). MIUR, PRIN program 2007 (National and Local (Roma Tre) Research (2008-2010)

Fantasy and Consumers’ Preferences (Team leader). Bocconi University (2006-2008)

Customer Satisfaction Surveys on online PA’s services (Team member). CNIPA (2007)

Investigating the effects of experiential marketing policies (Team leader). DIR, SDA Bocconi School of Management (2005-2007).

“EcoMuseo” for the “Monti e dei Laghi Briantei” district (Team member). Lecco’s Province (2005)

Feasibility project for a Contemporary Arts Museum in Milan (Team member). Pirelli Real Estate (2004)

Executive Education via ICT Applications (Team member). Marketing Area SDA Bocconi School of Management (2004)

Success Indicators for Customer Loyalty Programs (Team member). Marketing Area SDA Bocconi School of Management (2004)

New Perspectives for Marketing: a cross-cultural comparison in consuming experiences (Individual research project). MIUR, PRIN program 2003 (2003-2005)

Culture and Show-Business in Milan. Firms’ role in supporting entrepreneurship, quality, and fruition (Team member). Assolombarda (2002)

Arts and Culture Institutions’ market orientation (Team member). Bocconi University (2000-2002)

Multimedia within Education. The development of “Edutainment” (Team member). Bocconi University and Murst for the “Giovani Ricercatori” program (2000-2001)

INVITED TALKS

- "The Regenerative Power of Books and Reading," Convegno delle Stelline, Milan (2026).
- Presentation of the research project "The Happiness of Reading," Gruppo Editoriale Mauri Spagnol (GeMS) Convention (2025).
- Presentation of the research project "The Happiness of Reading," BookCity Milano (2025).
- "Senso e libreria," Umberto and Elisabetta Mauri School for Booksellers (2025).
- "From Preservation to Promotion of Cultural Heritage: An Italian Vision," Beijing, China (2024).
- "La Biblioteca che vorrei," CHANGES (2024).
- "La cultura ci salverà," CHANGES – Roma Tre Open Night (2024).
- "Reimagining Service for Building the Future in Bookstore Experiences," webinar for Mondadori Retail, online (October 2023).
- "Innovation for Well-being in the Arts," presentation at the webinar "Market-Driven Innovation for Well-Being: Delivering on Customers' Needs and Rights," June 22, 2023, ICCROM, online (June 2023).
- "Reader-Friendly Libraries: Places of Culture and Social Gathering," participation in the Roundtable Discussion on the Occasion of the Opening of Mondadori Duomo Bookstore, Milan, (March 2023).
- "On the Path to Customer-Centricity: Where Do We Stand?" 40th Advanced Seminar, Umberto and Elisabetta Mauri School for Booksellers, Venice (January 2023)
- "The Economics of Reading" at the Più Liberi Più Liberi Fair, AIE, Rome (December 2022)
- "The Wellbeing Revolution: Bridging Sustainability and Performance" at the TESEO Forum, Verona (November 2022)
- "The New Frontiers of Research at the Center of Excellence of the DTC Lazio" at the Expo Dubai Forum - Lazio Region University Ecosystem: Knowledge as a Heritage, Dubai, United Arab Emirates (March 2022)
- "Designing Engaging Experiences to Generate Wellbeing" at the Italian Association of Women Engineers and Architects (A.I.D.I.A.) - Rome, "The Post-Covid Revolution: The Impact of Wellbeing on Design" (March 2022).
- "The Research Infrastructure of DTC Lazio: Laboratory Network for the Development of Advanced Technologies and Competitive Growth" at the Annual Conference "Applied Technologies to the Most Precious Treasure, Cultural Heritage," DTC Lazio, Technological District for Cultural Goods and Activities, Center of Excellence, Rome (November 2021).
- "Culture: New Challenges for Employment" at the INPS Culture and Work Conference, Matera (April 2019).
- "What Ignites Fairs" at the Più Liberi Più Liberi Fair, AIE, Rome (December 2017).
- "Customer Engagement in Bookstores: Opportunities, Tools, and Ideas" at the Più Libri Più Liberi Fair, "Customers and Bookstores: If I Have to Open a Bookstore, It Better Be Innovative," AIE, Rome (December 2016).
- "The Technological District for Cultural Goods and Activities of the Lazio Region: Contextual Overview" at the Presentation of the Technological District for Cultural Goods and Activities of the Lazio Region, CNR, Rome (April 2016).
- "The Happiness of Reading" at the opening of the 33rd Advanced School for Booksellers, Umberto and Elisabetta Mauri, Venice (January 2015).
- "The Happiness of Reading" at Bookcity, Milan (October 2015).
- "Excellence in Bookstores from the Consumer's Perspective" at the ALI School for Booksellers, Rome (March 2015).
- "Excellence in Bookstores from the Consumer's Perspective" at the 32nd Advanced School for Booksellers, Umberto and Elisabetta Mauri, Venice (January 2015).
- "Customer Experience" seminar conducted for participants of the Executive Master in Marketing & Sales, Alma Graduate School, University of Bologna (December 2014).
- "The Customer in the Bookstore: Satisfied, Loyal, or Devoted?" at the 31st Advanced School for

Booksellers, Umberto and Elisabetta Mauri, Venice (January 2014).

