

Fabrizio Zerbini

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Biography

Fabrizio Zerbini is a Professor of Practice in Marketing Management at SDA Bocconi, where he serves as the Director of the Marketing Area and the Scientific Director of the lab Mobius for the Future Mobility. His areas of expertise include Customer Experience Management, AI & Digital Marketing Strategy, and Business Ethics.

He has published in international academic journals such as European Management Journal, Journal of Business Ethics, Industrial Marketing Management, Journal of Business Research, as well as Italian academic journals including Economia e Management, Mercati e Competitività, and Finanza Marketing e Produzione. He is a member of the editorial board of Industrial Marketing Management.

As a visiting scholar, Fabrizio has been affiliated with the Carlson School of Management, University of Minnesota, Minneapolis, and the Hebrew University, Jerusalem. He has taught at institutions such as SciencePo, ESCP, Libera Università di Lingue e Comunicazione (IULM) in Milan, and Wien University. Previously, 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 also held the position of Director of the Master in Event and Exhibition Management at Bocconi University.

With experience in consulting and managerial training, Fabrizio has worked with both SMEs and large organizations, including companies like 3M, ABB, Amazon, Brembo, Bongrain, CGT, CNH, Ebay, Ferrero, Fiera Milano International, General Electric, Epta, Intesa SanPaolo, Italcementi, Lidl, Mantrac, Mc Donald's, Mercedes, Q8, Reale Mutua Assicurazioni, Reply, PwC, Shell, Sixt, Sony, Spar, Toyota, Unicredit, Windtre, WPP, and Zanichelli.

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., SORBINO F., MEDICI B.

La mobilità della Generazione Z negli ambienti urbani: insights dal programma di ricerca 2023-24 di Mobius Lab

Management delle Utilities e delle Infrastrutture, 2024, vol.22, no. 2, pp.60-66

CASTALDO S., ZERBINI F.

I punti chiave della trasformazione digitale del go-to-market

Economia & Management, 2022, no. 4, pp.76-82

ZERBINI F.

CSR Initiatives as Market Signals: A Review and Research Agenda

Journal of Business Ethics, 2017, vol.146, pp.1-23

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, no. 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

MAURI C., TIMMERMANS H., ZERBINI F.

La conformazione dei network fedeltà: un'analisi della relazione tra la sovrapposizione delle reti dei partner e l'efficacia dei programmi di fidelizzazione

Mercati e Competitività, 2007, no. 4, pp.107-130

ARBORE A., ADDIS M., ZERBINI F.

Technology-Supported Education: Old Questions for New Strategies

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

CRISTOFOLI D., ZERBINI F.

Privatizzazioni e corporate governance. Il caso delle imprese pubbliche locali quotate

Economia & Management, 2002, no. 6, pp.61-72

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

CRISTINI G., TROILO G., ZERBINI F.

Le ricerche di marketing a supporto delle decisioni distributive in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed.*

Luca Molteni, Gabriele Troilo (Eds),Egea, chap. 13, 2022

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@rketting 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@rketting 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.

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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

ZERBINI F.

Tirer parti des données textuelles du Big Data et Web Marketing

2017, Survey Magazine

OTHER IN JOURNALS

ZERBINI F.

Il futuro elettrico della mobilità

2022, Economia & Management, Milano, Italy

PROCEEDINGS/PRESENTATIONS

ZERBINI F., COLM L., MORBIDELLI C.

Fight the Self and save the Planet: When feeling guilty and paying the bill isn't that easy

Sinergie-SIMA Management Conference 2022, 30 June-1 July, 2022, Milano, Italy

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.

Supplier Know-How Transfer Capacity in The Vendor Selection Process

42th Emac Conference, June 4-7, 2013, Istanbul, Turkey

ZERBINI F., BORGHINI S.

Understanding the effects of supplier know-how transfer capacity during supplier selection”,

28th Industrial Marketing & Purchasing Conference, September, 2012, Roma, Italy

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

ZERBINI F., BORGHINI S., GOLFETTO F.

Seing is believing? Signalling supplier's value potential

26th Industrial Marketing & Purchasing Conference, September 1-5, 2010, Budapest, Hungary

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

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

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., 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

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
