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Biography

Piergiacomo Mion Dalle Carbonare is a Junior Lecturer in the Government, Health & Not for Profit Knowledge Group at SDA Bocconi School of Management. He is the Coordinator of the Master in Arts Management and Administration (MAMA) and of the International Program in Arts Management (IPAM). He has conducted numerous research, education and consulting projects with cultural and public institutions.

His research activities focus on arts management and territorial marketing. Piergiacomo earned a Master of Public Management from SDA Bocconi School of Management and a BSc in Political Science and International Relations from Fitchburg State University (MA), USA. He is currently a PhD candidate at the l'Universitat de Valencia.

Teaching domains

Strategy and Public Policy

ARTICLES IN SCHOLARLY JOURNALS

MION DALLE CARBONARE P., HIEDEMANN A., NASI G.

Milano, Monaco, Barcellona: smart city a confronto

Economia & Management, 2018, vol.1, pp.29-34

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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*

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Entrepreneurship in the Digital and Sharing Economy

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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

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William J. Byrnes, Aleksandar Brkic (Eds), Routledge, chap. 27, pp.409-429, 2019

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F. Longo, A. Turrini, G. Fattore, M. Cucciniello, E. Ricciuti (Eds), Egea, chap. 20, pp.339-355, 2017

MION DALLE CARBONARE P.

Belgio in *Ocap 1/2016 - Sistemi Di Selezione E Valutazione Dei Dirigenti Pubblici In Europa*

Giovanni Valotti, Marta Barbieri, Raffaella Saporito, Giorgia Girosante (Ed), Egea, pp.201-220, 2016

MION DALLE CARBONARE P.

Lettonia in *Ocap 1/2016-Sistemi Di Selezione E Valutazione Dei Dirigenti Pubblici In Europa*

Giovanni Valotti, Marta Barbieri, Raffaella Saporito, Giorgia Girosante (Ed), Egea, pp.263-271, 2016

MION DALLE CARBONARE P.

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Giovanni Valotti, Marta Barbieri, Raffaella Saporito, Giorgia Girosante (Ed), Egea, pp.271-286, 2016

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

PROCEEDINGS/PRESENTATIONS

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

The impact of technology on visitor immersion in art exhibitions: Evidence from the Modigliani Art Experience exhibition

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

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)
