

# Chiara Piancatelli

## DIGITAL MARKETING

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### ARTICLES IN SCHOLARLY JOURNALS

PIANCATELLI C., MASSI M., MANDELLI A.

**Nuove logiche e traiettorie di crescita dell'advertising**

Economia & Management, 2022, no. 1, pp.85-93

PIANCATELLI C., MASSI M., VOCINO A.

**#artoninstagram: Engaging with art in the era of the selfie**

International Journal of Market Research, 2021, vol.63, no. 2, pp.134-160

PIANCATELLI C., MASSI M., VOCINO A.

**The role of atmosphere in Italian museums: effects on brand perceptions and visitor behavioral intentions**

Journal of Strategic Marketing, 2021, vol.29, no. 6, pp.546-566

PIANCATELLI C., MASSI M., HARRISON P.

**Has Art Lost Its Aura? How Reintermediation and Decoupling Have Changed the Rules of the Art Game: The Case of Artvisor**

International Journal of Arts Management, 2020, vol.22, no. 3, pp.34-54

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### PRACTICE-ORIENTED BOOKS

MANDELLI A., ARBORE A., PIANCATELLI C.

**Storie, Relazioni e Business: Social Media Marketing nell'era delle piattaforme**

Egea, Milano, Italy, 2022

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### CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

PIANCATELLI C., SOSCIA I.

**Le ricerche per la definizione e il controllo della comunicazione di massa** in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative di marketing - II Ed.*

L. Molteni, G. Troilo (Eds), Egea, chap. 14, pp.549-586, 2022

CARÙ A., MION DALLE CARBONARE P., OSTILLIO M. C., PIANCATELLI C.

**The Impact of Technology on Visitor Immersion in Art Exhibitions: Evidence from the Modigliani Art**

**Experience exhibition** in *Digital Transformation in the Cultural and Creative Industries. Production, Consumption and Entrepreneurship in the Digital and Sharing Economy*

Marta Massi, Marilena Vecco, Yi Lin (Eds), Routledge, chap. 2, 2021

PIANCATELLI C., CUADRADO M., MION DALLE CARBONARE P.

**Balenciaga, the Master of Haute Couture** in *The Artification of Luxury Fashion Brands : Synergies, Contaminations, and Hybridizations*

Marta Massi, Alex Turrini (Eds), Palgrave Macmillan, chap. 6, 2020

MASSI M., OLIVIERI M., PIANCATELLI C.

**Cultura alta o cultura bassa bassa? Un'indagine sui consumi culturali degli immigrati in Italia** in *Immigrati e consumi in Italia. I consumi come fattore di integrazione e acculturation*

R. Fiocca, C. Cantù (Eds), Franco Angeli, pp.154-168, 2020

PIANCATELLI C., MASSI M., RACCAGNI D.

**Marketing Experiential Events Through New Media: The Ferragnez Wedding Case** in *Handbook of Research on New Media Applications in Public Relations and Advertising*

Elif Esiyok (Eds), IGI Global, chap. 8, pp.133-148, 2020

MASSI M., PIANCATELLI C., PANCHERI S.

**Art and Brand Contamination: How Brands Have Blurred the Distinction Between Low Culture and High Culture** in *Handbook of Research on Consumption, Media, and Popular Culture in the Global Age*

Ozlen Ozgen (Eds), IGI Global, chap. 20, pp.339-354, 2019

MASSI M., PIANCATELLI C., MION DALLE CARBONARE P.

**Boosting Football Club Brands Through Museums: The Experience of Mondo Milan** in *Integrated Marketing Communications, Strategies, and Tactical Operations in Sports Organizations*

Manuel Alonso Dos Santos (Eds), IGI Global, chap. 6, pp.110-128, 2019

MASSI M., PIANCATELLI C., PANCHERI S.

**Culture and the City: Rebranding "Tough Cities" through Arts and Culture - The Case of Matera 2019** in *Positioning and Branding Tourism Destinations for Global Competitiveness*

Rahmat Hashim, Mohd Hafiz Mohd Hanafiah, Mohd Raziff Jamaluddin (Eds), IGI Global, chap. 5, pp.100-123, 2019

MASSI M., PIANCATELLI C., RURALE A.

**Il marketing come strumento di valorizzazione culturale nei Conservatori musicali. Il caso dell'istituto musicale "Claudio Monteverdi" di Cremona** in *I conservatori di musica. Profili normativi, gestionali e contabili*

Carmela De Gennaro, Roberto De Leonardis, Giuseppe Mongelli (Eds), Aracne Editrice, pp.267-286, 2019

MASSI M., PIANCATELLI C., GHILARDI R.

**Preserving Memory through Branding: Museums Brands as Vectors for Advocacy, Promotion and Public Programming** in *Handbook of Research on Advocacy, Promotion, and Public Programming for Memory Institutions*

Patrick Ngulube (Eds), IGI Global, chap. 20, pp.366-389, 2019

MASSI M., PIANCATELLI C.

**Tracing the Evolution of Marketing in Arts Organizations: From 'Third Wheel' to Protagonist of the Arts Scene** in *The Routledge Companion to Arts Management*

William J. Byrnes, Aleksandar Brkic (Eds), Routledge, chap. 21, 2019

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## CASES IN INTERNATIONAL CASE COLLECTIONS

MANDELLI A., PIANCATELLI C., ARBORE A.

**Communication, Business and Digital Transformation: The Case of Burberry**

2021, The Case Centre, Great Britain

MANDELLI A., SALVIOTTI G., PIANCATELLI C., ABBATEMARCO N.

**Vibram: Customer Centricity at the Core of Digital Transformation and New Business Model**

2020, The Case Centre, Great Britain

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## PROCEEDINGS/PRESENTATIONS

MASSI M., VOCINO A., PIANCATELLI C.

**Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity**

*Academy of Marketing Science Annual Conference - May 25-27, 2022, Monterey, LA, United States of America*

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## RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

PIANCATELLI C., MASSI M., RACCAGNI D.

**Battere la concorrenza con Metaverso e NFT. Come utilizzare strumenti innovativi per coinvolgere i clienti nel mondo digitale**

2022, Harvard Business Review Italia, Italy

PIANCATELLI C., RACCAGNI D., MASSERINI S.

**Il ruolo strategico dei social media nel mutato contesto degli eventi**

2021, Harvard Business Review Italia, Italy

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