

Carolina Guerini

FELLOW

Marketing Management

CAROLINA.GUERINI@SDABOCCONI.IT

Biography

SDA Fellow

Degree in Business Administration at Bocconi University

Research Interests: International Marketing, Marketing, E-marketing, Sales Management

ARTICLES IN SCHOLARLY JOURNALS

GUERINI C., FORNACIARI F. I.

Covid-19 & consumers' behaviors and preferences: is a renewed love for home greenery a feature of the new normal lifestyle?

Micro & Macro Marketing, 2022, vol.XXXI, no. 3, pp.547-563

GUERINI C., MINELLI E. A.

The subjective side of DiDIY: the profile of makers in network marketers communities

Data Technologies and Applications, 2018, vol.52, no. 1, pp.84-104

ADDIS M., GUERINI C.

Customer centricity dal dire al fare

Economia & Management, 2017, no. 3, pp.10-16

STOCCHI L., GUERINI C., MICHAELIDOU N.

When are apps worth paying for? How marketers can analyze the market performance of mobile apps

Journal of Advertising Research, 2017, vol.57, no. 3, pp.260 - 271

GUERINI C., STOCCHI L.

Applicazioni mobile: la relazione tra utilizzo e immagine

Micro & Macro Marketing, 2016, vol.25, no. 2, pp.209 - 228

GUERINI C.

Network marketing: un modello vincente anche nella crisi

Economia & Management, 2013, no. 6, pp.7-18

CATTANEO E., GUERINI C.

Assessing the revival potential of brands from the past: how relevant is nostalgia in retro branding strategies?

Journal of Brand Management, 2012, vol.19, no. 8, pp.680-687

GUERINI C.

Marketing internazionale e crisi economica

Economia & Management, 2011, no. 1, pp.68-69

RESEARCH MONOGRAPHS

GUERINI C.

Network Marketing 4.0. Nuovi Strumenti per le Vendite Dirette

Egea, Milano, Italy, 2023

GUERINI C., GROSS C.

Network Marketing

Egea, Milano, Italy, 2018

GUERINI C.

Marketing globalmente integrato. La configurazione e il coordinamento delle decisioni di marketing a livello internazionale

Egea, Milano, Italy, 2010

EDITED BOOKS

GUERINI C., FORNACIARI F. I. (EDS.)

Marketing digitale: Paradigmi e strumenti

Franco Angeli, Milano, Italy, 2020

GUERINI C. (ED.)

Social networks offline: marketing di rete e crescita aziendale

Egea, Milano, Italy, 2013

GUERINI C. (ED.)

Export Marketing

Egea, Milano, Italy, 2002

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

GUERINI C.

Social media marketing ed experiment-based marketing: un connubio necessario in *Innovazione e Management: Omaggio a Salvio Vicari*

G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona(Ed), Egea, pp.339-350, 2022

GUERINI C.

Content is king: branded content, entertainment ed engaging conversation nell'ambito delle relazioni con i clienti in *Marketing digitale: Paradigmi e strumenti*

C. Guerini, F. I. Fornaciari(Ed), Franco Angeli, pp.53-80, 2020

GUERINI C., ADDIS M.

Customer centricity: il ruolo del marketing digitale nel nuovo orientamento al mercato in *Marketing digitale: Paradigmi e strumenti*

C. Guerini, F. I. Fornaciari (Eds),Franco Angeli, pp.15-29, 2020

SALUCCI A., GUERINI C.

Dal programmatic buying al programmatic marketing in *Marketing digitale: Paradigmi e strumenti*

C. Guerini, F. I. Fornaciari (Eds),Franco Angeli, pp.238 - 261, 2020

GUERINI C., RICCI G.

Digital analytics: metriche e strumenti per la valutazione dell'efficacia di web e mobile marketing in *Marketing digitale: Paradigmi e strumenti*

C. Guerini, F. I. Fornaciari (Eds),Franco Angeli, pp.282 - 335, 2020

DE TOGNI A., GUERINI C.

Internet of things (iot) e internet of everything (ioe): le aree di impatto sul marketing in *Marketing digitale: Paradigmi e strumenti*

C. Guerini, F. I. Fornaciari (Eds),Franco Angeli, pp.262 - 281, 2020

GUERINI C.

Milano venture company e Silicon make up: idee in evoluzione in *Start up! 25 anni di università e impresa*

F. Visconti(Ed), Guerini Next, pp.69-73, 2017

GUERINI C., STOCCHI L.

