

Chiara Mauri

FELLOW

Channel & Retail

CHIARA.MAURI@SDABOCCONI.IT

Biography

Chiara Mauri is Fellow of Marketing and Sales at SDA Bocconi School of Management. She is Full Professor at Università Cattaneo – LIUC, where she is the Director of the School of Economics and Management. She is Adjunct Professor at Bocconi University and at the Université Savoie Mont Blanc.

At SDA Bocconi, she was Director of the Master of Management in Food & Beverage (MFB) from 2013 to 2016, of the Executive Master in Marketing & Sales (EMMS) from 2006 to 2011, responsible for Open Enrolment Programs of the Marketing Department (2000–2006), Director of the Master in Marketing & e-Commerce from 2000 to 2003 and, since 2000 she is Coordinator of Osservatorio Retailing. She conducted research and training projects with some of the most important Italian and international businesses.

Her research activities focus on three main areas: retail management, of which she has deepened some aspects such as category management, assortment management, loyalty cards and loyalty networks. The second area deals with marketing: brand management, sales promotion, kids' marketing, consumer shopping behaviour, multichannel customer management. Lastly, she works on place branding and destination management.

She is the author of various books, monographs and articles on these subjects. Her works have been published in Annals of Tourism Research, Psychology & Marketing, International Review of Retail, Distribution and Consumer Research, International Journal of Tourism Research, International Journal of Hospitality Management and Mercati e Competitività. In 2007 she won the award for the best paper published in the magazine Mercati e Competitività. She is a member of the Editorial Board of Journal of Retailing and Consumer Services, of International Journal of Marketing and Management and of Italian Journal of Marketing.

She was Visiting Scholar at Harvard Business School and at the Arizona State University. She is member of the board of directors of Marketing Italian Society. At Valle d'Aosta University, she was Director of the Department of Economics and Political Sciences from 2009 to 2016. She is Secretary of the Società Italiana di Marketing and founding member of the International Place Branding Association (2016). She is member of the Board of Directors of Esprinet SpA (listed company) and Colorificio San Marco SpA.

Teaching domains

Category Management

Retail Management

Trade marketing

ARTICLES IN SCHOLARLY JOURNALS

MAURI C., GRAZZINI L., ULQINAKU A., POLETTI E.

The effect of front-of-package nutrition labels on the choice of low sugar products

Psychology & Marketing, 2021, vol.38, no. 8, pp.1323-1339

MAURI C., NAVA C. R.

Do tourists experience boredom in mountain destinations?

Annals of Tourism Research, 2021, vol.89, pp.103213

MAURI C., ZAGHI K.

Il coinvolgimento dell'industria di marca nelle tecnologie digitali in-store

Micro & Macro Marketing, 2020, vol.2, pp.353-376

DI GREGORIO A., MAGGIONI I., MAURI C., MAZZUCCHELLI A.

Employability skills for future marketing professionals

European Management Journal, 2019, vol.37, no. 3, pp.251-258

MAURI C., DI GREGORIO A., MAZZUCCHELLI A., MAGGIONI I.

The employability of marketing graduates in the era of digitalisation and globalisation

Mercati e Competitività, 2017, no. 4, pp.103-124

TRINCA COLONEL R., GHADDAR S., MAURI C.

I driver di una customer experience di successo

Economia & Management, 2017, no. 3, pp.33-39

MAURI C.

Place branding: A cross-road between academics of many disciplines and practitioners. Call for "A" articles written by marketing academicians!

Mercati e Competitività, 2016, vol.4, pp.7-12

MAURI C., MAIRA E., TURCI L.

An empirical study of consumer behavior related to private labels and national brand promotions

The International Review of Retail, Distribution and Consumer Research, 2015, vol.25, no. 4, pp.333-361

MELONI G., MAURI C., VIGANÒ R.

Competition vs Coopetition: il ruolo della concorrenza nel retail

Harvard Business Review Italia, 2015, vol.6, pp.86-92

MARCOZ E., MAURI C., MAGGIONI I., CANTÙ C.

Benefits from service bundling in destination branding: the role of trust in enhancing cooperation among operators in the hospitality industry

The International Journal of Tourism Research, 2014, pp.1-9

MAURI C.

Expo 2015: uno stimolo per l'innovazione green

Economia & Management, 2014, no. 1, pp.54-57

ULQINAKU A., MAURI C.

Purchase Intention Of Counterfeits: An Empirical Research In Albania

International Journal of Management and Marketing Academy, 2014, vol.2, no. 1, pp.55-81

MAGGIONI I., MARCOZ E., MAURI C.

Segmenting networking orientation in the hospitality industry: An empirical research on service bundling

International Journal of Hospitality Management, 2014, vol.42, no. September, pp.192-201

MAURI C., BORGHINI S., FIORDALISI E., CAVAZZANA E.

I bambini e le marche. "Per vincere, emozionarsi, lievitare nell'aria perché hanno un'anima"

Mercati e Competitività, 2011, vol.2, pp.99-124

BUSACCA B., MAURI C.

L'efficacia dell'azione promozionale al consumo

Finanza, Marketing e Produzione, 1994, vol.12, no. 3, pp.45-84

RESEARCH MONOGRAPHS

MAURI C.

