
PROFESSOR OF PRACTICE

Marketing Management

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Biography

Fabrizio Zerbini is Professor of Practice in Marketing Management at SDA Bocconi. His areas of specialization include Marketing Strategy, Go-to-Market, Channel and Retail Management, Business-to-Business Marketing, and Markets Ethics.

He has published in international academic journals such as Journal of Business Ethics, Industrial Marketing Management, Journal of Business Research and Italian academic journal such as Economia e Management, Mercati e Competitività, and Finanza Marketing e Produzione. He serves as board member in Industrial Marketing Management, Journal of Trust Research, and RAM (Recherche et Applications en Marketing).

Fabrizio Zerbini has been Visiting Scholar at the Carlson School of Management, University of Minnesota, Minneapolis and the Hebrew University, Jerusalem. He taught at SciencesPo, ESCP, Bocconi University and the Free University of Languages and Communication (IULM), Milan. He served as Associate Dean for Undergraduate Studies, Head of the European Department of Marketing, Scientific Director for the Go-to-Market Track and Scientific Director of the Digital Marketing Certificate at ESCP. He has been Director of the Master in Event and Exhibition Management at Bocconi University.

He has consulting or executive training experience with SME and large organizations such as 3M, Amazon, Bongrain, Ebay, Fiat Group and Fiat Industrial, Fiera Milano International, General Electric, Intesa SanPaolo, Italcementi, Reale Mutua Assicurazioni, Reply, SDA Express Courier, PwC, Sony, and WPP.

He holds a Ph.D. in Management from Bocconi University.

Teaching domains

Channel Management

Omnichannel strategy

B2B Marketing

Customer-Centric Digital Strategies

Market Strategy & Competition

ARTICLES IN SCHOLARLY JOURNALS

ZERBINI F.

CSR Initiatives as Market Signals: A Review and Research Agenda

Journal Of Business Ethics, 2017, vol.146, no. 1, pp.1-23

BORGHINI S., ZERBINI F.

Release Capacity in the Vendor Selection Process

Journal Of Business Research, 2015, vol.68, pp.405-414

CASTALDO S., PREMAZZI K., ZERBINI F.

The Meaning(s) of Trust. A Content Analysis on the Diverse Conceptualizations of Trust in Scholarly

Research on Business Relationships

Journal Of Business Ethics, 2010, vol.96, no. 4, pp.657-668

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

CUGINI A., ZERBINI F., DE CARLO M.

Strumenti per valutare la strategia di una destinazione turistico-congressuale: il caso Torino Convention Bureau

Finanza, Marketing E Produzione, 2010, vol.1, pp.116-140

CASTALDO S., ZERBINI F., GROSSO M.

Integration of third parties within existing dyads: An exploratory study of category management programs (CMPs)

Industrial Marketing Management, 2009, vol.38, no. 8, pp.946-959

JARACH D., ZERBINI F., MINIERO G.

When legacy carriers converge with low-cost carriers: Exploring the fusion of European airline business models through a case-based analysis

Journal of Air Transport Management, 2009, vol.15, no. 6, pp.287-293

MOLLERING G., ZERBINI F., GROSSO M.

Mediated category management: understanding how third parties enable the implementation of buyer-seller collaboration

Finanza, Marketing E Produzione, 2009, vol.2, pp.11-28

DE CARLO M., CUGINI A., ZERBINI F.

Assessment of destination performance: a strategy map approach

Tourism Review, 2008, vol.63, no. 2, pp.25-37

SALVIOTTI G., ZERBINI F.

I sistemi di CRM nel retail: centralizzazione o decentramento?

Economia & Management, 2008, vol.1, pp.91-117

ZERBINI F., CASTALDO S.

Stay in or get out the Janus? The maintenance of multiplex relationships between buyers and sellers

Industrial Marketing Management, 2007, vol.36, no. 7, pp.941-954

CUGINI A., CARÙ A., ZERBINI F.

The Cost of Customer Satisfaction: A Framework for Strategic Cost Management in Service Industries

European Accounting Review, 2007, vol.16, no. 3, pp.499-530

ARBORE A., ADDIS M., ZERBINI F.

Technology-Supported Education: Old Questions for New Strategies

Innovative Marketing, 2006, vol.2, no. 4, pp.131-147

EDITED BOOKS

BORGHINI S., CARÙ A., GOLFETTO F., PACE S., RINALLO D., VISCONTI L., ZERBINI F. (EDS.)

Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano Podestà

Egea, Milano, Italy, 2012

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

ZERBINI F.

