

# Piergiacomo Mion Dalle Carbonare

---

LECTURER

**Public Management**

**PIERGIACOMO.MION@SDABOCCONI.IT**

---

## Biography

Piergiacomo Mion Dalle Carbonare is a Lecturer in the Government, Health & Not for Profit Knowledge Group at SDA Bocconi School of Management and the Academic Director of the Master in Arts Management and Administration (MAMA). He is the Coordinator 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, territorial marketing and social impacts. Piergiacomo earned a PhD in Marketing from the Universitat de Valencia, a Master of Public Management from SDA Bocconi School of Management and a BSc in Political Science and Economics from University of Massachusetts, USA.

He is the Head of the Delegation of Milano for the Italian National Trust (FAI – Fondo per l’Ambiente Italiano).

## Teaching domains

Strategy and Public Policy

---

## ARTICLES IN SCHOLARLY JOURNALS

MION DALLE CARBONARE P., LUCHETTI M., RURALE A., FANIN E.

**The Stepwise Artification Process in Luxury Fashion: Strategic Integration With the Arts and Collaboration With Non-Profit Institutions**

Journal of Philanthropy and Marketing, 2024, vol.29, no. 4, pp.e1882

MASSI M., MION DALLE CARBONARE P., PROKUPEK M., TURRINI A.

**Exploring fundraising executives' careers in arts and culture: The role of tenure and career switching**

Journal of Philanthropy and Marketing, 2023, vol.28, no. 4, pp.e1804

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

**Nuove esperienze di consumo il caso FAI**

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

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

**Milano, Monaco, Barcellona: smart city a confronto**

## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

CUCCINIELLO M., MION DALLE CARBONARE P.

**L'innovazione digitale nelle istituzioni pubbliche e le smart city** in *Management Pubblico – II Ed.*

Maria Cucciniello, Giovanni Fattore, Francesco Longo, Elisa Ricciuti, Alex Turrini (Eds), Egea, chap. 15, pp.253-272, 2024

PEROBELLI E., MION DALLE CARBONARE P.

**WILL e il Comune di Padova: lo Sviluppo di Comunità** in *Welfare Innovation Local Lab: La sperimentazione di un nuovo modello di welfare locale*

IFEL Fondazione ANCI, pp.69-75, 2024

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, pp.13-31, 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, pp.141-162, 2020

MION DALLE CARBONARE P., PROKUPEK M.

**Cultural business models: The Mistake of Obsolescence** in *Managing the Cultural Business: Avoiding Mistakes, Finding Success*

M. Addis, A. Rurale (Eds), Routledge, chap. 2, pp.32-47, 2020

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., MION DALLE CARBONARE P., TURRINI A.

**Turning Crowds into Patrons: Democratizing Fundraising in the Arts and Culture** in *The Routledge Companion to Arts Management*

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

CUCCINIELLO M., MION DALLE CARBONARE P.

**Smart city e sharing economy nei servizi pubblici** in *Management Pubblico*

M. Cucciniello, G. Fattore, F. Longo, E. Ricciuti, A. Turrini (Eds), Egea, chap. 20, pp.339-355, 2018

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.

**Polonia** 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.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

---

## OTHER

MION DALLE CARBONARE P.

**Analyzing the effect of the expanded servicescape on visitor's satisfaction and loyalty in museums - PhD Thesis**

2022, University of Valencia, Spain

---

## PROCEEDINGS/PRESENTATIONS

CUADRADO-GARCÍA M., MONTORO-PONS J., MION DALLE CARBONARE P.

**Analyzing the Effect of the Expanded Servicescape on Visitor's Satisfaction and Loyalty in Museums**

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

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*

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**

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

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)*

---