
FULL PROFESSOR

Channel & Retail

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Biography

Sandro Castaldo is Full Professor of the Department of Marketing at Bocconi University. Since January 2017, he is Department of Marketing Liaison Officer.

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 and Scientific Supervisor of the Executive Master in Marketing & Sales. He is faculty member of many master courses and Master of Science degrees (such as MBA, emms, Master's Degree in Marketing Management, Mimec etc.).

His research activities focus on trust, retailing, channel based relationships and understanding of buyer behaviour. Currently, he is investigating several issues related to his previous studies, including the analysis of the difference between multi-channel and omnichannel branding and between private labels and national brands.

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 Journal*, *International Journal of Electronic Commerce*, *The International Review of Retail, Distribution and Consumer Research* and *Journal of Retailing & Consumer Services*, among others. He was Visiting professor at University of Florida, Iese and at Universidad Autonoma de Barcelona. He teaches at the Rotterdam School of Management of the Erasmus University. He takes part in the editorial board of *Journal of Trust Research* and he is Advisor of some multinational companies.

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

Teaching domains

Channel Management

Trade marketing

Omnichannel strategy

Category Management

Marketing Management

ARTICLES IN SCHOLARLY JOURNALS

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

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RESEARCH MONOGRAPHS

CASTALDO S., GROSSO M.

Conquistare mercati e clienti

Egea, Milano, Italy, 2018

CASTALDO S., GROSSO M.

Marketing

Egea, Milano, Italy, 2016

CASTALDO S.

Go to Market

Il Mulino, Bologna, Italy, 2010

CASTALDO S.

Trust in Market Relationships

Edward Elgar Publishing, , 2007

PRACTICE-ORIENTED BOOKS

CASTALDO S., PREMAZZI K., GROSSO M.

Retail & channel marketing

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EDITED BOOKS

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

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

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TEXTBOOKS

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CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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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

PREFACES, POSTFACES, SHORT INTRODUCTIONS

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*

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