

# Andrea Rurale

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LECTURER

**Sales**

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## Biography

Andrea Rurale is a Lecturer at the Department of Marketing at Università Bocconi.

At SDA Bocconi, he is the Director of the Master in Arts Management and Administration (MAMA). He has conducted research and education projects with major enterprises.

His research activities focus on cultural marketing, consumer behaviour, experiential marketing, CRM and marketing communication.

He is the author of books and articles on his topics of interest. His works have been published in Psychology and Marketing. He has been a Visiting Professor in many international universities, such as Simon Fraser in Vancouver (Canada), Tinsgua University in Beijing (China), SMU in Dallas (USA), UTS in Sydney (Australia) and Universidad de Aguascalientes (Mexico). He is the Regional President of FAI Lombardia (Fondo Ambiente Italiano) and President of the Istituto musicale superiore Monteverdi Conservatory in Cremona.

Andrea earned a degree from Università Bocconi and a PhD in Marketing from Universitat de València.

## Teaching domains

Marketing & Sales Integration

CRM

Event Marketing

Strategic Brand Management

Big Data and AI Marketing

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## ARTICLES IN SCHOLARLY JOURNALS

MION DALLE CARBONARE P., LUCHETTI M., RURALE A., FANIN E.

**The Stepwise Artification Process in Luxury Fashion: Strategic Integration With the Arts and Collaboration With Non-Profit Institutions**

Journal of Philanthropy and Marketing, 2024, vol.29, no. 4, pp.e1882

ADDIS M., RURALE A.

**Advancing arts philanthropy practices for well-being**

Journal of Philanthropy and Marketing, 2024, vol.29, no. 1

RURALE A., CARÙ A., MION DALLE CARBONARE P.

**Nuove esperienze di consumo il caso FAI**

Economia & Management, 2022, no. 1, pp.30-34

RURALE A.

**Sense and Sensibility. Gestire i beni culturali anche secondo principi aziendali: l'esperienza del FAI**

Economia & Management, 2015, no. 5, pp.16-21

MINIERO G., RURALE A., ADDIS M.

**Effects of Arousal, Dominance, and Their Interaction on Pleasure in a Cultural Environment**

Psychology & Marketing, 2014, vol.31, pp.628-634

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## EDITED BOOKS

ADDIS M., RURALE A. (EDS.)

**Il valore della cultura. 22 esperti per nuove strategie**

Skira Editore, Italy, 2021

ADDIS M., RURALE A. (EDS.)

**Managing the Cultural Business: Avoiding Mistakes, Finding Success**

Routledge, Great Britain, 2020

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

RURALE A.

**Valorizzare l'intangibile** in *Manager del Futuro*

E. Baglieri(Ed), Egea, chap. 10, pp.155-165, 2022

RURALE A., PRESTINI S.

**Trussardi Art and Fashion: A Long-Distance Relationship?** in *The Artification of Luxury Fashion Brands. Synergies, Contaminations, and Hybridizations*

Massi Marta, Turrini Alex (Eds),Palgrave Macmillan, chap. 3, pp.63-87, 2020

MASSI M., PIANCATELLI C., RURALE A.

**Il marketing come strumento di valorizzazione culturale nei Conservatori musicali. Il caso dell'istituto musicale "Claudio Monteverdi" di Cremona** in *I conservatori di musica. Profili normativi, gestionali e contabili*

Carmela De Gennaro, Roberto De Leonardis, Giuseppe Mongelli (Eds),Aracne Editrice, pp.267-286, 2019

RURALE A.

**Marketing in contesti artistici e culturali** in *Marketing. Una disciplina fantastica. Omaggio a Enrico Valdani*

B. Busacca, M. Costabile(Ed), Egea, pp.459-472, 2018

RURALE A.

**L'etica nel marketing** in *Marketing@Bocconi*

E. Valdani(Ed), Egea, chap. 28, 2016

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## ARTICLES IN NATIONAL/INTERNATIONAL NEWSPAPERS

RURALE A.

**Come ridisegnare il mondo e il ruolo dei collezionisti**

Il Sole 24 Ore, 5 April, 2025

RURALE A.

**Le ripercussioni economiche e sociali delle restituzioni sul mercato dell'arte**

Il Sole 24 Ore, 18 March, 2025

RURALE A.

**Una sconfitta della cultura se un dipinto viene visto come un bene di lusso**

Il Sole 24 Ore, 20 February, 2025

RURALE A.

**Il mercato italiano dell'arte tra investitori internazionali e potenzialità da sviluppare**

Il Sole 24 Ore, 18 September, 2024

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## CASES IN INTERNATIONAL CASE COLLECTIONS

MION DALLE CARBONARE P., PRESTINI S., RURALE A.

