

# Maria Cristina Cito

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ASSOCIATE PROFESSOR OF PRACTICE

**Brand & Communication**

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## Biography

Maria Cristina Cito, PhD, is an Associate Professor of Practice in Marketing and Sales at SDA Bocconi School of Management.

Since 2017, she has been the Director of the Marketing Management (Intensive edition), Communicating to Create Value (online), and Marketing Research (online) programs. From 2018 to 2021, she served as the Director of the Marketing Management (Evening edition) program. She is a member of the Faculty for EMBA, GEMBA, MBA, and MAMA. Additionally, she is a Faculty member at SDA Bocconi Asia Center in Mumbai, India.

Her work has been published in the Journal of Consumer Psychology, Psychology and Marketing, and Economia e Management. Her expertise lies in the field of consumer behavior. In her research, she explores the impact of emotions on consumption experiences and the role of personal identity in preferences for value propositions.

Maria Cristina graduated cum laude from Università Bocconi, obtained a PhD in General Management from Alma Mater Studiorum, University of Bologna, and completed the International Teachers Program (ITP) at INSEAD Paris.

## Teaching domains

Corporate Communication

Omnichannel Communication

Market Strategy & Competition

Marketing Management

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## ARTICLES IN SCHOLARLY JOURNALS

LEUNG E., CITO M. C., PAOLACCI G., PUNTONI S.

**Preference for Material Products in Identity-Based Consumption**

Journal of Consumer Psychology, 2021, vol.32, no. 4, pp.672-679

CAIOZZO P., CITO M., TAGGIASCO G.

**Extraordinary salespeople: competenze per competere**

Economia & Management, 2017, no. 1, pp.23-29

CAIOZZO P., CITO M. C., MINIERO G.

**Venditori si nasce? Il mestiere visto dagli studenti**

Economia & Management, 2017, no. 1, pp.13-17

TROILO G., CITO M., SOSCIA I.

**Repurchase behavior in the performing arts: Do emotions matter without involvement?**

Psychology & Marketing, 2014, vol.31, no. 8, pp.635-646

ANCARANI F., CITO M., SAIBENE C., SCARPA A.

**Marketing in emerging markets. Come conquistare le aree rurali**

Economia & Management, 2012, no. 1, pp.15-21

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

CITO M., FILOTTO U., OMARINI A.

**L'organizzazione delle funzioni Marketing nel settore bancario e assicurativo** in *Il marketing per le banche e le assicurazioni. Competenze specifiche e pratiche di successo*

F. Ancarani, P. Musile Tanzi (Eds),Egea, pp.71-87, 2012

ANCARANI F., CITO M., MUSILE TANZI P., SAIBENE C.

**Le competenze di marketing nel settore bancario e assicurativo** in *Il marketing per le banche e le assicurazioni. Competenze specifiche e pratiche di successo*

F. Ancarani, P. Musile Tanzi (Eds),Egea, pp.17-41, 2012

GUENZI P., TROILO G., SAIBENE C., CITO M., SCARPA A.

**Competenze di marketing & sales, metriche e performance** in *Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo*

F. Ancarani (Eds),Egea, pp.2-41, 2011

LO NOSTRO S., ANCARANI F., CITO M.

**I casi di eccellenza nel marketing Enel Energia** in *Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo*

F. Ancarani (Eds),Egea, pp.81-88, 2011

GUINDANI P., DUILIO A., ROSSINI A., ANCARANI F., CITO M., SCARPA A.

**I casi di eccellenza nel marketing Vodafone Italia** in *Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo*

F. Ancarani (Eds),Egea, pp.89-104, 2011

LANZETTA N., ANCARANI F., CITO M.

**I casi di eccellenza nel sales Enel Energia** in *Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo*

F. Ancarani (Eds),Egea, pp.117-125, 2011

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## PROCEEDINGS/PRESENTATIONS

CITO M. C., PUNTONI S., PAOLACCI G., LEUNG E.

**The Dematerialization of Consumption**

ACR - The Association of Consumer Research Conference - 17-20 October, 2019, Atlanta, United States of America

CAIOZZO P., CITO M. C., GUENZI P., MINIERO G., GHADDAR S.

**How students perceive salespeople and the sales job**

*GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius*

CITO M. C., PUNTONI S., PAOLACCI G., LEUNG E.

**Dematerialization and consumption**

*European Marketing Academy Annual Conference - 23-26 May, 2017, Groningen, Netherlands (The)*

CAIOZZO P., GUENZI P., MINIERO G., CITO M.

**How students perceive salespeople and the sales job**

*Global Sales Science Institute (GSSI) Conference, 2016, Birmingham, Great Britain*

CITO M. C., MONTAGUTI E., ZAMMIT A.

**Identity Changes and Consumer Behavior**

*European Marketing Academy Annual Conference - 26-29 May, 2015, Leuven, Belgium*

CITO M., MONTAGUTI E., ZAMMIT A.

**Identity Transition and Consumer Behaviour**

*43rd Annual Conference of the European Marketing Academy - 3-6 June, 2014, Valencia, Spain*

CITO M., TROILO G., SOSCIA I.

**Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?**

*XII International Conference on Arts & Cultural Management - June 26-29 2013, Bogotá, Colombia*

CITO M., TROILO G., SOSCIA I.

**Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?**

*European Marketing Academy Annual Regional Conference - June 4-7, 2013, Istanbul, Turkey*

SAIBENE C., ANCARANI F., CITO M., MUSILE TANZI P.

**The relevance of marketing competencies in financial and non financial industries**

*INFORMS Marketing Science Conference - 7-9 June, 2012, Boston, United States of America*

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## Grants & Honors

Research Grant - Marketing Science Institute , 2017

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