

Antonella Carù

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Biography

Antonella Carù is a Professor of Marketing Management at SDA Bocconi and Università Bocconi, where since 2022 she has served as Dean for Development and Alumni Relations. Previously she served as Dean of the Graduate School (2014–2022), as Dean of the Undergraduate School (2012–2014), and as Director of the Master of Science in Marketing Management (2004–2012).

Her research interests are in the field of the marketing of services, consumer experience and in the marketing and management of arts and culture. She is also the author of various national and international publications.

She was a Visiting Professor at Copenhagen Business School (2010), the European School of Management ESCP in Paris (2003) and at Université Jean Moulin Lyon (1988); a Visiting scholar at Ecole des Hautes Etudes Commerciales – HEC, Montréal (2002). She regularly teaches in undergraduate, graduate, executive and MBA programs.

Chartered accountant, registered on the Register of Auditors, she has gained significant experience as board member of listed and unlisted companies.

She has developed advisory and research activities for industrial businesses, service companies and financial institutions.

Teaching domains

Service Marketing

Customer Service Design

Marketing Management

ARTICLES IN SCHOLARLY JOURNALS

OSTILLIO M. C., CARÙ A.

Value Co-Creation in a Social Purpose Institution: The Case of the Dynamo Camp Art Factory—Between Art Therapy and Artification

Journal of Philanthropy and Marketing, 2024, vol.29, no. 4, pp.e1879

CARÙ A., COVA B., VOOS Z.

Disruptive Audience Performance: The Extremes of the Duet Applauses/Boos

International Journal of Arts Management, 2023, vol.26, no. 1, pp.72-81

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

Nuove esperienze di consumo il caso FAI

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The effect of ambient scent on the experience of art: Not as good as it smells

Psychology & Marketing, 2014, vol.31, no. 8, pp.615-627

OSTILLIO M., DI DONATO C., CARÙ A.

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International Journal of Arts Management, 2011, vol.13, no. 2, pp.16-28

CARÙ A., CUGINI A., ZERBINI F.

Assessing And Managing The Costs Of Satisfaction In B2B Services

Journal of Strategic Innovation and Sustainability, 2010, vol.6, no. 4, pp.50-79

BORGHINI S., CARÙ A., COVA B.

Representing BtoB reality in case study research: Challenges and new opportunities

Industrial Marketing Management, 2010, vol.39, no. 1, pp.16-24

D'ASTOUS A., PHAU I., GIRAUD VOSS Z., COLBERT F., CARÙ A., CALDWELL M., COURVOISIER F.

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RESEARCH MONOGRAPHS

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Marketing e competenze dei consumatori

Egea, Milano, Italy, 2011

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EDITED BOOKS

CARÙ A., SALVEMINI S. (EDS.)

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PRENESTINI S., BORGHINI S., CARÙ A.

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CARÙ A., CUADRADO-GARCÍA M.

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CARÙ A., OSTILLIO M. C.

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Innovating as an Interaction of Practices: The Case of Customers' Use of a New Website in *Innovating in Practice*

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CARÙ A., COVA B.

Nuove opportunità: l'immersione nelle esperienze di consumo

2007, *Economia & Management*, Milano, Italy

CARÙ A.

L'Information Technology nelle aziende della distribuzione moderna

1997, *Logistica Management*

CARÙ A.

L'impatto delle Nuove Tecnologie Informative sui Processi Esterni delle Aziende della Distribuzione Moderna

1997, *Quaderni di Management*

Grants & Honors

Best Paper in Marketing Award, XII International Conference on Arts and Cultural Management - AIMAC - The International Association of Arts and Cultural Management , 2013

Teaching Award, Electives Courses (a.y. 2006-07) - Università Commerciale Luigi Bocconi , 2007

Research Award - Università Commerciale Luigi Bocconi , 2001
