

Chiara Mauri

MARKETING AND SALES

FELLOW

Channel & Retail

CHIARA.MAURI@SDABOCCONI.IT

Biography

Chiara Mauri is Fellow of Marketing and Sales at SDA Bocconi School of Management. She is Adjunct Professor at Bocconi University and the University of Savoy and Full Professor at Valle d'Aosta University.

At SDA Bocconi, she was Director of the Master of Management in Food & Beverage (MFB) from 2013 to 2016, of the Executive Master in Marketing & Sales (EMMS) from 2006 to 2011, responsible for Open Enrolment Programs of the Marketing Department (2000-2006), Director of the Master in Marketing & e-Commerce from 2000 to 2003 and, since 2000, she is Coordinator of Osservatorio Retailing. She conducted research and training projects with some of the most important Italian and international businesses.

Her research activities focus on three main areas: retail management, of which she has deepened some aspects such as category management, assortment management, loyalty cards and loyalty networks. The second area deals with marketing: brand management, sales promotion, kids' marketing, consumer shopping behaviour, multichannel customer management. Lastly, she works on place branding and destination management.

She is the author of numerous books and articles on the subject. Her works have been published in *International Review of Retail, Distribution and Consumer Research*, *International Journal of Management and Marketing Academy*, *International Journal of Tourism Research*, *International Journal of Hospitality Management* and *Mercati e Competitività*, among others. In 2007, she won the award for the best paper published in the magazine *Mercati e Competitività*. She is a member of the Editorial Board of *Journal of Retailing and Consumer Services*, of *International Journal of Marketing and Management* and of *Mercati e Competitività*. She was Visiting Professor in many international universities such as Université de Savoie Mont Blanc and Universidad Autonoma de Barcelona and Visiting Scholar at the Harvard Business School and at the Arizona State University. She is member of the board of directors of Marketing Italian Society. At Valle d'Aosta University, she was Director of the Department of Economics and Political Sciences from 2009 to 20016. She is member of the security committee of the Université de Savoie Mont Blanc and founder member of the International Place Branding Association (2016). She is member of the board of directors of Esprinet SPA (listed in stock exchange), of the Colorificio San Marco SPA and of Ambrosoli SPA.

Chiara earned a Degree in Business Administration from Bocconi University. She is passionate about reading (classics) and sport. She runs marathons ranking herself in the first 15 women of her segment.

Latest publications

MAURI C., ZAGHI K.

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

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

TRINCA COLONEL R., GHADDAR S., MAURI C.
I driver di una customer experience di successo
Economia & Management, 2017, vol.3, pp.33-39

CASTALDO S., MAURI C. (EDS.)
Store Management. Il punto vendita come luogo di esperienze e di relazioni - IV Ed.
Franco Angeli, Milano, Italy, 2017

MAURI C., MAGGIONI I., TURCI L.
Place brand architecture optimization. The case of Aosta Valley
Inaugural Conference of the Place Branding Association, 2016

MAURI C.
Place branding: A cross-road between academics of many disciplines and practitioners. Call for "A" articles
written by marketing academicians!
Mercati E Competitività, 2016, vol.4, pp.7-12

MAURI C., MAIRA E., TURCI L.
An empirical study of consumer behavior related to private labels and national brand promotions
The International Review Of Retail, Distribution And Consumer Research, 2015, vol.25, no. 4, pp.333-361
