

Maria Cristina Cito

ASSOCIATE PROFESSOR OF PRACTICE

Brand & Communication

MARIACRISTINA.CITO@UNIBOCCONI.IT

Biography

Maria Cristina Cito is an Associate Professor of Practice in Brand and Communication at SDA Bocconi School of Management.

She is the Program Coordinator of FT MBA and the Director of Customer Experience Management, Product Management, Communicating to create value, Marketing Research. From 2018 to 2021 she was Director of the Marketing Management program (Evening edition) and from 2017 to 2014 Marketing Management program (Intensive edition).

She is a Faculty Member of FT MBA, EMBA, GEMBA and MAMA. She is also a Faculty member of the SDA Bocconi Asia Center, Mumbai (India).

Her works have been published in the Journal of Consumer Research, Psychology and Marketing, Economics and Management.

Her research activities focus on consumer behaviour. In her research works, she investigates the impact of emotions on consumer experiences and the role of personal identity in the preferences of value propositions.

Maria Cristina graduated cum laude from Bocconi University, with a PhD in General Management from Alma Mater Studiorum, University of Bologna. She earned an ITP (International Teachers Program) at INSEAD Paris and is a Visiting Professor at the Rotterdam School of Management.

Case Center Scholarship – Rio Mare – Brand premiumization through Sustainability in the food industry (work in progress)

Research Grant – Marketing Science Institute, 2017

Teaching domains

Corporate Communication

Omnichannel Communication

Market Strategy & Competition

Marketing Management

ARTICLES IN SCHOLARLY JOURNALS

CITO M. C., VERONESI V.

Artification-Based Philanthropy at Ornellaia: “Vendemmia d’artista” Supports the “Mind’s Eye” Program of the Guggenheim Museum

Journal of Philanthropy and Marketing, 2024, vol.29, no. 4, pp.e1880

LEUNG E., CITO M. C., PAOLACCI G., PUNTONI S.

Preference for Material Products in Identity-Based Consumption

Journal of Consumer Psychology, 2022, vol.32, no. 4, pp.672–679

CAIOZZO P., CITO M., TAGGIASCO G.

Extraordinary salespeople: competenze per competere

Economia & Management, 2017, no. 1, pp.23–29

CAIOZZO P., CITO M. C., MINIERO G.

Venditori si nasce? Il mestiere visto dagli studenti

Economia & Management, 2017, no. 1, pp.13–17

TROILO G., CITO M., SOSCIA I.

Repurchase behavior in the performing arts: Do emotions matter without involvement?

Psychology & Marketing, 2014, vol.31, no. 8, pp.635–646

ANCARANI F., CITO M., SAIBENE C., SCARPA A.

Marketing in emerging markets. Come conquistare le aree rurali

Economia & Management, 2012, no. 1, pp.15–21

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

CITO M., FILOTTO U., OMARINI A.

L’organizzazione delle funzioni Marketing nel settore bancario e assicurativo in *Il marketing per le banche e le assicurazioni. Competenze specifiche e pratiche di successo*

F. Ancarani, P. Musile Tanzi (Eds), Egea, pp.71–87, 2012

ANCARANI F., CITO M., MUSILE TANZI P., SAIBENE C.

Le competenze di marketing nel settore bancario e assicurativo in *Il marketing per le banche e le assicurazioni. Competenze specifiche e pratiche di successo*

F. Ancarani, P. Musile Tanzi (Eds), Egea, pp.17–42, 2012

GUENZI P., TROILO G., SAIBENE C., CITO M., SCARPA A.

Competenze di marketing & sales, metriche e performance in *Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo*

F. Ancarani (Eds), Egea, pp.2–41, 2011

LO NOSTRO S., ANCARANI F., CITO M.

I casi di eccellenza nel marketing Enel Energia in *Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo*

F. Ancarani (Eds), Egea, pp.81–88, 2011

GUINDANI P., DUILIO A., ROSSINI A., ANCARANI F., CITO M., SCARPA A.

I casi di eccellenza nel marketing Vodafone Italia in *Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo*

F. Ancarani (Eds), Egea, pp.89–104, 2011

LANZETTA N., ANCARANI F., CITO M.

I casi di eccellenza nel sales Enel Energia in *Marketing & sales excellence. Come trasformare competenze di*

PROCEEDINGS/PRESENTATIONS

CITO M. C., PUNTONI S., PAOLACCI G., LEUNG E.

The Dematerialization of Consumption

ACR - The Association of Consumer Research Conference - 17-20 October 2019, Atlanta, United States of America

CAIOZZO P., CITO M. C., GUENZI P., MINIERO G., GHADDAR S.

How students perceive salespeople and the sales job

GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius

CITO M. C., PUNTONI S., PAOLACCI G., LEUNG E.

Dematerialization and consumption

European Marketing Academy Annual Conference - 23-26 May, 2017, Groningen, Netherlands (The)

CAIOZZO P., GUENZI P., MINIERO G., CITO M.

How students perceive salespeople and the sales job

Global Sales Science Institute (GSSI) Conference, 2016, Birmingham, Great Britain

CITO M. C., MONTAGUTI E., ZAMMIT A.

Identity Changes and Consumer Behavior

European Marketing Academy Annual Conference - 26-29 May, 2015, Leuven, Belgium

CITO M., MONTAGUTI E., ZAMMIT A.

Identity Transition and Consumer Behaviour

43rd Annual Conference of the European Marketing Academy - 3-6 June, 2014, Valencia, Spain

CITO M., TROILO G., SOSCIA I.

Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?

European Marketing Academy Annual Regional Conference - June 4-7, 2013, Istanbul, Turkey

CITO M., TROILO G., SOSCIA I.

Behavioural Loyalty in the Performing Arts: Do Emotions Matter without Involvement?

XII International Conference on Arts & Cultural Management - June 26-29 2013, Bogotà, Colombia

SAIBENE C., ANCARANI F., CITO M., MUSILE TANZI P.

The relevance of marketing competencies in financial and non financial industries

INFORMS Marketing Science Conference - 7-9 June, 2012, Boston, United States of America

Grants & Honors

Research Grant – Marketing Science Institute , 2017