**In the Eyes of the Art Beholder: The Case of Villa Necchi Campiglio**

2019, The Case Centre, Great Britain

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## OTHER

RURALE A.

**Perché la restituzione delle opere può cambiare il mercato dell'arte**

2025, Forbes.it, Italy

RURALE A., ADDIS M.

**La trasformazione digitale della cultura ha bisogno del marketing**

2024, Fortune Italia, Italy

RURALE A.

**Arts and Heritage Management**

2016, Coursera, (MOOC)

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## PROCEEDINGS/PRESENTATIONS

RURALE A., CARÙ A., MARTUSCELLI S.

**Digital immersion in a Greek tomb: how a digital cultural experience can stimulate interest and development in a neighborhood. The case of Ipogeo dei Cristallini in Naples**

*AIMAC 2024 - 17th International Conference on Arts and Cultural Management, June 23-26 2024, Lisbon, Portugal*

CARÙ A., MION DALLE CARBONARE P., RURALE A.

**Cultural Consumption and Covid-19: The Case of the Italian National Trust (FAI)**

*AIMAC 2022 - 16th International Conference on Arts and Cultural Management, June 24-29 2022, Mexico City, Mexico*

GALLAGHER B. K., TURRINI A., RURALE A., WRIGHT N., LUCHETTI M., BACA J.

**Exploring ethnic diversity in collaborative arrangements: the case of Texas cultural districts**

*AIMAC 2022 - 16th International Conference on Arts and Cultural Management, June 24-29 2022, Mexico City, Mexico*

ADDIS M., RURALE A.

**Reimagining Cultural Management in the Post-Covid Era: Mission Impossible**

*AIMAC 2022 - 16th International Conference on Arts and Cultural Management, June 24-29 2022, Mexico City, Mexico*

TURRINI A., CLARKSON DAVIS J., JILLSON J., RURALE A.

**Exploring Drivers for Multi-categorical Charitable Giving in the Arts**

*AIMAC 2019 - 15th International Conference on Arts and Cultural Management, June 23-26 2019, Venezia, Italy*

MASSI M., PIANCATELLI C., RURALE A., MION DALLE CARBONARE P.

**From Maecenas to Crowd: Democratizing Fundraising in the Arts and Culture. The case of BeArt**

*AIMAC 2019 - 15th International Conference on Arts and Cultural Management, June 23-26 2019, Venezia, Italy*

RURALE A.

**Novices And Expert In Front Of Visual Arts: Does the Mediation increase the level of Immersion? Evidences From Neurosciences**

*14th International Conference on Arts and Cultural Management AIMAC - June 24-28 2017, Beijing, China (PRC)*

MION DALLE CARBONARE P., RURALE A., TURRINI A.

**Successful Community Outreach and Audience Development: Lincoln Centre, NYC**

*14th International Conference on Arts and Cultural Management AIMAC - June 24-28 2017, Beijing, China (PRC)*

RURALE A.

**Social Development Through Heritage Management. A Case Study**

*IX Congreso DOCOMOMO Ibérico, November 15-18 2016, San Sebastián, Spain*

CARÙ A., COVA B., RURALE A.

**Claque and Cabale in Contemporary Arts Performances: An Artist brand Phenomenon**

*13th International Conference on Arts and Cultural Management AIMAC - June 28-July 1, 2015, Aix-en-Provence, France*

CUADRADO M., FILIMON N., KERRIGAN F., RURALE A.

**Interpreting motives and barriers of cinema attendance: a behavioural and contextual approach**

*V Workshop en Economía y Gestión de la Cultura - October 24-25, 2013, Cadiz, Spain*

RURALE A.

**Marketing the Religious heritage. When faith is no more the driver**

*4th Workshop en Economía y Gestión de la Cultura - November 29-30, 2012, Bilbao, Spain*

RURALE A., FUGAZZOLA M.

**Consumer immersion in house museums**

*3rd ESA Sociology of Culture RN mid-term Conference - October 7-9 2010, Milano, Italy*

CEREA E., RURALE A.

**Haute cuisine system and its cultural dimension: when chefs are the new artists**

*3rd ESA Research Network Sociology of Culture Midterm Conference -October 7-9 2010, Milano, Italy*

RURALE A., MINIERO G., CARÙ A.

**Measuring customer satisfaction in a multitarget cultural institution: evidences for "Milano per La Scala" foundation**

*10th International Conference on Arts and Cultural Management AIMAC - June 28-July 1, 2009, Dallas, United States of America*

ADDIS M., CARÙ A., RURALE A.

**Consumer immersion in aesthetic experiences at arts exhibitions: implications for marketing the arts**

*9th International Conference on Arts and Cultural Management AIMAC - July 8-11, 2007, Valencia, Spain*

