

Sandro Castaldo

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Channel & Retail

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Biography

Sandro Castaldo is Full Professor of the Department of Marketing at Università Bocconi. Since January 2024 he has been appointed as chair of Economics & Management, SDA Bocconi' magazine.

At SDA Bocconi, he was Director of Marketing Department until 2009 and Executive Director Education Open Programs Division. He is Scientific Director of the Channel & Retail Lab. He is faculty member of many master courses and Master of Science degrees (such as MBA, EMMS, Master's Degree in Marketing Management, Mimec, Spar EMRM, etc.).

His research activities focus on trust, retailing, channel relationships and shopping behaviour. Currently, he is investigating some issues related to his previous studies, including the analysis of the multi-channel and omni-channel strategies, the shopper loyalty measurement and the AI applications to marketing processes.

He is the author of numerous essays, books and articles, his works have been published in *Economia & Management*, *Journal of Business Ethics*, *Business Ethics Quarterly*, *Industrial Marketing Management*, *International Journal of Electronic Commerce*, *The International Review of Retail, Distribution and Consumer Research*, *Journal of Retailing*, and *Journal of Retailing & Consumer Services*, among others. He was Visiting professor at University of Florida, Iese and at Universidad Autònoma de Barcelona. He taught at the Rotterdam School of Management of the Erasmus University. He takes part in the editorial board of *Sinergie*, *Italian Journal of Marketing*, and *Journal of Trust Research*. He is Advisor of some leader national and multinational companies.

Sandro earned a Degree in Business Economics, specialization in Administration and Control and a Ph.D. in Business Economics both from Università Bocconi..

Teaching domains

Channel Management

Trade marketing

Omnichannel strategy

Category Management

Marketing Management

ARTICLES IN SCHOLARLY JOURNALS

CASTALDO S., CIACCI A., PENCO L.

Perceived corporate social responsibility and job satisfaction in grocery retail: A comparison between low- and high-productivity stores

Journal of Retailing and Consumer Services, 2023, vol.74, pp.103444

CASTALDO S., ZERBINI F.

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

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

CASTALDO S., PENCO L., PROFUMO G.

Cruising in the COVID-19 pandemic era: Does perceived crowding really matter?

International Journal of Contemporary Hospitality Management, 2021, vol.33, no. 8, pp.2586-2612

PROFUMO G., PENCO L., CASTALDO S.

The Relationship between Crowding and Perceived Health Risk in the COVID-19 Era

Symphonya. Emerging Issues in Management, 2021, no. 2, pp.38-54

GROSSO M., CASTALDO S., LI H., LARIVIÈRE B.

What Information Do Shoppers Share? The Effect of Personnel-, Retailer-, and Country-Trust on Willingness to Share Information

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TENCATI A., CASTALDO S., MISANI N.

A Qualified Account of Supererogation: Toward a Better Conceptualization of Corporate Social Responsibility

Business Ethics Quarterly, 2020, vol.30, no. 2, pp.250-272

GROSSO M., CASTALDO S., GREWAL A.

How store attributes impact shoppers' loyalty in emerging countries: An investigation in the Indian retail sector

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CASTALDO S., GROSSO M., MALLARINI E., RINDONE M.

The missing path to gain customers loyalty in pharmacy retail: The role of the store in developing satisfaction and trust

Research in Social and Administrative Pharmacy (RSAP), 2016, vol.12, no. 5, pp.699-716

GROSSO M., CASTALDO S.

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How store attributes impact shoppers' loyalty: do different national cultures follow the same loyalty building process?

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Customer Information Sharing with E-Vendors: The Roles of Incentives and Trust

International Journal of Electronic Commerce, 2014, vol.14, no. 3, pp.63-91

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The impact of corporate social responsibility associations on trust in organic products marketed by mainstream retailers: a study of Italian consumers

Business Strategy and the Environment, 2010, vol.19, no. 8, pp.512-526

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

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GROSSO M., PREMAZZI K., CASTALDO S., HOFACKER C.