"Oscars: A Work-in-Progress Project" at the Business Studies Department, University of Bologna (October 2013).

"When Realism Is Not Enough: Fantastical Thinking, Transportation, and Persuasion in Advertising" at the Department of Economics and Business Studies, University Roma Tre (April 2011).

"The Frontier of Customer Management: Experience and Integration" at the Annual Convention of Feltrinelli Bookstores, Santa Margherita Ligure (April 2010).

"The Meaning of Consumer Experience in the Arts and Culture Sector" at the Workshop on Economics, Culture, and Territory, Department of Cultural Heritage, University of Macerata, Fermo (December 2009).

"The Effectiveness of Emotional Marketing on Brand Equity" at the Customer Colloquium - Customer & Service Science Lab, "Emotions, Purchase, and Consumption: The Perspective of Neuro Marketing," University L. Bocconi, Milan (January 2008).

"Unfair Business Practices and Business Trust Resources" at the Directive on Unfair Commercial Practices, Faculty of Economics Federico Caffè, University Roma Tre (January 2007).

"New Perspectives in Marketing: Experiential Marketing and Tribal Marketing" at the round table with Telecom Italia Mobile and Oikos Fragrances, "University Meets Business," Faculty of Economics, University of Bari (November 2006).

TEACHING

Università Roma Tre

Undergraduate & Graduate

Economics and Business Management, Bachelor in Economics (2013-present)

Cultural Marketing Laboratory, Bachelor in Economics (2015-present)

Market Research (English), Master in Economics of the Environment and Development (2017-2019)

Market Research, Master in Economics and Management (2010-2012; 2013-2018)

Advanced Marketing, Master in Economics and Management (2004-2012)

Market Research, Master in Environmental Economics (2009)

Communication, Master in Economics and Management (2007-2010)

Postgraduate

Public Management at Roma Tre, executive education for Managers of Università Roma Tre – coordinator and instructor (2022)

Cultural Marketing, Master Culture del Patrimonio (2017-2021)

Communication, Master Culture del Patrimonio (2017-2021)

Growth strategies for Scientific Research, Master Gestione e promozione della ricerca biologica e genetica per la medicina (2017)

Managing Cultural Experiences, Master Economia e Gestione dei Beni Culturali (2019-2021)

Management, financing and development of scientific research, Telethon Master Gestione e promozione della ricerca biologica e genetica per la medicina (2016-2017)

Arts and Culture Customer Experience, II Level Master degree in Management-Promozione-Innovazioni tecnologiche nella Gestione dei Beni Culturali (2016-2017)

Managing Cultural Experiences, in Università Roma Tre & Mecenate '90 Cantieri Creativi (2009-2010)

Bocconi University

Undergraduate & Graduate

Advanced Marketing (English), Master in Economics and Management in Arts, Culture, Media and Entertainment (2008)

Advanced Marketing, Bachelor in Economics and Management in Arts, Culture, and Communication (2003-2007)

Cultural Marketing, Bachelor in Economics and Management in Arts, Culture, and Communication (2000-2006)
Managing customer relationships, Bachelor in Economics and Management in Arts, Culture, and Communication (2002-2004)
Service management, Bachelor in Economics and Management in Arts, Culture, and Communication (2001-2004)
Marketing, Bachelor in Management (2002-2003)
Economics and Business Management, Bachelor in Management (1999-2001)

Postgraduate

Leisure-Sport & Cultural Events Management, Master in Exhibition & Event Management, MEXEM (2003-2005)
Customer Relationship Management & Key Account Management, Master in Marketing & E-Commerce, MIMEC (2003-2005).
Service Marketing, Master in Marketing & E-Commerce, MIMEC (2002-2004).