Store Relationship Management: modelli di analisi e strumenti applicativi in *Store Management: Il Punto Vendita come Luogo di Customer Experience*

Castaldo S., Mauri C.(Ed), Franco Angeli, chap. 4, pp.133-164, 2017

CIRRINCIONE A., ZERBINI F.

Customer Relationship Marketing in *M@rketing Management: Progettare E Generare Valore Per Il Cliente*

E.Valdani (Eds),Egea, pp.787-820, 2011

VALDANI E., ZERBINI F.

Il valore dell'orientamento al cliente in *M@rketing Management: Progettare E Generare Valore Per Il Cliente*

E. Valdani (Eds),Egea, pp.41-63, 2011

CASTALDO S., GROSSO M., ZERBINI F., MOLLERING G.

Exploring How Third-Party Organizations Facilitate Coopetition Management in Buyer-Seller Relationships in *Coopetition Winning Strategies for the 21st Century*

Saïd Yami, Sandro Castaldo, Giambattista Dagnino, Frédéric Le Roy (Eds),Edward Elgar Publishing, pp.141-165, 2010

ZERBINI F., VIANELLO S.

Segmentazione, Targeting e Posizionamento in *Marketing e Fiducia*

S. Castaldo (Eds),Il Mulino, pp.107-138, 2009

GOLFETTO F., ZERBINI F., GIBBERT M.

Competence-Based Value Framing for Business-To-Business Customers in *Creating and Managing Superior Customer Value*

A. Woodside, F. Golfetto, M. Gibbert (Eds),Emerald Group Publishing Limited, pp.345-379, 2008

ZERBINI F.

Supplying value to customers through innovation in *Strategic Market Creation: A New Perspective on Marketing and Innovation Management*

K. Tollin, A. Carù(Ed), John Wiley & Sons, pp.229-253, 2008

CASTALDO S., GROSSO M., ZERBINI F.

Il category management per la categoria vini. La collaborazione tra Lombardini e Coltiva in *Innovazione, Experience, Partnership. Casi di innovazione nel retail*

S. Castaldo, C. Mauri (Eds),Franco Angeli, pp.181-202, 2007

CILLO P., CASTALDO S., ZERBINI F.

Strategie e strumenti per lo sviluppo della relazione con i clienti in *Distribuzione: Retailing e Acquirente*

S. Castaldo (Eds),Il Sole 24 Ore - Università Bocconi Editore - La Repubblica, pp.338-368, 2006

CASES IN INTERNATIONAL CASE COLLECTIONS

MORELLI M., STABILINI G., ZERBINI F.

Spending Analysis @ Barilla

2018, The Case Centre, Great Britain

EDITORIALS IN NATIONAL/INTERNATIONAL NEWSPAPERS

PROCEEDINGS/PRESENTATIONS

JACOB F., ZERBINI F., SCHAETZLE S.

Culture as a cross-border supplier assessment

14th International Marketing Trends Conference - 22-24 January, 2015, Paris, France

ZERBINI F., BORGHINI S.

Gaining customers making gifts to rivals: understanding how signals of value potential affect supplier's performance

32nd INFORMS Marketing Science Conference - 16-19 June, 2010, Kohn, Germany

CASTALDO S., GROSSO M., ZERBINI F.

Hybrid integration: when third parties set the agenda to suppliers and retailers

AMA Winter marketing educators' conference - February 20-23, 2009, Tampa, FL, United States of America

CASTALDO S., MOLLERING G., GROSSO M., ZERBINI F.

Third parties in coopetition management: enabling collaborative strategies in adversarial dyads

Academy of Management Annual Meeting - August 7-11, 2009, Chicago, United States of America

JARACH D., ZERBINI F., MINIERO G.

Future outcomes for the european airline industry: an ampirical analysis through interviews with european airlines' senior executives

12th ATRS World Conference - July 6-10, 2008, Athens, Greece

GROSSO M., ZERBINI F., CASTALDO S.

Mediated category management: understanding how third parties enable value creation by fostering integration between sellers and buyers

24th IMP - Conference -September 4-6, 2008, Uppsala, Sweden

JARACH D., MINIERO G., ZERBINI F.

When legacy carriers converge with low cost: the hybrid approach of Brussels Airlines

12th ATRS World Conference - July 6-10, 2008, Athens, Greece

Grants & Honors

Teaching Award - Università Commerciale Luigi Bocconi , 2020

Research Award - ESCP Europe Business School , 2016

Research Award - ESCP Europe Business School , 2014

Research Award - Università Commerciale Luigi Bocconi , 2011

Best Management Paper - Mercati e Competitività , 2007
