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FELLOW

**Brand & Communication**

**GIULIA.MINIERO@SDABOCCONI.IT**

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## Biography

SDA Fellow

Master degree in Economics for Arts, Culture and Communication, Università Bocconi, Milan, 2004

Ph.D Business Administration and Management, Università Bocconi, Milan, 2011

Post Doctoral Researcher, Università della Svizzera Italiana, Lugano, Switzerland

Research interests: Consumer Behavior, Advertising and Branding, Cultural Industries

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## ARTICLES IN SCHOLARLY JOURNALS

ZAGHI K., MINIERO G.

**Il cliente percepito**

Economia & Management, 2017, no. 3, pp.17-22

CAIOZZO P., CITO M. C., MINIERO G.

**Venditori si nasce? Il mestiere visto dagli studenti**

Economia & Management, 2017, no. 1, pp.13-17

ADDIS M., MINIERO G., RICOTTA F.

**Personalizzare l'offerta con successo: Il ruolo della fantasia**

Economia & Management, 2015, no. 1, pp.46-66

MINIERO G., CODINI A., BONERA M., CORVI E., BERTOLI G.

**Being green: from attitude to actual consumption**

International Journal of Consumer Studies, 2014, vol.38/2014, no. 38, pp.521-528

JARACH D., ZERBINI F., MINIERO G.

**When legacy carriers converge with low-cost carriers: Exploring the fusion of European airline business models through a case-based analysis**

Journal of Air Transport Management, 2009, vol.15, no. 6, pp.287-293

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MINIERO G., HOLST C.

**Corporate communication and the arts** in *Managing the Cultural Business: Avoiding Mistakes, Finding Success*

M. Addis, A. Rurale (Eds), Routledge, chap. 10, 2020

RINALLO D., MINIERO G.

**Etica della comunicazione di marketing** in *Marketing Management. Progettare e generare valore per il cliente*  
Egea, pp.661-680, 2011

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## PROCEEDINGS/PRESENTATIONS

CAIOZZO P., CITO M. C., GUENZI P., MINIERO G., GHADDAR S.

**How students perceive salespeople and the sales job**

*GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius*

CAIOZZO P., GUENZI P., MINIERO G., CITO M.

**How students perceive salespeople and the sales job**

*Global Sales Science Institute (GSSI) Conference, 2016, Birmingham, Great Britain*

BUSACCA B., MINIERO G., BERTOLI G.

**Brand Extensions threat: Counter extensions**

*43rd European Marketing Academy Conference - June 3-6, 2014, Valencia, Spain*

BONERA M., CODINI A., MINIERO G.

**A study on psychological conditions and green consumption**

*2nd International Symposium "Systems Thinking for a sustainable Economy. Advancements in Economic and Managerial Theory and Practice", 2014*

MINIERO G., GIBBERT M.

**Brand Traumas: Why writing about negative brand experiences boosts evaluations more than writing about positive experiences**

*42nd Advances in Consumer Research Conference, 2014*

MINIERO G., GIBBERT M.

**Complaining vs Expressive Writing in frustrating product Experiences**

*43rd European Marketing Academy Conference, 2014*

BERTOLI G., CODINI A., MINIERO G.

**Short time and long time in Green Consumption: the role of time horizon**

*13th International Marketing Trends Conference, 2014*

CORVI E., BONERA M., MINIERO G.

**A possible stimulus of the consumers-citizens' sustainable consumption**

*12th International Marketing Trends Conference - Proceeding of the 12th International Marketing Trends Conference 2013*

BERTOLI G., BONERA M., CODINI A., CORVI E., MINIERO G.

**Striving to promote green consumption: the impact of regulatory focus and time horizon**

*2013 Winter Marketing Educators' Conference - Challenging the Bounds of Marketing Thought 2013, United States of America*

BERTOLI G., MINIERO G.

**Regulatory focus e consumo sostenibile**

*IX CONVEGNO ANNUALE SOCIETA' ITALIANA DI MARKETING - Marketing Internazionale ed Effetto Country of Origin, 2012, Italy*

HORNIK J., MINIERO G.

**Are advertising appeal effective? Insights from a Meta- Analysis**

*Looking Back, Looking Forward: Shaping the Future of Research in Marketing 2011, United States of America*

ARBORE A., SOSCIA I., MINIERO G.

**Computer based lie detection technique for scale validation**

*AMA Summer Conference - August 13-16, 2010, Boston, USA*

ARBORE A., SOSCIA I., MINIERO G.

**Unmasking Pinocchio, once for all: applying lie detection techniques to overcome the social desirability bias**

*39th EMAC Conference - The Six Senses: The Essentials of Marketing - June 1-4, 2010, Copenhagen, DK*

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*

JARACH D., ZERBINI F., MINIERO G.

**Future outcomes for the european airline industry: an ampirical analysis through interviews with european airlines' senior executives**

*12th ATRS World Conference - July 6-10, 2008, Athens, Greece*

JARACH D., MINIERO G., ZERBINI F.

**When legacy carriers converge with low cost: the hybrid approach of Brussels Airlines**

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