Omet: un percorso di eccellenza che continua

Franco Angeli, Italy, 2014

MAURI C., CIRRINCIONE A.

Shopping nei musei. Emozioni e acquisti nei museum shop

Franco Angeli, Milano, , 2006

CASTALDO S., MAURI C.

Il loyalty management nella distribuzione moderna

Egea, Milano, Italy, 2002

PRACTICE-ORIENTED BOOKS

DI GREGORIO A., MAURI C., RESCINITI R.

Il marketing per una società migliore

Guerini Next, Milano, Italy, 2021

MAURI C., POZZOLI E., PASINI P.

Smart Grocery Retail. L'impatto delle nuove tecnologie

Egea, Milano, Italy, 2021

MAURI C.

Account-based marketing. Il valore delle relazioni con i clienti

Guerini Next, Milano, Italy, 2020

MAURI C.

Marketing per le Pmi

Egea, Italy, 2011

EDITED BOOKS

FOROUDI P., MAURI C., DENNIS C., MELEWAR T. C. (EDS.)

Place Branding: Connecting Tourist Experiences to Places

Routledge, Taylor and Francis Group, Great Britain, 2020

CASTALDO S., MAURI C. (EDS.)

Store Management. Il punto vendita come luogo di esperienze e di relazioni - IV Ed.

Franco Angeli, Milano, Italy, 2017

CASTALDO S., MAURI C. (EDS.)

Store management: Il punto vendita come piattaforma relazionale

Franco Angeli, Milano, Italy, 2010

CASTALDO S., MAURI C. (EDS.)

Innovazione, Experience, Partnership. Casi di innovazione nel retail

Franco Angeli, Milano, , 2007

CASTALDO S., MAURI C. (EDS.)

Store Management. La gestione delle piattaforme relazionali

Franco Angeli, Milano, Italy, 2005

BERTOLI G., FARINET A., GUERINI C., MAURI C., SONGINI L. (EDS.)

Il capitalismo industriale nelle economie avanzate: Europa, Stati Uniti e Giappone

Egea, Milano, Italy, 1994

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MAURI C.

Le nuove tecnologie nel retail: «Conosco, ma non sempre utilizzo» in *Innovazione e Management: Omaggio a Salvo Vicari*

G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona(Ed), Egea, pp.201-210, 2022

CASTALDO S., MAURI C.

Segmentazione della domanda e posizionamento del punto di vendita in *Store Management. Il punto vendita come piattaforma relazionale*

S. Castaldo, C. Mauri (Eds),Franco Angeli, 2010

ENTRY (IN DICTIONARY OR ENCYCLOPEDIA)

MAURI C.

Store Loyalty Cards in *Dale Southerton*

Encyclopedia of Consumer Culture, 2011

PROCEEDINGS/PRESENTATIONS

MAURI C., MAGGIONI I., TURCI L.

Place brand architecture optimization. The case of Aosta Valley

Inaugural Conference of the Place Branding Association, 2016

MAURI C.

From ski to snow: rethinking package holidays in a winter mountain destination

22nd Recent Advances in Retailing & Services Science Conference (EIRASS) 2015

MAURI C., TURCI L., MELEWAR T., DENNIS C.

From ski to snow: Rethinking package holidays in a winter mountain destination

1st Corfu Symposium on Managing & Marketing Places, 2014

MAURI C., TURCI L.

From ski to snow: Rethinking package holidays in a winter mountain destination

Consumer Behavior in Tourism Symposium, 2013

MAURI C.

Measuring the impact of tourism events on places: an approach based on associative network analysis

4th International Colloquium on Place Brand Management: Strategic Marketing of Cities, Regions and Nations 2013

MAURI C., MAGGIONI I., MARCOZ E.

Segmenting networking orientation in the hospitality industry

Consumer Behavior in Tourism Symposium, 2013

MAURI C.

A study of consumer behaviour related to private labels and national brand promotions

19th international conference on recent advances in Retailing and Services Science, European Institute of Retailing and Services Studies (EIRASS), 2012, Netherlands (The)

BORGHINI S., MAURI C.

Doing research with children: ethical and methodological issues

6th Workshop on Interpretive Consumer Research - May 6-7, 2011, Odense, Denmark

MAURI C., MARCOZ E., MAGGIONI I., CANTÙ C.

Benefits from service bundling in destination branding: enhancing cooperation among operators in the hospitality industry

3rd International Colloquium on Place Management, Marketing and Nation Branding 2011, Great Britain

MAGGIONI I., MARIA MARCOZ E., MAURI C.

Value perception of service bundling in the hospitality industry: a comparative analysis on hoteliers and tourists

Consumer Behavior in Tourism Symposium 2011, 2011, Italy

MAURI C., BORGHINI S.

We want a better world where all kids can have branded stuff'. Children ideologies on brands and advertising

5th workshop on Interpretive Consumer Research, April 2-3 2009, Milano, Italy

CIRRINCIONE A., DUCHINI A., GRIMALDI L., MAURI C., PREMAZZI K.

Shopping behavior in museum stores: contextualizing the experience

AMS International Retailing Conference - 1-2 July, 2005, Reims Management School International, Reims, France

WORKING PAPERS

MAURI C., MAGGIONI I., MARCOZ E.

Segmenting networking orientation in the hospitality industry: an empirical research on service bundling

2012, Italy
