
ASSOCIATE PROFESSOR OF PRACTICE

Channel & Retail

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Biography

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

At SDA Bocconi, she is in charge of the Channel & Retail Category. She is also the coordinator of three Executive Programs: Trade Marketing, Visual Merchandising and Store Management. She is a lecturer for the MFB (Master in Food & Beverage) on the topics of Retailing, Visual Merchandising and Trade Marketing. She runs research, education and consulting projects with leading firms operating in the fashion, design, automotive, electronics and grocery industries.

Her research activities focus on retailing, visual merchandising and trade marketing. Currently, she is analyzing four main topics linked with her previous research: store design and visual merchandising, buying behavior and experiential shopping, trade marketing and category management, and channel management in fashion, design, motorbike, electronics, household products and grocery.

Her works have been published in leading academic and management journals such as *Micro&Macro Marketing*, *Economia&Management*, *Largo Consumo*. She is the author of many books including: “Visual Merchandising e relazioni di canale”, FrancoAngeli, 2013; “Visual merchandising. Orientamenti e paradigmi della comunicazione del punto vendita”, FrancoAngeli, 2014; “Visual merchandising. La comunicazione per dare valore all’esperienza del cliente”, FrancoAngeli, 2018; “Visual merchandising. In-store Communication to Enhance Customer Value”, Egea, 2018.

Karin earned a degree from Università Bocconi.

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, vol.4, pp.69-74

ZAGHI K.

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

Economia & Management, 2009, vol.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, vol.5, pp.61-80

RESEARCH MONOGRAPHS

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. (ED.)

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
