

Karin Zaghi

ASSOCIATE PROFESSOR OF PRACTICE

Channel & Retail

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Biography

Karin Zaghi is an Associate Professor of Practice in Channel and Retail at SDA Bocconi School of Management. She is also a Marketing lecturer at Bocconi University.

She collaborates with SDA Bocconi since 1994, she holds the position of responsible for Category Channel & Retail. Additionally, she coordinates four Executive Open Market programs: Trade Marketing, Category Management, Visual Merchandising, and Store Management. Karin teaches and engages in research, training, and consultancy activities in various sectors, including fashion, design, automotive, electronics, and grocery, collaborating with numerous companies.

Her research focuses on retailing, visual merchandising, sustainable category management, and trade marketing. She has been publishing articles for years in managerial and academic journals such as *Micro&Macro Marketing*, *Largo Consumo*, and *Economia&Management*, where there is her most recent article, "L'in-store brand equity al tempo delle crisi tra mito e realtà" (In-store brand equity in times of crisis between myth and reality), was published in 2023 (n.4: 107-113). Karin has authored several books, including "Visual Merchandising. L'esperienza multisensoriale nel punto vendita tra esposizione, comunicazione digitale e sostenibilità" (Visual Merchandising. Multisensory experience in the point of sale between display, digital communication, and sustainability), published by FrancoAngeli in 2023; "Visual merchandising. La comunicazione per dare valore all'esperienza del cliente" (Visual merchandising. Communication to enhance customer experience), published by FrancoAngeli in 2018; "Visual merchandising. In-store Communication to Enhance Customer Value," published by Egea in 2018; and "CSM: un nuovo modello di category management" (CSM: a new model of category management) in (A.A.) *Creare Valore con il Category Management Sostenibile*, published by Harvard Business Review Italia in 2021.

Karin Zaghi earned her degree from Bocconi University and works as a managerial consultant for large companies and public entities on topics related to the retail industry.

Teaching domains

Visual Merchandising

In-store marketing

Retail Management

Trade marketing

Category Management

ARTICLES IN SCHOLARLY JOURNALS

MAURI C., ZAGHI K.

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

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

ZAGHI K.

Visual merchandising leva di marketing

Economia & Management, 2018, no. 4, pp.69-74

ZAGHI K.

La pianificazione del concept di punto vendita. Dall'approccio tecnico a quello strategico

Economia & Management, 2009, no. 5, pp.83-100

BORGHINI S., ZAGHI K.

L'attaccamento ai luoghi commerciali. Viaggio nelle esperienze quotidiane e straordinarie dei consumatori

Micro & Macro Marketing, 2007, vol.16, no. 1, pp.59-69

ZAGHI K.

La distribuzione nel sistema moda italiano: verso nuovi modelli di business

Economia & Management, 2003, no. 5, pp.61-80

RESEARCH MONOGRAPHS

ZAGHI K.

Visual merchandising. L'esperienza multisensoriale nel punto vendita tra esposizione, comunicazione digitale e sostenibilità

Franco Angeli, Milano, Italy, 2023

ZAGHI K.

Visual merchandising. In-store Communication to Enhance Customer Value

Bocconi University Press – BUP, Milano, Italy, 2018

ZAGHI K.

Visual merchandising. La comunicazione per dare valore all'esperienza del cliente

Franco Angeli, Italy, 2018

TEXTBOOKS

ZAGHI K.

Visual merchandising e relazioni di canale: valore, comunicazione, produttività

Franco Angeli, Italy, 2013

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

ZAGHI K.

CMS, un nuovo modello di category management in *Creare valore con il category management sostenibile*

AA.VV.(Ed), StrategiQs Edizioni – Harvard Business Review Italia, pp.31-54, 2021

ZAGHI K.

Il Visual Merchandising in *Store Management. Il punto vendita come luogo di customer experience - IV Ed.*

S. Castaldo, C. Mauri(Ed), Franco Angeli, pp.171-217, 2017

PREMAZZI K., ZAGHI K.

Retail Management in *Marketing Management. Progettare e generare valore per il cliente*

Enrico Valdani (Eds),Egea, pp.707-742, 2011

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

ZAGHI K.

L'esposizione perfetta e i suoi vantaggi

2012, Largo Consumo, Italy

ZAGHI K.

Come disporre i prodotti?

2011, Largo Consumo, Italy

ZAGHI K.

Gestire al meglio gli spazi

2011, Largo Consumo, Italy

ZAGHI K.

In cerca dell'esposizione perfetta

2011, Largo Consumo, Italy

ZAGHI K.

Lo scaffale perfetto

2010, Largo Consumo, Italy

ZAGHI K.

Un progetto che nasce per vendere

2009, Largo Consumo, Italy

ZAGHI K.

Vetrine in bella vista

2009, Largo Consumo, Italy