SDA Bocconi Asia Center (Mumbai, India)

Consulting Management for the Arts, International Program in Arts Management (2019)

SDA Bocconi School of Management

Marketing & CRM (English), Master in Arts Management, MAMA (2016-2018)
Marketing, Master in Show Business Management (2004-2015)
Marketing, Executive Education (2008; 2013-2018)
Intensive Marketing, Executive Education (2008-2012)
Marketing Communication, Executive Education (2004-2011)
CRM: Trust & Loyalty Management (English), Executive Master in Marketing & Sales EMMS (2007)
Customer Relationship Management, Master in Business Administration – evening – EMBA (2003-2007)
Customer Relationship Management (elective) (English), Master in Business Administration – MBA (2002-2007)
Fashion Brand, Executive Education (2007)
Customer Loyalty & Relationship Management, Executive Education (1999-2007)
Experiential Marketing, Executive Education (2003-2005)
Marketing Information Systems, Executive Education (1999-2004)
CRM Technologies and Solutions, Executive Education (2002-2004)
Integrated Marketing Communication, Executive Education (2004)
Marketing for Air Transport, Executive Education (2004)
Customer Relationship Management, Master in Business Administration MBA (2002-2003)
Customer Relationship Management, Master in Strategy MISA (2003)
Customer Relationship Management, Master in Marketing & E-Commerce MIMEC (2003)
Consumer Behavior (English), Master in Fashion, Experience & Design MAFED (2002-2003)
Marketing Strategy, Executive Education (2002-2003)
Basic Marketing, Executive Education (1999-2003)
Retailing Marketing, Executive Education (2002-2003)
Kronos, Executive Education (1999-2003)
Customer Database, Executive Education (1999-2003)
Consumer Behavior, Master Coop (2002)
Value Management, Master in Business Administration MBA (2001)
Consumer Behavior, Master in Marketing & E-Commerce MIMEC (2001)
Marketing Management for Financial Markets, Executive Education (1999-2002)
Arts Marketing and Communication, Executive Education (1999-2002)
Instructor for several customized executive courses: Poste Italiane (2009-2011, 2017), CFMT (2003-2004;

2009-2015), RCS (2010-2012), Chevrolet (2012), Italfondario (2011), Regione Toscana (2011), Telecom Italia (2008, 2010-2011), Pirelli (2010), Sky (2008), Unione Industriale Pisana (2008), Sofitel (2008), WPP (2005-2006; 2008), Fiat (2007), Luxottica (2007), Indesit (2006), Syngenta (2005), Nokia (2005), Esprinet (2004), Telecom Italia Mobile (2004), Cadbury (2003), Banca Popolare di Milano (2002-2003), B&B Italia (2002), SMC Italia (2002), Rimini Fiera (2002), Ittierre (1999-2002), Peoplesoft (2002), EMC² (2002), Telecom Italia Mobile (1999-2002)

Coordinator for several customized executive courses: Telecom Italia (2008-2010), Telecom Italia Mobile (2001-2003), Telcal (2001-2003)

Coordinator for several executive courses: Customer Relationship Management (2000-2010), Customer Relationship Management - Master in Business Administration MBA (2002-2003), Customer Relationship Management - Master in Strategy MISA (2003), Customer Relationship Management - Master in Marketing & E-Commerce MIMEC (2003), Consumer Behavior - Master in Fashion, Experience & Design MAFED (2002-2003)

Tutor for executive field projects: Telecom Italia (2008-2010), ABB (2008), Tetra Pak (2008), Shell (2007), Rosenthal Italia (2003), Toyota Motor Italia (2001) e Fiat Auto (2001), General Electric Capital Servizi Finanziari (2000)

Other Organizations

Introduction to business administration and management, Undergraduate, Collegio Universitario Dei Cavalieri Del Lavoro “Lamaro Pozzani” (2017-2023)

Languages and techniques for online family counseling, Alta Formazione, ISSR Ecclesia Mater – Pontificia Università Lateranense, Rome (2021)

Bookshop Management, Executive Education, Diffusione San Paolo, Rome (2017)

Management, Executive Education, Editoriale San Paolo, Rome (2017)

Marketing for High Value Products, Executive Master in Marketing & Sales, Alma Graduate School, Università degli Studi di Bologna (2014)

Customer experience, Master in Marketing Management dello Sport, Scuola dello Sport Coni Puglia, Bari (2013)

Customer Experience Management, Executive Alumni Initiative Advanced Program, p Alma Graduate School, Università degli Studi di Bologna (2013)

Marketing, Master in Marketing & Service Management, Università degli Studi di Napoli Federico II (2011-2013)

OTHER PROFESSIONAL EXPERIENCES

Technical Advisor Expert of Courts: Telecommunication Markets (2007), Brand Evolution (2003)

Consultancy: Decision-making in Arts & Culture (2001)

LEAVES FROM WORK

Injury (July 2012-June 2013)

Maternity (September 2008-February 2009)

According to law 679/2016 of the Regulation of the European Parliament of 27th April 2016, I hereby express my consent to process and use my data provided in this CV.

Rome, October 15, 2026