
LECTURER

Brand & Communication

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Biography

Maria Cristina Cito is a Lecturer in Brand and Communication at SDA Bocconi School of Management. Since January 2017 she is has been a Visiting Professor at Rotterdam School of Management (Netherlands).

At SDA Bocconi Maria Cristina Cito is the Program Director of the courses Marketing Serale, Marketing Edizione Intensiva and Comunicare per Creare Valore.

Her research activities focus on consumer behavior, consumer experience and consumer identity. Her current research addresses three main questions. The first is the impact of digitalization on consumer preferences in identity-relevant domains. The second is the impact of identity changes on consumer preferences. The third focuses on the role of emotions in the consumer experience for performing arts.

Her work has been published in Psychology and Marketing and Economia and Management. In 2017 Maria Cristina Cito won a Marketing Science Institute Research Grant for her project on digitalization and identity

Maria Cristina Cito earned an MSc in Economics and Management for Arts, Culture and Communication from Università Bocconi, a PhD in General Management from Alma Mater Studiorum, Università di Bologna, and a Bachelor degree in Communication from Università La Sapienza, Rome. She is married with one daughter.

Teaching domains

Corporate Communication

Omnichannel Communication

Market Strategy & Competition

Marketing Management

ARTICLES IN SCHOLARLY JOURNALS

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.

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.17-41, 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 marketing in performance di successo*

F. Ancarani (Eds), Egea, pp.117-125, 2011

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?

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

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

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
