

# Andrea Rurale

SALES

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## ARTICLES IN SCHOLARLY JOURNALS

RURALE A., CARÙ A., MION DALLE CARBONARE P.

**Nuove esperienze di consumo il caso FAI**

Economia & Management, 2022, no. 1, pp.30-34

RURALE A.

**Sense and Sensibility. Gestire i beni culturali anche secondo principi aziendali: l'esperienza del FAI**

Economia & Management, 2015, no. 5, pp.16-21

MINIERO G., RURALE A., ADDIS M.

**Effects of Arousal, Dominance, and Their Interaction on Pleasure in a Cultural Environment**

Psychology & Marketing, 2014, vol.31, pp.628-634

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## PRACTICE-ORIENTED BOOKS

ADDIS M., RURALE A.

**Il valore della cultura. 22 esperti per nuove strategie**

Skira Editore, Italy, 2021

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## EDITED BOOKS

ADDIS M., RURALE A. (EDS.)

**Managing the Cultural Business: Avoiding Mistakes, Finding Success**

Routledge, Great Britain, 2020

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

RURALE A.

**Valorizzare l'intangibile** in *Manager del Futuro*

E. Baglieri(Ed), Egea, chap. 10, pp.155-165, 2022

RURALE A., PRESTINI S.

**Trussardi Art and Fashion: A Long-Distance Relationship?** in *The Artification of Luxury Fashion Brands.*

*Synergies, Contaminations, and Hybridizations*

Massi Marta, Turrini Alex (Eds), Palgrave Macmillan, chap. 3, pp.63-87, 2020

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

RURALE A.

**Marketing in contesti artistici e culturali** in *Marketing. Una disciplina fantastica. Omaggio a Enrico Valdani*

B. Busacca, M. Costabile(Ed), Egea, pp.459-472, 2018

RURALE A.

**L'etica nel marketing** in *Marketing@Bocconi*

E. Valdani(Ed), Egea, chap. 28, 2016

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## CASES IN INTERNATIONAL CASE COLLECTIONS

MION DALLE CARBONARE P., PRESTINI S., RURALE A.

**In the Eyes of the Art Beholder: The Case of Villa Necchi Campiglio**

2019, The Case Centre, Great Britain

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## OTHER

RURALE A.

**Arts and Heritage Management**

2016, Coursera, (MOOC)

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## PROCEEDINGS/PRESENTATIONS

CARÙ A., MION DALLE CARBONARE P., RURALE A.

**Cultural Consumption and Covid-19: The Case of the Italian National Trust (FAI)**

*AIMAC 2022 - 16th International Conference on Arts and Cultural Management, June 24-29 2022, Mexico City, Mexico*

GALLAGHER B. K., TURRINI A., RURALE A., WRIGHT N., LUCHETTI M., BACA J.

**Exploring ethnic diversity in collaborative arrangements: the case of Texas cultural districts**

*16th International Conference on Arts and Cultural Management, June 24-29 2022, Mexico City, Mexico*

ADDIS M., RURALE A.

**Reimagining Cultural Management in the Post-Covid Era: Mission Impossible**

*AIMAC 2022 - 16th International Conference on Arts and Cultural Management, June 24-29 2022, Mexico City, Mexico*

TURRINI A., CLARKSON DAVIS J., JILLSON J., RURALE A.

**Exploring Drivers for Multi-categorical Charitable Giving in the Arts**

*AIMAC 2019 - 15th International Conference on Arts and Cultural Management, June 23-26 2019, Venezia, Italy*

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

**From Maecenas to Crowd: Democratizing Fundraising in the Arts and Culture. The case of BeArt**

*AIMAC 2019 - 15th International Conference on Arts and Cultural Management, June 23-26 2019, Venezia, Italy*

RURALE A.

**Novices And Expert In Front Of Visual Arts: Does the Mediation increase the level of Immersion? Evidences From Neurosciences**

*14th International Conference on Arts and Cultural Management AIMAC - June 24-28 2017, Beijing, China (PRC)*

MION DALLE CARBONARE P., RURALE A., TURRINI A.

**Successful Community Outreach and Audience Development: Lincoln Centre, NYC**

*14th International Conference on Arts and Cultural Management AIMAC - June 24-28 2017, Beijing, China (PRC)*

RURALE A.

**Social Development Through Heritage Management. A Case Study**

*IX Congreso DOCOMOMO Ibérico, November 15-18 2016, San Sebastián, Spain*

CARÙ A., COVA B., RURALE A.

**Claque and Cabale in Contemporary Arts Performances: An Artist brand Phenomenon**

*13th International Conference on Arts and Cultural Management AIMAC - June 28-July 1, 2015, Aix-en-Provence, France*

CUADRADO M., FILIMON N., KERRIGAN F., RURALE A.

**Interpreting motives and barriers of cinema attendance: a behavioural and contextual approach**

*V Workshop en Economía y Gestión de la Cultura - October 24-25, 2013, Cadiz, Spain*

RURALE A.

**Marketing the Religious heritage. When faith is no more the driver**

*4th Workshop en Economía y Gestión de la Cultura - November 29-30, 2012, Bilbao, Spain*

RURALE A., FUGAZZOLA M.

**Consumer immersion in house museums**

*3rd ESA Sociology of Culture RN mid-term Conference - October 7-9 2010, Milano, Italy*

CEREA E., RURALE A.

**Haute cuisine system and its cultural dimension: when chefs are the new artists**

*3rd ESA Research Network Sociology of Culture Midterm Conference -October 7-9 2010, Milano, Italy*

RURALE A., MINIERO G., CARÙ A.

**Measuring customer satisfaction in a multitarget cultural institution: evidences for "Milano per La Scala" foundation**

*10th International Conference on Arts and Cultural Management AIMAC - June 28-July 1, 2009, Dallas, United States of America*

ADDIS M., CARÙ A., RURALE A.

**Consumer immersion in aesthetic experiences at arts exhibitions: implications for marketing the arts**

*9th International Conference on Arts and Cultural Management AIMAC - July 8-11, 2007, Valencia, Spain*

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