"Polygamous" consumers, markets' competitive structure and dynamics: a duplication of purchase analysis for the italian chocolate and confectionary market in *Prodotto, Consumatore e Politiche di Mercato quarant'anni dopo. Scritti in Onore di Stefano Podestà*

AA.VV. (Eds),Egea, pp.183-194, 2012

GUERINI C.

La gestione del prezzo in *La guida del Sole 24 Ore al marketing: ambiente, competizione, processi di marketing, metriche e strumenti di gestione*

G. Cristini(Ed), Il Sole 24 Ore, pp.465-487, 2009

GUERINI C.

Competere con successo nel settore delle macchine e apparecchi meccanici in *Innovazione e delocalizzazione? Solo qualche volta: 24 casi di imprese italiane di successo nei nuovi scenari competitivi*

A. Cortesi(Ed), Pearson Education, pp.119-142, 2007

VALDANI E., GUERINI C.

Export marketing: il quadro di riferimento in *Export Marketing*

C. Guerini (Eds),Egea, pp.37-59, 2002

GUERINI C.

Il valore dell'immagine paese nelle politiche di export marketing in *Export Marketing*

C. Guerini(Ed), Egea, pp.83-112, 2002

GUERINI C.

L'internazionalizzazione delle piccole e medie imprese italiane in *Export Marketing*

C. Guerini(Ed), Egea, pp.3-34, 2002

GUERINI C.

La selezione dei mercati esteri per l'individuazione dei vettori di crescita nella PMI export-oriented in *Export marketing*

C. Guerini(Ed), Egea, pp.61-82, 2002

GUERINI C.

Le trading company italiane: condizioni di successo dell'esportazione indiretta in *Export Marketing*

C. Guerini(Ed), Egea, pp.115-166, 2002

GUERINI C.

Euromarketing: tra euroglobalizzazione e approcci multidomestici in *Euromanagement. Scenari competitivi e politiche aziendali in un'Europa «Quasi compiuta»*

E. Valdani, S. Castaldo(Ed), Egea, pp.117-132, 1999

OTHER

GUERINI C., BONA A.

Distribuire in Europa: le difficoltà delle pmi

2012, Tpnewsletter, Italy

PROCEEDINGS/PRESENTATIONS

GUERINI C., BRANDOLISIO A.

Are media relevant in promoting brand attitude? The evidence of 'super media' during the pandemic in Spain

3rd Digital Marketing and eCommerce Conference, DMEC 2022, June 29-30 2022, Barcelona, Spain

GUERINI C., CATTANEO E.

Brand equity, country of manufacture, country brand ambassadors: a contribution to the brand globalization debate

52nd International Business Research Conference, July 4, 2019, Milano, Italy

GUERINI C., MINELLI E., RAVARINI A.

Women and technologies: towards a gendered profile of Digital Do-It-Yourself workers?

10th International joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management (IC3K 2018), September 18-20, 2018, Seville, Spain

GUERINI C., MINELLI E.

Knowledge-oriented Technologies & Network Marketing Direct Selling Organizations (NMDSO): some preliminary insights into the nature and the goals of shared knowledge

The 8th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management – IC3K 2016, November 9-11, 2016, Porto, Portugal

CATTANEO E., GUERINI C.

Emotional connections to a brand from a past historical era: does nostalgia really matter in retro branding activities?

40th EMAC Annual Conference 2011 - May 24-26 2011, Ljubljana, Slovenia

GUERINI C., CATTANEO E.

Yearning for the past: is nostalgia the motivator in retro branding activities?

33rd INFORMS Marketing Science Conference, June 9-11, 2011, Houston, TX, United States of America

STOCCHI L., GUERINI C., WRIGHT D. M.

Is a niche brand in the market also a niche in consumers' mind?

ANZMAC 2010: Doing more with less, 29 November-1 December, 2010, Christchurch, New Zealand

CATTANEO E., GUERINI C.

Centralization versus decentralization of marketing activities in leading Italian firms

2008 INFORMS Marketing Science Conference, June 12-14, 2008, Vancouver, Canada

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

OSTILLIO M. C., BORGHINI S., CARÙ A., TRINCA COLONEL R., CUOMO S., GUERINI C.

Over 45: Mai state così bene! L'età della consapevolezza

2013, Economia & Management, Italy
