

# Chiara Mauri

CHANNEL & RETAIL

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## ARTICLES IN SCHOLARLY JOURNALS

MAURI C., GRAZZINI L., ULQINAKU A., POLETTI E.

**The effect of front-of-package nutrition labels on the choice of low sugar products**

Psychology & Marketing, 2021, vol.38, no. 8, pp.1323–1339

MAURI C., NAVA C. R.

**Do tourists experience boredom in mountain destinations?**

Annals of Tourism Research, 2021, vol.89, pp.103213

MAURI C., ZAGHI K.

**Il coinvolgimento dell'industria di marca nelle tecnologie digitali in-store**

Micro & Macro Marketing, 2020, vol.2, pp.353–376

DI GREGORIO A., MAGGIONI I., MAURI C., MAZZUCHELLI A.

**Employability skills for future marketing professionals**

European Management Journal, 2019, vol.37, no. 3, pp.251–258

MAURI C., DI GREGORIO A., MAZZUCHELLI A., MAGGIONI I.

**The employability of marketing graduates in the era of digitalisation and globalisation**

Mercati e Competitività, 2017, no. 4, pp.103–124

TRINCA COLONEL R., GHADDAR S., MAURI C.

**I driver di una customer experience di successo**

Economia & Management, 2017, no. 3, pp.33–39

MAURI C.

**Place branding: A cross-road between academics of many disciplines and practitioners. Call for “A” articles written by marketing academicians!**

Mercati e Competitività, 2016, vol.4, pp.7–12

MAURI C., MAIRA E., TURCI L.

**An empirical study of consumer behavior related to private labels and national brand promotions**

The International Review of Retail, Distribution and Consumer Research, 2015, vol.25, no. 4, pp.333–361

MELONI G., MAURI C., VIGANÒ R.

**Competition vs Coopetition: il ruolo della concorrenza nel retail**

Harvard Business Review Italia, 2015, vol.6, pp.86–92

MARCOZ E., MAURI C., MAGGIONI I., CANTÙ C.

**Benefits from service bundling in destination branding: the role of trust in enhancing cooperation among operators in the hospitality industry**

The International Journal of Tourism Research, 2014, pp.1–9

MAURI C.

**Expo 2015: uno stimolo per l'innovazione green**

Economia & Management, 2014, no. 1, pp.54-57

ULQINAKU A., MAURI C.

**Purchase Intention Of Counterfeits: An Empirical Research In Albania**

International Journal of Management and Marketing Academy, 2014, vol.2, no. 1, pp.55-81

MAGGIONI I., MARCOZ E., MAURI C.

**Segmenting networking orientation in the hospitality industry: An empirical research on service bundling**

International Journal of Hospitality Management, 2014, vol.42, no. September, pp.192-201

MAURI C., BORGHINI S., FIORDALISI E., CAVAZZANA E.

**I bambini e le marche. "Per vincere, emozionarsi, lievitare nell'aria perché hanno un'anima"**

Mercati e Competitività, 2011, vol.2, pp.99-124

BUSACCA B., MAURI C.

**L'efficacia dell'azione promozionale al consumo**

Finanza, Marketing e Produzione, 1994, vol.12, no. 3, pp.45-84

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## RESEARCH MONOGRAPHS

MAURI C.

**Omet: un percorso di eccellenza che continua**

Franco Angeli, Italy, 2014

MAURI C., CIRRINCIONE A.

**Shopping nei musei. Emozioni e acquisti nei museum shop**

Franco Angeli, Milano, , 2006

CASTALDO S., MAURI C.

**Il loyalty management nella distribuzione moderna**

Egea, Milano, Italy, 2002

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## PRACTICE-ORIENTED BOOKS

DI GREGORIO A., MAURI C., RESCINITI R.

**Il marketing per una società migliore**

Guerini Next, Milano, Italy, 2021

MAURI C., POZZOLI E., PASINI P.

**Smart Grocery Retail. L'impatto delle nuove tecnologie**

Egea, Milano, Italy, 2021

MAURI C.

**Account-based marketing. Il valore delle relazioni con i clienti**

Guerini Next, Milano, Italy, 2020

MAURI C.

**Marketing per le Pmi**

Egea, Italy, 2011

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## EDITED BOOKS

FOROUDI P., MAURI C., DENNIS C., MELEWAR T. C. (EDS.)

**Place Branding: Connecting Tourist Experiences to Places**

Routledge, Taylor and Francis Group, Great Britain, 2020

CASTALDO S., MAURI C. (EDS.)