Supporting retailers to exploit online settings for internationalization: The different role of trust and compensation

Journal of Retailing and Consumer Services, 2010, vol.17, no. 3, pp.229-240

GUENZI P., CASTALDO S., JOHNSON M. D.

A comprehensive model of customer trust in two retail stores

Journal of Service Management, 2009, vol.20, no. 3, pp.290-316

CASTALDO S., PERRINI F., MISANI N., TENCATI A.

The Missing Link Between Corporate Social Responsibility and Consumer Trust: The Case of Fair Trade Products

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RESEARCH MONOGRAPHS

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Egea, Milano, Italy, 2018

CASTALDO S., GROSSO M.

Marketing - 2a Ed.

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Go to Market

Il Mulino, Bologna, Italy, 2010

CASTALDO S.

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EDITED BOOKS

BERTOLI G., CASTALDO S., CILLO P., TROILO G., VERONA G. (EDS.)

Innovazione e Management. Omaggio a Salvio Vicari

Egea, Milano, Italy, 2022

YAMI S., CASTALDO S., DAGNINO G., LE ROY F. (EDS.)

Coopetition. Winning strategies for the 21st century

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Store management: Il punto vendita come piattaforma relazionale

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TEXTBOOKS

CASTALDO S., GROSSO M.
Marketing: Creare fiducia con un modello sostenibile
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CASTALDO S., GROSSO M., PREMAZZI K.
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CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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Beatrice Luceri, Elisa Martinelli (Eds), Springer International Publishing, pp.33-55, 2022

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Musso Fabio, Druica Elena (Eds), IGI Global, pp.355-379, 2020

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Da channel marketing a omni-channel marketing: il cliente al centro dei canali in *Scritti in onore di Giuseppe Tardivo : creazione di valore attraverso il circolo virtuoso imprese-università-istituzioni-territorio*
S. Bresciani, M. Viassone (Eds), Giappichelli Editore, pp.235-243, 2020

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L'evoluzione delle relazioni distributive: dalle origini alla digital coopetition in *Contributi in onore di Gaetano Maria Golinelli*
S. Barile, S. Esposito De Falco, C. Gatti, A. Pastore, E. Massaroni, B. Quattrociochi, F. Ricotta, G. Vagnani, G. Sancetta (Eds), Rogiosi Editore, pp.1285-1298, 2020

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Mattiacci Alberto, Ceccotti Federica (Eds),CEDAM, pp.69-78, 2017

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S. Borghini, A. Carù, F. Golfetto, D. Rinallo, L. Visconti, F. Zerbini (Eds),Egea, pp.269-283, 2012

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Give to get. An experimental study to explore information giving in new technology-based retail. in *Advanced Technologies Management for Retailing*

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C. Smith, C.B. Bhattacharya, D. Vogel, D. Levine (Eds),Cambridge University Press, pp.191-214, 2010

CASTALDO S., GROSSO M., HOFACKER C., PREMAZZI K.

Trust in Online Customer-Firm Interaction in *Trust and Technology in a Ubiquitous Modern Environment*

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CASTALDO S., DAGNINO G.

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Le ricerche per l'analisi delle performance di mercato del prodotto e della marca in *Le ricerche di Marketing*

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La gestione della multicanalità in *Vendite e Trade Marketing*

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BUSACCA B., CASTALDO S.

Trust as market-based resource: Economic value, antecedents and consequences in *Trust under pressure: Empirical investigations of the functioning of trust and trust building in uncertain circumstances*

K. M. Bijlsma-Frankema et al. (Eds), Edward Elgar Publishing, pp.148-169, 2005

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Il channel management nell'era dell'e-commerce: la gestione del conflitto nei canali in *E-business: condizioni e strumenti per le imprese che cambiano*

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VALDANI E., CASTALDO S., TROILO G., VERONA G.

