
FULL PROFESSOR

Marketing Management

ANTONELLA.CARU@UNIBOCCONI.IT

Biography

Antonella Carù is a Professor of Marketing Management at SDA Bocconi and Università Bocconi, where since 2014 she has served as Dean of the Graduate School. Previously she served 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.

She has also been involved in several advisory, consulting and research projects with corporate and financial services customers.

Teaching domains

Service Marketing

Customer Service Design

Marketing Management

ARTICLES IN SCHOLARLY JOURNALS

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

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Interpretive Consumer Research

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REINA D., CARÙ A., VIANELLO S.

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The impact of technology on visitor immersion in art exhibitions: Evidence from the Modigliani Art Experience exhibition

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