**Store Management. Il punto vendita come luogo di esperienze e di relazioni - IV Ed.**

Franco Angeli, Milano, Italy, 2017

CASTALDO S., MAURI C. (EDS.)

**Store management: Il punto vendita come piattaforma relazionale**

Franco Angeli, Milano, Italy, 2010

CASTALDO S., MAURI C. (EDS.)

**Innovazione, Experience, Partnership. Casi di innovazione nel retail**

Franco Angeli, Milano, , 2007

CASTALDO S., MAURI C. (EDS.)

**Store Management. La gestione delle piattaforme relazionali**

Franco Angeli, Milano, Italy, 2005

BERTOLI G., FARINET A., GUERINI C., MAURI C., SONGINI L. (EDS.)

**Il capitalismo industriale nelle economie avanzate: Europa, Stati Uniti e Giappone**

Egea, Milano, Italy, 1994

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MAURI C.

**Le nuove tecnologie nel retail: «Conosco, ma non sempre utilizzo»** in *Innovazione e Management: Omaggio a Salvio Vicari*

G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona(Ed), Egea, pp.201-210, 2022

CASTALDO S., MAURI C.

**Segmentazione della domanda e posizionamento del punto di vendita** in *Store Management. Il punto vendita come piattaforma relazionale*

S. Castaldo, C. Mauri (Eds),Franco Angeli, 2010

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## ENTRY (IN DICTIONARY OR ENCYCLOPEDIA)

MAURI C.

**Store Loyalty Cards** in *Dale Southerton*

Encyclopedia of Consumer Culture, 2011

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## PROCEEDINGS/PRESENTATIONS

MAURI C., MAGGIONI I., TURCI L.

## **Place brand architecture optimization. The case of Aosta Valley**

*Inaugural Conference of the Place Branding Association, 2016*

MAURI C.

## **From ski to snow: rethinking package holidays in a winter mountain destination**

*22nd Recent Advances in Retailing & Services Science Conference (EIRASS) 2015*

MAURI C., TURCI L., MELEWAR T., DENNIS C.

## **From ski to snow: Rethinking package holidays in a winter mountain destination**

*1st Corfu Symposium on Managing & Marketing Places 2014*

MAURI C., TURCI L.

## **From ski to snow: Rethinking package holidays in a winter mountain destination**

*Consumer Behavior in Tourism Symposium, 2013*

MAURI C.

## **Measuring the impact of tourism events on places: an approach based on associative network analysis**

*4th International Colloquium on Place Brand Management: Strategic Marketing of Cities, Regions and Nations 2013*

MAURI C., MAGGIONI I., MARCOZ E.

## **Segmenting networking orientation in the hospitality industry**

*Consumer Behavior in Tourism Symposium, 2013*

MAURI C.

## **A study of consumer behaviour related to private labels and national brand promotions**

*19th international conference on recent advances in Retailing and Services Science, European Institute of Retailing and Services Studies (EIRASS), 2012, Netherlands (The)*

BORGHINI S., MAURI C.

## **Doing research with children: ethical and methodological issues**

*6th Workshop on Interpretive Consumer Research - May 6-7, 2011, Odense, Denmark*

MAURI C., MARCOZ E., MAGGIONI I., CANTÙ C.

## **Benefits from service bundling in destination branding: enhancing cooperation among operators in the hospitality industry**

*3rd International Colloquium on Place Management, Marketing and Nation Branding 2011, Great Britain*

MAGGIONI I., MARIA MARCOZ E., MAURI C.

## **Value perception of service bundling in the hospitality industry: a comparative analysis on hoteliers and tourists**

*Consumer Behavior in Tourism Symposium 2011, 2011, Italy*

MAURI C., BORGHINI S.

## **We want a better world where all kids can have branded stuff'. Children ideologies on brands and advertising**

*5th workshop on Interpretive Consumer Research, April 2-3 2009, Milano, Italy*

CIRRINCIONE A., DUCHINI A., GRIMALDI L., MAURI C., PREMAZZI K.

## **Shopping behavior in museum stores: contextualizing the experience**

*AMS International Retailing Conference - 1-2 July, 2005, Reims Management School International, Reims, France*

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## WORKING PAPERS

MAURI C., MAGGIONI I., MARCOZ E.

## **Segmenting networking orientation in the hospitality industry: an empirical research on service bundling**

2012, Italy

