

Sara Valentini

MARKETING MANAGEMENT

ARTICLES IN SCHOLARLY JOURNALS

D'ASSERGIO C., MANCHANDA P., MONTAGUTI E., VALENTINI S.

The Race for Data: Utilizing Informative or Persuasive Cues to Gain Opt-in?

Journal of Marketing, 2025, vol.89, no. 3, pp.36-59

MONTAGUTI E., VALENTINI S., VECCHIONI F.

Content That Engages Your Customers: The Role of Brand Congruity and Promotions in Social Media

Journal of Interactive Marketing, 2023, vol.58, no. 1, pp.16-33

VALENTINI S., ORSINGHER C., POLYAKOVA A.

Customers' emotions in service failure and recovery: a meta-analysis

Marketing Letters, 2020, vol.31, no. 2-3, pp.199-216

VALENTINI S., NESLIN S. A., MONTAGUTI E.

Identifying omnichannel deal prone segments, their antecedents, and their consequences

Journal of Retailing, 2020, vol.96, no. 3, pp.310-327

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Brand e social media: alla ricerca degli strumenti più efficaci nella caccia all'engagement

Harvard Business Review Italia, 2017, no. 9, pp.102-109

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Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment

Marketing Science, 2016, vol.35, no. 2, pp.201-217

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Decision Process Evolution in Customer Channel Choice

Journal of Marketing, 2011, vol.75, no. 6, pp.72-86

ORSINGHER C., MARZOCCHI G. L., VALENTINI S.

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Psychology & Marketing, 2011, vol.28, no. 7, pp.730-748

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A meta-analysis of satisfaction with complaint handling in services

Journal of the Academy of Marketing Science, 2010, vol.38, no. 2, pp.169-186

RESEARCH MONOGRAPHS

VALENTINI S.

Il marketing omnicanale: l'integrazione dei canali come strategia di marketing

Bononia University Press, Italy, 2017

VALENTINI S.

Segmentazione e motivazioni della customer base: un'applicazione al settore alberghiero

Societa' Editrice Esculapio, Bologna, Italy, 2008

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

VALENTINI S., MONTAGUTI E., NESLIN S. A.

Decision process evolution in customer channel choice in *From Little's Law to Marketing Science. Essays in Honor of John D.C. Little*

John R. Hauser, Glen L. Urban (Eds), The MIT Press, pp.285-316, 2016

PROCEEDINGS/PRESENTATIONS

FREITAS C., MONTAGUTI E., VALENTINI S.

The Role of Marketing Activities and Searching Behavior Driving New Users Toward Acquisition

EMAC Annual Conference, May 24-27, 2022, Budapest, Hungary

D'ASSERGIO C., MANCHANDA P., MONTAGUTI E., VALENTINI S.

How Do Firms Ask for Consumers' Data Permission? The Value of Companies Data Practices

EMAC Annual Conference, May 25-28, 2021, Madrid, Spain

FREITAS C., KONUS U., VALENTINI S.

What Drives Channel Choice in Multichannel Customer Journeys: A Meta-Analysis

EMAC Annual Conference, May 25-28, 2021, Madrid, Spain

D'ASSERGIO C., MANCHANDA P., MONTAGUTI E., VALENTINI S.

The Race for Data: Who Gained from Re-permission E-mails in the Enforcement of GDPR

NYU-Temple-CMU 2020 AIML Conference on Artificial Intelligence, Machine Learning, and Business Analytics, December 10-11, 2020, (online)

D'ASSERGIO C., MONTAGUTI E., VALENTINI S.

How do firms ask for consumers' data permission? And how do customers react

Marketing Science Conference, 20-22 June, 2019, Roma, Italy

D'ASSERGIO C., MONTAGUTI E., VALENTINI S.

How do firms ask for consumers' data permission? And how do customers react

EMAC Annual Conference, May 28-31, 2019, Hamburg, Germany

MONTAGUTI E., VALENTINI S., VECCHIONI F.

Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition

EMAC Annual Conference, 29 May-1 June, 2018, Glasgow, Great Britain

MONTAGUTI E., VALENTINI S., ZAMMIT A.

Gamification: A Way to Increase Customer Base Value?

EMAC Annual Conference, 29 May-1 June, 2018, Glasgow, Great Britain

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The Omnichannel Deal Prone Consumer

Marketing Science Conference, June 13–16, 2018, Philadelphia, PA, United States of America

MONTAGUTI E., VALENTINI S., VECCHIONI F.

How Can Companies Get Their Social Media Campaigns Rebroadcast: The Role Of Fit Between Online Contents And Corporate Fan Pages

Marketing Science Conference, 7-10 June, 2017, Los Angeles, CA, United States of America

MONTAGUTI E., NESLIN S. A., VALENTINI S.

The Deal Prone Consumer in a Omnichannel Marketplace

EMAC Annual Conference, May 23-26, 2017, Groningen, Netherlands (The)

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The ‘Right’ Variation of Fit between Online Contents and Brand Fan Pages

EMAC Annual Conference, May 23-26, 2017, Groningen, Netherlands (The)

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Can companies generate engagement through their social media activity? A Field Experiment

SIM Conference, October 20-21, 2016, Cassino FR, Italy

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Getting Emotional Twice: An Analysis of Patterns of Emotional States after failure and recovery

La Londe Service Management Conference, May 31-June 3 2016, La Londe les Maures, France

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Is There a Multichannel Deal Prone Consumer?

SIM Conference, October 20-21, 2016, Cassino, FR, Italy

MONTAGUTI E., ROSSI F., VALENTINI S.

Consumer impatience and market structure: The case of online pizza delivery

Marketing Science Conference, June 17-20, 2015, Baltimore, MA, United States of America

MONTAGUTI E., VALENTINI S., VECCHIONI F.

The Role of the Fit between the Brand Fan Page and the Post in Determining Re - broadcasting Activity

EMAC Annual Conference, May 26-29, 2015, Leuven, Belgium

VALENTINI S., ORSINGHER C.

Redoubling emotions: An analysis of customers’ emotional patterns following service failure and recovery

EMAC Annual Conference, June 4-7, 2013, Istanbul, Turkey
