
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

ARTICLES IN SCHOLARLY JOURNALS

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

PRACTICE-ORIENTED BOOKS

ADDIS M., RURALE A.

Il valore della cultura. 22 esperti per nuove strategie

Skira Editore, Italy, 2021

EDITED BOOKS

ADDIS M., RURALE A. (EDS.)

Managing the Cultural Business: Avoiding Mistakes, Finding Success

Routledge, Great Britain, 2020

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

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

OTHER

RURALE A.

Arts and Heritage Management

2016, Coursera, (MOOC)

PROCEEDINGS/PRESENTATIONS

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

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