La multidimensionalità della definizione di nuovo prodotto: concettualizzazioni teoriche e rappresentazioni manageriali in *La gestione dell'innovazione di prodotto. Il caso delle calzature e degli imballaggi flessibili*

P. Stampacchia, L. Nicolais (Eds), ESI - Edizioni Scientifiche Italiane, pp.59-95, 2001

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L'innovazione nell'economia della virtualità in *Economia della virtualità*

S. Vicari(Ed), Egea, pp.89-125, 2001

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New Product Development in Ambienti Virtuali in *Economia della Virtualità*

S. Vicari (Eds), Egea, 2001

CASTALDO S., PREMAZZI K.

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CASTALDO S., TROILO G., VERONA G.

Verso la re-ingegnerizzazione del processo di sviluppo di nuovi prodotti. una ricerca empirica in *I processi di marketing*

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ARTICLES IN NATIONAL/INTERNATIONAL NEWSPAPERS

CASTALDO S.

Per creare valore non basta la produzione

Il Giorno, 28 May, 2022

ARTICLES UPON REQUEST/INVITATION

BUSACCA B., CASTALDO S., GHADDAR S., GROSSO M., OSTILLIO M. C.
Omnichannel branding
2017, *Economia & Management*, Milano

EDITORIALS IN JOURNAL

CASTALDO S.
Sostenibilità che crea fiducia
2024, *Economia & Management*, Milano, Italy

CASTALDO S.
Una rivista di impatto
2024, *Economia & Management*, Milano, Italy

BERTOLI G., CASTALDO S., CILLO P., TROILO G., VERONA G.
Knowledge and trust in data-rich business environments
2022, *Sinergie*, Italy

PREFACES, POSTFACES, SHORT INTRODUCTIONS

BERTOLI G., CASTALDO S., CILLO P., TROILO G., VERONA G.
Introduzione: innovazione e management in *Innovazione e Management: Omaggio a Salvio Vicari*
G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona (Eds), Egea, pp.25-40, 2022

CASTALDO S., MAURI C.
Introduzione: il punto di vendita come luogo di customer experience e di relazioni con i clienti in *Store Management. Il punto vendita come luogo di esperienze e di relazioni - IV Ed.*
S. Castaldo, C. Mauri (Eds), Franco Angeli, pp.13-28, 2017

YAMI S., CASTALDO S., DAGNINO G., LE ROY F., CZAKON W.
Coopetition strategies: toward a new form of inter-organizational dynamics in *Coopetition Winning Strategies for the 21st Century*
S. Yami, S. Castaldo, G. Dagnino, F. Le Roy (Eds), Edward Elgar Publishing, pp.1-17, 2010

PROCEEDINGS/PRESENTATIONS

GROSSO M., MINIERO G., CASTALDO S.
Leveraging on the Customer Journey for Rethinking Customer Experience: A Multi-Method Field Work in Grocery Retailers
2023 Global Marketing Conference, 20-22 July, 2023, Seoul, South Korea

CASTALDO S., CIACCI A., PENCO L., PROFUMO G.
Which trust is more effective in influencing the intention to travel, during a health crisis? Lessons from the cruise industry
Sinergie-SIMA Management Conference 2023, 29-30 June, 2023, Bari, Italy

CASTALDO S., PROFUMO G., PENCO L.

Cruising intention during the COVID-19 pandemic: the role of vaccines

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

CASTALDO S., CIACCI A., PENCO L.

Employees' perceived Corporate Social Responsibility in the retail sector

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

Grants & Honors

Best Paper Award, EAERCD Conference , 2015

Innovation and Internationalization Award – Open Programs Division – SDA Bocconi School of Management , 2014

Best Paper Award for the paper “Customer Information Sharing With E-Vendors: The Roles Of Incentives And Trust” (with K. Premazzi, M. Grosso, P. Raman, S. Brudvig, C. Hofacker), International Journal of Electronic Commerce – SDA Bocconi School of Management , 2011

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2010

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