
LECTURER

Digital Marketing

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Biography

Chiara Piancatelli, PhD, is Lecturer of Digital Marketing at SDA Bocconi School of Management, Milan. Since January, 2019 she is Executive Program Director of the courses Digital Communication (Ed. Online & Ed. Blended) and Marketing (Ed. Evening) and Adjunct Professor of Marketing at Bocconi University.

Her research activities focus on Digital Marketing, Social Media Marketing, Event Marketing and Big Data & AI Marketing. Chiara's current research projects aims to determine how digital technologies and tools help marketing to become more precise and predictive in order to create an augmented value for customers. She is research associate at Deakin University, Australia, where she spent a visiting period during her PhD in Management & Innovation.

She is the author of numerous articles and book chapters on the subject. Among others academic journals, her work has been published on International Journal of Market Research (IJMR) and Journal of Strategic Marketing (JSM). She is a member of the World Internet Project (WIP) and she presented at the International Conference of Arts and Cultural Management (AIMAC 2017 Beijing, 2019 Venice) and during the European Academy of Management (EURAM 2018, Reykjavík).

Chiara earned a MSc in Economics and Management from Bocconi University and a PhD in Management & Innovation from Cattolica del Sacro Cuore University.

Teaching domains

Digital Communication

Omnichannel Customer Experience

Big Data and AI Marketing

Customer-Centric Digital Migration

eCRM

ARTICLES IN SCHOLARLY JOURNALS

PIANCATELLI C., MASSI M., MANDELLI A.

Nuove logiche e traiettorie di crescita dell'advertising

Economia & Management, 2022, no. 1, pp.85-93

PIANCATELLI C., MASSI M., VOCINO A.

#artoninstagram: Engaging with art in the era of the selfie

International Journal of Market Research, 2021, vol.63, no. 2, pp.134-160

PIANCATELLI C., MASSI M., VOCINO A.

The role of atmosphere in Italian museums: effects on brand perceptions and visitor behavioral intentions

Journal of Strategic Marketing, 2021, vol.29, no. 6, pp.546-566

PIANCATELLI C., MASSI M., HARRISON P.

Has Art Lost Its Aura? How Reintermediation and Decoupling Have Changed the Rules of the Art Game: The Case of Artvisor

International Journal of Arts Management, 2020, vol.22, no. 3, pp.34-54

PRACTICE-ORIENTED BOOKS

MANDELLI A., ARBORE A., PIANCATELLI C.

Storie, Relazioni e Business: Social Media Marketing nell'era delle piattaforme

Egea, Milano, Italy, 2022

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

PIANCATELLI C., SOSCIA I.

Le ricerche per la definizione e il controllo della comunicazione di massa in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative di marketing - II Ed.*

L. Molteni, G. Troilo (Eds),Egea, chap. 14, pp.549-586, 2022

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, 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, 2020

MASSI M., OLIVIERI M., PIANCATELLI C.

Cultura alta o cultura bassa bassa? Un'indagine sui consumi culturali degli immigrati in Italia in *Immigrati e consumi in Italia. I consumi come fattore di integrazione e acculturazione*

R.Fiocca, C.Cantù (Eds),Franco Angeli, pp.154-168, 2020

PIANCATELLI C., MASSI M., RACCAGNI D.

Marketing Experiential Events Through New Media: The Ferragnez Wedding Case in *Handbook of Research on New Media Applications in Public Relations and Advertising*

Elif Esiyok (Eds),IGI Global, chap. 8, pp.133-148, 2020

MASSI M., PIANCATELLI C., PANCHERI S.

Art and Brand Contamination: How Brands Have Blurred the Distinction Between Low Culture and High Culture in *Handbook of Research on Consumption, Media, and Popular Culture in the Global Age*

Ozlen Ozgen (Eds),IGI Global, chap. 20, pp.339-354, 2019

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., PIANCATELLI C., PANCHERI S.

Culture and the City: Rebranding "Tough Cities" through Arts and Culture - The Case of Matera 2019 in

Positioning and Branding Tourism Destinations for Global Competitiveness

Rahmat Hashim, Mohd Hafiz Mohd Hanafiah, Mohd Raziff Jamaluddin (Eds), IGI Global, chap. 5, pp.100-123, 2019

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

MASSI M., PIANCATELLI C., GHILARDI R.

Preserving Memory through Branding: Museums Brands as Vectors for Advocacy, Promotion and Public Programming in *Handbook of Research on Advocacy, Promotion, and Public Programming for Memory Institutions* Patrick Ngulube (Eds), IGI Global, chap. 20, pp.366-389, 2019

MASSI M., PIANCATELLI C.

Tracing the Evolution of Marketing in Arts Organizations: From 'Third Wheel' to Protagonist of the Arts Scene in *The Routledge Companion to Arts Management*

William J. Byrnes, Aleksandar Brkic (Eds), Routledge, chap. 21, 2019

CASES IN INTERNATIONAL CASE COLLECTIONS

MANDELLI A., PIANCATELLI C., ARBORE A.

Communication, Business and Digital Transformation: The Case of Burberry

2021, The Case Centre, Great Britain

MANDELLI A., SALVIOTTI G., PIANCATELLI C., ABBATEMARCO N.

Vibram: Customer Centricity at the Core of Digital Transformation and New Business Model

2020, The Case Centre, Great Britain

PROCEEDINGS/PRESENTATIONS

MASSI M., VOCINO A., PIANCATELLI C.

Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity

Academy of Marketing Science Annual Conference - May 25-27, 2022, Monterey, LA, United States of America

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

PIANCATELLI C., MASSI M., RACCAGNI D.

Battere la concorrenza con Metaverso e NFT. Come utilizzare strumenti innovativi per coinvolgere i clienti nel mondo digitale

2022, Harvard Business Review Italia, Italy

PIANCATELLI C., RACCAGNI D., MASSERINI S.

Il ruolo strategico dei social media nel mutato contesto degli eventi

2021, Harvard Business Review Italia, Italy

Grants & Honors

Best Paper Award for the paper “Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity” (co-Authors M.Massi, A.Vocino) – 2022 AMS Psychology and Marketing Special Awards, Omni-Channel and Supply Chain Management Tracks, Academy of Marketing Science Annual Conference in Monterey - May 25-27, 2022 , 2022
